

# One association for UK ELT?

## Currency

		1xUS\$ =currency*
Argentinean	Pesos	3.081
Australian	Dollar	1.697
Brazilian	Real	3.577
British	Pound	0.617
Bulgarian	Leva	1.808
Canadian	Dollar	1.529
Chilean	Pesos	744.90
Chinese (PR)	Yuan	8.276
Czech	Koruny	29.54
Danish	Kroner	6.915
Egyptian	Pound	5.577
EU	Euro	0.930
Hong Kong	Dollar	7.799
Hungarian	Forint	227.92
Icelandic	Kronur	77.126
Indonesian	Rupiah	8855.3
Israeli	New Shekels	4.846
Japanese	Yen	121.12
Maltese	Lira	0.408
Mexican	Peso	10.940
New Zealand	Dollar	1.822
Norwegian	Kroner	6.941
Polish	Zloty	3.852
Russian	Rubles	31.740
Singaporean	Dollar	1.753
Slovakian	Koruny	39.102
South African	Rand	8.372
South Korean	Won	1170.8
Swedish	Krona	8.511
Swiss	Franc	1.364
Taiwanese	NT Dollar	34.603
Thai	Baht	43.037
Turkish	Lira	1,653,480.7
Venezuelan	Bolivar	1,596.0

\*Rates are subject to change and should be used as indications only. 11/02/05

## Korea has best education system, says Unicef

A STUDY by Unicef's Innocenti Research Centre has compiled a list of education systems scaled according to performance, based upon five cross-national inquiries. South Korea and Japan sit at the top of the league table, followed by Finland, Canada and Australia.

'The league table provides the first big picture comparison of the relative effectiveness of education systems across the developed world,' said Unicef.

Following the top-five countries were Austria, the UK, Ireland, Sweden and the Czech Republic. The USA came in at position 18, followed by Germany at 19. Data was gathered from the Organisation for Economic Cooperation and Development (OECD). □

Following plans to produce at least 100,000 copies of a joint promotional guide to English language services in the UK, associations Arels and Baselt have revealed that talks are currently underway regarding the formation of one super-association for UK language providers.

Provisionally titled 'English UK', the association is currently being debated across the UK during regional meetings between Baselt and Arels members. Tony Millns, Chief Executive of Arels and a member of the joint working party, told *Language Travel Magazine* that members that had been canvassed had, at the time of going to press, largely backed the idea of one association representing the majority of accredited providers in Britain.

If English UK goes ahead, the new unified association will rival other associations such as English

Australia in Australia and Appel in New Zealand as a single association representing the majority of quality English language providers in the country. With at least 320 members, it will also be the largest association of its type in the industry. In other countries, such as Canada, membership of industry associations is still diverse and segregated.

One reason for the development of the idea, Millns explained, was the international competition faced by the UK from countries such as Australia, Ireland and Canada. He noted that in some cases, overseas ELT organisations achieved stronger support from their government agencies and better coordinated marketing. English UK would be expected to fit into the bigger Education UK brand, which markets all education opportunities in the UK to prospective students.

Baselt, the British Association of State English Language Teaching, represents English language schools in the state sector, and as Millns pointed out, there are more similarities in procedures and practices than differences between many Baselt members and private language schools belonging to Arels, the Association of Recognised English Language Services.

'The proposal of one association has met with strong support from the Baselt executive committee and the Arels general council,' he added.

The outcome of membership consultation will determine whether English UK will be created and if so, how long the process will take. Millns commented, 'The fastest track would be general meetings in autumn this year and a new association at some point in 2004.' □

## Record sales for UK in 2001, report reveals

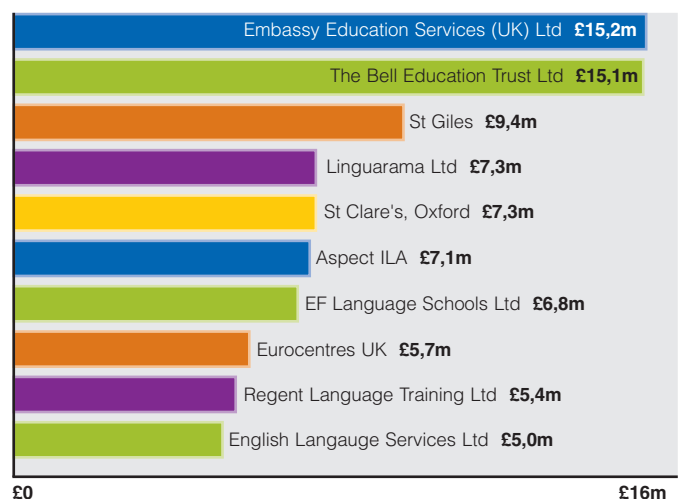
A RECENTLY released report shows that despite the problems in 2001 that afflicted the UK industry, such as foot-and-mouth disease and the worldwide alarm following September 11, the financial performance of UK schools was better than 2000 in many cases.

Record sales and profits were noted at a number of companies. A majority of schools increased their turnovers over 2000 and the profitability and profit margins of many improved.

These findings were revealed following a study of the financial results of 70 English language schools for the 2001 financial year (ending in Dec 2001).

Topping the table as the UK school group with the highest turnover was Study Group, which was followed by Bell, St Giles, Linguarama and St Clares, Oxford. Study Group and Bell both posted a turnover in excess of UK£15 million.

Compared with the results of the same survey for the 2000 financial year, Aspect ILA's



turnover had decreased, and the company was in sixth position in the league table, followed by EF, Eurocentres, Regent Language Training and English Language Services (International House).

OISE was excluded from the research as its sales and profits figures had not been available.

Brian McCallen, author of the report, said, 'Forty-four schools or

two-thirds of the total managed to increase their sales in 2001 and more than a dozen boosted their income by more than 20 per cent.'

He added that 14 schools returned to profit in 2001, while nine schools that were profitable in 2000 made losses in 2001.

Source: *The Financial Performance of UK EFL Schools: 2001. Enquiries: Brian.McCallen@tesco.net* □

## Limit on students in NZ?

THERE has been speculation in the New Zealand press that the Education Minister, Trevor Mallard, is considering introducing a cap on the number of Chinese students entering the country, following concerns about a surge of students in New Zealand.

However, in an article in *The Press* newspaper, Mallard denied this, saying that although the idea had been raised in a meeting with the Association of Private Providers of English Language (Appel), it was not under consideration. 'We are looking at how to limit numbers of foreign fee-paying students,' he said, 'but... focusing on school-age students. No decisions have been made yet on how numbers might be limited.'

*Language Travel Magazine* reported in February that the Post-Primary Teachers Association (PPTA) had called for a five per cent limit on overseas enrolment in schools (see February issue, page 4). Education providers have also expressed concern that increasing numbers of students and English language schools in the country will diminish the availability of quality host families. □

## New Spanish association in Spain

JOINING the ranks of Olé and Fedele in Spain is Gadele, 'Escuelas con encanto', a new association that has been created to represent the interests of schools in the region of Cadiz, in the southwest of Andalucia.

One of Gadele's main aims is to offer students exchange possibilities, so they can enrol at one school and study at another of the five member schools in the association. Member, Ian Walsh, of Trinity School in El Puerto de Santa María, explained that the first activity of the association is to generalise courses between members so that student exchange will be easy.

Formed this year, Gadele - which stands for Asociación Gaditana de Escuelas de Español como Lengua Extranjera - also hopes to bring the region of Cadiz to greater prominence among agents and students. 'The province is famous for sandy beaches, its art, folklore, gastronomy and above all, its charm and people,' said Walsh. 'We want to give students the possibility to move around Cadiz under the protective umbrella of an association.' □

## USA must do better, says Nafsa

A TASKFORCE set up to look at international student recruitment issues in the USA has concluded that serious efforts must be made to maintain and build the USA's share of international students in the current competitive climate.

Nafsa, Association of International Educators, organised a task force to look into the issue prior to September 11, 2001. Its findings are more relevant than ever now, argues Victor C Johnson, Nafsa's Policy Director. 'There has been a sense that international students will just keep coming to the USA because they always have,' he said. 'That is no longer true.'

The task force highlights four priorities for improvement to arrest the decline in the USA's share

of the student market. Primarily, it calls for a recruitment strategy that specifies roles for the Departments of State, Commerce and Education, and a rational approach to visa issuance and student migration. 'People need to make balanced visa decisions, instead of thinking the only safe answer is 'no', said Johnson.

The other recommendations made by the task force include a comprehensive website providing potential students access to all the information they require about higher education options in the USA, and the implementation of scholarships, loans and tuition exchanges, to enable students less able to afford study overseas to consider the USA as an option. □

### American Education Expo

Date: 31 March - 1 April  
Venue: Lima, Peru  
Date: 3-5 April  
Venue: Sao Paulo, Brazil  
Date: 6-7 April  
Venue: Buenos Aires, Argentina  
Contact: Max Visconti, ISN Inc.  
1500 Market Street  
12th Floor, East Tower  
Philadelphia, PA, 19102, USA  
Tel: +1 215 246 3432  
Fax: +1 215 477 7378  
Email: ISN4YOU@aol.com

### ExpoBelta 2003

Date: 4-13 April  
Venue: Belo Horizonte, Salvador, Curitiba, Rio de Janeiro, Sao Paulo - Brazil  
Contact: Maria Eglantine Gabarra Belta, Avenida Vieira de Carvalho 115 sala 72  
Sao Paulo, 01210, Brazil  
Tel: +55 113 2846661  
Fax: +55 113 2669133  
Email: expobelta@belta.org.br

### Latin American Agent Workshops/StudentFairs

Date: 5-6 April  
Venue: Buenos Aires, Argentina  
Date: 8 April (Agent Workshop)  
Venue: Sao Paulo, Brazil  
Date: 11-19 April (Expo roadshow)  
Venue: Meceio, Recife, Fortaleza, Florianopolis, Salvador - Brazil  
Contact: Daniel Ripple, Front Page Promotions Media (FPP)  
7421 Frankford Road #1236  
Dallas, TX, 75252, USA  
Tel: +1 972 612 9659  
Fax: +1 972 612 9659  
Email: daniel@fppmedia.com

### Kazakhstan Educational International Fair

Date: 12-13 April  
Venue: Almaty, Kazakhstan  
Contact: Agency Intellect  
188 Dzhambul Str. Ap 41  
Almaty, 480008, Kazakhstan  
Tel: +7 3272 423708/429  
Fax: +7 3272 507052  
Email: exhibint@online.ru

### The Int. Student Recruitment Convention

Date: 15-16 April  
Venue: Los Angeles, USA  
Contact: Karl Badde, ICEF  
Am Hofgarten 9  
Bonn, 53113, Germany  
Tel: +49 228 201190  
Fax: +49 228 2011944  
Email: icefbonn@icef.com

### International Education Fair

Date: 25-27 April  
Venue: Taipei, Taiwan  
Contact: Tosa, Rm 1122, 15 Fuhsing Rd  
Taipei, ROC 105, Taiwan  
Tel: +886 277 39330  
Fax: +886 277 39481  
Email: info@tosa.org.tw

### IALC Agents' Workshop

Date: 2-4 May  
Venue: Cuernavaca, Mexico  
Contact: Jan Capper  
JC Communications  
PO Box 798  
Canterbury, CT 1 2WX, UK  
Tel: +44 1227 769007  
Fax: +44 1227 769014  
Email: info@ialc.org

### 7th International Education Fair

Date: 3-8 May  
Venue: Istanbul, Izmir, Ankara, Adana - Turkey  
Contact: Arzu Guven  
Hit International Education  
Buyukdere Cad. Hur Han 15/A

Sisli, Istanbul, 80260, Turkey  
Tel: +90 212 964600  
Fax: +90 212 336315  
Email: arzu@hit.com.tr

### The London Education Exchange

Date: 9-10 May  
Venue: London, UK  
Contact: ICEF (as above)

### ICC/ISS Workshop

Date: 9-11 May  
Venue: Nagoya, Osaka, Tokyo - Japan  
Contact: Noriko Irie, ICC International Communication Center  
Sankei Bldg 3F, 1-28-10, Takadanobaba, Shinjuku-ku, Tokyo, 169-0075, Japan  
Tel: +81 3 5272 2433  
Fax: +81 3 5272 2447  
Email: uk@iss-ryugaku.co.jp

### World Education Market

Date: 20-23 May  
Venue: Lisbon, Portugal  
Contact: Dominique Wasquel  
Reed Midem Organisation  
11 rue du Colonel Pierre Avia  
Paris, cedex 15, 75726, France  
Tel: +33 141 904438  
Fax: +33 141 904628  
Email: info@wemex.com

### The Alphe USA Workshop

Date: 22-24 May  
Venue: Las Vegas, USA  
Contact: Matthew Northover  
Hothouse Media  
11-15 Emerald Street  
London, WC1N 3QL, UK  
Tel: +44 20 7440 4027  
Fax: +44 20 7440 4033  
Email: matthew@hothousemedia.com

### 55th Annual Nafsa Conference

Date: 25-30 May  
Venue: Salt Lake City, UT, USA  
Contact: Nafsa, 1370 New York Ave  
NW, Eighth Floor  
Washington DC, 20005, USA  
Tel: +1 202 737 3699  
Fax: +1 202 737 3657  
Email: Conference@nafsa.org

### 10th New Zealand Int. Education Conference.

Date: 11-13 August  
Venue: Wellington, New Zealand  
Contact: Conference Secretariat  
Education New Zealand  
Level 4, Dalmuir House  
114 The Terrace  
Wellington, New Zealand  
Tel: +64 447 20788  
Fax: +64 447 12828  
Email: enquiry@educationnz.org.nz

### The Alphe UK Workshop

Date: 22-24 August  
Venue: London, UK  
Contact: Matthew Northover  
Hothouse Media (as above)

### Int. Languages & Education UK Fair

Date: 26-28 August  
Venue: Brighton, UK  
Contact: Annie Wright, Arels  
56 Buckingham Gate  
London, SW1E 6AG, UK  
Tel: +44 207 802 9200  
Fax: +44 207 802 9201  
Email: info@arels.org.uk

### MEI-Relsa Agent Workshop

Date: 1 September  
Venue: Co. Clare, Ireland  
Contact: Gillian Nother, MEI-Relsa  
17 Lower Camden Street  
Dublin 2, Ireland  
Tel: +353 147 53122  
Fax: +353 147 53088  
Email: info@mei.ie