



Inside this issue...

Editorial	Page 1
ATA AGM details	Page 2
Tutor tip: How do we know they know?	Page 2
Size of the Australian private tutoring market	Pages 3 - 7
Request for Quote – Aurora Education Foundation	Page 8
Managing customer complaints and issues	Page 9
Accredited Tutor (AT) purchased by the ATA	Page 9
AON Advertisement for members	Page 10

WithinTuition Editorial

Mohan Dhall
Email: office@ata.edu.au
P: 0466 598 315

Contacting us

For contributions and comments please email the ATA
Email: office@ata.edu.au

Australian Tutoring Association
(ATA) Ltd.
PO Box D1009, Dundas, NSW 2117

Editorial

Welcome to the September Edition of the Australian Tutoring Association (ATA) newsletter. This year the ATA has had continuing involvement with the Covid Intensive Learning Support program (CILSP) and this will extend until the end of 2022.

The post-covid rebound is still occurring and the industry has undergone rationalisation. Many single-person businesses have disappeared and some small to medium tier businesses have left the market. However, small providers who offer a niche service and were able to adapt to online learning generally survived.

In respect of larger businesses, several have grown in scale and appear to have taken up the space left by those leaving the market.

The value of the tutoring market in Australia

In this edition we look at a calculation of the value of the private tutoring market in Australia. Note that the estimate is at best highly conservative, as there are several unknowns in the data. Hence, several assumptions have to be made.

Our AGM

Please join us in Sydney for our AGM on November 17th. There will be the official event followed by a free dinner.

Mohan Dhall, ATA CEO

ATA AGM 2022



The ATA is pleased to invite you to our Annual General Meeting for 2022 and dinner

Date **Thursday 17th November 2022**

Time **6:00pm to 7:30pm**

Location **Wesley Conference Centre, 220 Pitt Street, Sydney, NSW**

Cost: FREE

Agenda

1. Welcome
2. Correspondence
3. Reports
4. General Business

Please RSVP to office@ata.edu.au When you RSVP advise of any dietary needs/restrictions

Tutor tip: How do we know they know...?

In all education, the question following the pedagogy and the learning experiences is, "How do we know they know?" The answer to this is not, "They just seem to get it." It isn't, "Well, I have gone through it so they should know it." It is also not, "They we obviously engaged and that is a sign of their learning." If we do not have evidence of student learning, then we need to learn ways of assessing for learning. Some ways to effectively assess students is through questioning for understanding, having students engage in reciprocal teaching and having students write down what they know, rather than simply state it. If students are not learning, then a general rule is that we need to do better in terms of our strategies as tutors. To argue the problem lies with the student is to argue against being a professional.

Size of the Australian Tutoring Market

What is the size of the domestic tutoring market? This is a common question that is asked.

The following research demonstrates the value of the domestic industry based on the best available current data. According to the Australian government website: www.labourmarketinsights.gov.au the ANZSCO code for “Private tutors and teachers” is 2492. Within this category are four subcategories: art teachers, dance teachers, drama teachers and music teachers. A fifth category is reserved for “other private tutors and teachers” with examples given being for maths tutors and language tutors amongst others. This fifth category has been chosen as the basis of the calculation.

ANZSCO ID	Title	Number	F/T	Future growth	Description
2492	Private Tutors and Teachers	42,500	20% 45 hours/week	13.6% The NSC produces employment projections to show where likely future job opportunities may be. The latest data are for the five years from November 2021 to November 2026. Over this period, the number of workers: is expected to grow strongly and is likely to reach 55,800 by 2026. Source: National Skills Commission Employment Projections to 2026.	Private Tutors and Teachers teach students in the practice, theory and performance of subjects, such as: <ul style="list-style-type: none"> art teachers: 1,500 dance teachers: 6,700 drama teachers 360, and music teachers: 11,000 in private training establishments. Other: 11,400 (249299) <u>Total</u> 30,960 – who are the other 12,540?
249299	Other private tutors and teachers	11,400	19%		Other Private Tutors and Teachers includes jobs like Dressmaking Teacher (Private Tuition), Handicrafts Teacher (Private Tuition), Language Tutor (Private Tuition), and Maths Tutor (Private Tuition)

Table 1: Labour market insights data on Australia tutoring sector. Reference: <https://labourmarketinsights.gov.au/occupation-profile/private-tutors-and-teachers?occupationCode=2492> and related pages

The calculation of value

Using salaries as a guide to sector value we can estimate the returns to the tutoring sector. According to a survey conducted by Indeed on two thousand three hundred reported tutor salaries, the average base salary is \$32.54 per hour. Using this as a prompt, we can make the following initial calculation.

Calculation – ANZSCO 249299 (Academic tutors in supplementary education)

$\$32.54/\text{hr} \times [11,400 \text{ tutors} \times 0.19] \times 45 \text{ hours} = \text{full time wage } \$3,171,874 \text{ per week} - \164.9m annually

Table 2 Total national value of full-time tutoring wages in Australia

The known wages for businesses is \$164.9 million per year for full time employees ONLY.

Including part-time and casual employees

An estimate must be applied as no data is available. An assumption has been made that on average part time and casual tutors work 10 hours per week.

Calculation – ANZSCO 249299 (Academic tutors in supplementary education)

Part time 10 hours per week: $\$32.54/\text{hr} \times 10 \text{ hours} \times 52 \text{ weeks} \times (11\,400 \text{ tutors} \times 0.19) \times 45 \text{ hours} = \text{full time wage } \$3,171,874 \text{ per week} = \156.3m annually

Table 3 Total national value of part time tutoring wages in Australia

The part-time sector returns \$156.3m in wages annually. Combining the data gives Table 4.

Part time 10 hours per week $\$32.54/\text{hr} \times 10 \text{ hours} \times 52 \text{ weeks} \times [11\,400 \text{ tutors} \times 0.81] = \156.3m annually

Total: \$321.1m

Table 4 Total national value of full time and part time tutoring wages in Australia

In summary

Hence the value of total wages in the sector is \$321.1 million annually.

Limitations to estimations based on the value of wage returns

There are limitations associated with estimating the value of private tutoring through determining wage values alone. It should be clear that the sector value is much greater than \$321.1m or at least two reasons:

1. The value of wages in the sector may represent around 60% - 80% of the value of total market.
2. The labour market data only captures census information from people who classify themselves as tutors as their primary work. This means that teachers who moonlight as tutors will not be included in this data and tutors who work other jobs may also not be included in this data. This may be called the informal sector and is often characterised by cash-in-hand deals that are not declared for taxation purposes.

Hence further estimates need to be applied to determine sector value. Taking the first one first. Assuming conservatively that wages represent 80% of the revenue in formal the sector. This calculation is shown in Table 5 below.

Calculation – ANZSCO 249299 (Academic tutors in supplementary education)

Calculation 1 (wages as 80% of sector returns)

$$\$321.1\text{m} \div 0.8 = \$401.4\text{m}$$

Calculation 2 (wages as 60% of sector returns)

$$\$321.1\text{m} \div 0.6 = \$535.2\text{m}$$

Table 5 Using wages as a basis of estimating total sector returns

This gives the value of the sector falling within the range of \$400m - \$535m.

Including the “shadow”

It is very hard to guess exactly how much cash changes hands in respect of the tuition sector. It has historically been sector where undeclared cash transactions feature particularly in one-on-one situations. However, it is also the case that in some businesses the collection of cash is under declared or not declared. The shadow includes informal arrangements as well as more formal ones.

Calculations including the size of the shadow

Supposing the informal ('shadow') sector is an additional 20% in size. This would give the sector the values calculated in Table 6 below.

ANZSCO 249299 (Academic tutors in supplementary education)

Calculation 1

$$\$401.4\text{m} \div 0.8 = \$502\text{m}$$

Calculation 2

$$\$535.2 \div 0.8 = \$669\text{m}$$

Table 6 Including estimates of the informal sector in calculations of sector value.

Note however, that this data is ONLY inclusive of the single sector classified as "Other private tutors and teachers." If dance, music, art and drama tutors (or private teaching) is included the case calculation becomes that shown in Table 7

Calculation using ANZSCO 2492 [Includes art, dance, music and drama tutors]

$$42\,500 \times 0.2 \text{ (proportion full time)} \times 45 \text{ hours/week} \times 48 \text{ weeks} \times \$32.54 \text{ per hour} = \$597,434,400$$

$$42\,500 \times 0.8 \text{ (proportion part time)} \times 10 \text{ hours/week}^1 \times 48 \text{ weeks} \times \$32.54 \text{ per hour} = \$531,052,800$$

Total: \$1,128,487,200 [\$1.1bn]

Table 7 Base calculation of sector value using ANZSCO 2492

Here the value based on wages alone, and using 10 hours as the average estimate of weekly part time hours gives wages value at \$1.13bn.

Note: these calculations may exclude the SAT, LAT, UCAT and test preparation market. This uncertainty arises because the sub classification data does not aggregate to the total number of tutors 42 500 in the data set provided.

¹ Assumption that part time averages at 10 hours per week

Research Data - Average base salary

Data source tooltip for average base salary. 2.3k salaries reported, updated at 1 September 2022

The average salary for a tutor is \$32.54 per hour in Australia

Source: <https://au.indeed.com/career/tutor/salaries>

Research Data - Labour market insights

Reference: <https://labourmarketinsights.gov.au/occupation-profile/private-tutors-and-teachers?occupationCode=2492> and related pages

ATA Webinar Managing Customer Complaints and Issues



**The ATA is running a FREE 45-minute online webinar
Sunday 18th September 7:00-7:45PM (Sydney time)**

Hosted By: ATA CEO Mohan Dhall

In this webinar we will explore:

- What is a complaint?
- What are our options as business owners?
- What are our obligations and rights?
- What impetus do complaints provide?
- Are customers "always right"?

Please register your tickets via the following link:

<https://www.eventbrite.com.au/e/409673944797>



AURORA
HIGH SCHOOL
PROGRAM

Request for Quote



TUTORING SERVICES FOR ABORIGINAL AND TORRES STRAIT ISLANDER HIGH SCHOOL STUDENTS IN NSW

Aurora Education Foundation is seeking to establish a panel of tutoring providers for our newly launched **RISE project**, which supports Aboriginal and Torres Strait Islander high school students in NSW to pursue their own version of success.

We are seeking a long-lasting partnership with tutoring providers, built on genuine collaboration, service excellence and a common goal of ensuring students benefit from a culturally safe, appropriately skilled tutoring service.

Tutoring will begin in Term 1 2023 and students (approximately 200 in total) will be equally dispersed over six locations in NSW:

- Newcastle/Lake Macquarie
- Hunter Valley
- Central Coast
- Western Sydney
- Illawarra
- Shoalhaven

Tutoring providers can nominate to service the whole project i.e. all students and all six locations, or any part of the project i.e. selected number of students or locations.

Responses to the RFQ will be accepted until 5pm AEST, on 14th October 2022.

Please email

tenders@aurorafoundation.com.au

with any queries and to obtain a copy of the RFQ. Alternatively, please contact

Roshni Banwait on 0421 583 090.



AURORA
EDUCATION
FOUNDATION

100 Botany Rd Alexandria NSW 2015 Australia
+61 2 9310 8400 aurorafoundation.com.au



Accredited Tutor (AT) purchased by the ATA

In early August 2022, the ATA wholly acquired Accredited Tutor (AT). This acquisition brings together the two entities and allows for the streamlining of tutor qualifications nationally.

The ATA will honour all existing AT memberships for a year since the purchase was settled (5th August 2022). This means that members of AT will have their membership of that organisation and their existing listing remain until the end of their paid subscription.

Choice for AT Subscribers

Members of AT can opt to become ATA Members and, if fully accredited, will have that accreditation recognised by the ATA as a qualified tutor. This means being recognised as Bronze Qualified.

Any AT member opting to become an ATA member will need to agree to ATA terms and conditions, will need their child protection clearance verified and will need their ABN verified as well. Once this has been done, such members will be dual listed – both on the ATA website and on the AT website. The ATA membership will run concurrent to the AT subscription.

Expiry of AT subscriptions over time

As AT subscriptions expire AT members have a choice as to whether they want to lapse their membership completely, or to continue - but as an ATA Member. Over the period of a year the AT membership will continue to decline in line with a phase out of AT. At the end of the year the AT website will discontinue.

Free Webinars for AT Subscribers

AT subscribers are encouraged to sign up for ATA updates at the bottom of the ATA homepage: <https://www.ata.edu.au> This will mean you get all our updates including access to free webinars which are run from time to time. These webinars are also advertised on the ATA Facebook page, our Twitter feed and on our Instagram page.

ATA College

This college and its modules are available for all AT subscribers. Any modules done with AT will be recognised and credits will be granted should you opt to complete the ATA qualification.



Approved.

Aon are proud to be the only approved insurance partner for the Australian Tutoring Association.

Comprehensive Insurance package:

- Professional Indemnity
- Public Liability
- Product liability
- Optional: Business Insurance

ATA Service Team

1800 020 339

au.pcs.affinity@aon.com