

# Canada Language Council evolves

## Currency

		1xUS\$ =currency*
Argentinean	Pesos	2.942
Australian	Dollar	1.261
Brazilian	Real	2.936
British	Pound	0.525
Bulgarian	Leva	1.560
Canadian	Dollar	1.317
Chilean	Pesos	573.85
Chinese (PR)	Yuan	8.276
Czech	Koruny	25.52
Danish	Kroner	5.816
Egyptian	Pound	6.180
EU	Euro	0.780
Hong Kong	Dollar	7.771
Hungarian	Forint	204.52
Icelandic	Kronur	67.724
Indonesian	Rupiah	8,402.0
Israeli	New Shekels	4.434
Japanese	Yen	106.35
Maltese	Lira	0.341
Mexican	Peso	10.907
New Zealand	Dollar	1.419
Norwegian	Kroner	6.883
Polish	Zloty	3.813
Russian	Rubles	28.480
Singaporean	Dollar	1.676
Slovakian	Koruny	31.546
South African	Rand	6.567
South Korean	Won	1,151.9
Swedish	Krona	7.169
Swiss	Franc	1.230
Taiwanese	NT Dollar	33.049
Thai	Baht	38.970
Turkish	Lira	1,321,664.0
Venezuelan	Bolivar	1,918.0

\*Rates are subject to change and should be used as indications only. 18/02/04

## English UK plans high profile launch

THE OFFICIAL launch date of English UK – the amalgamated association of the Association of Recognised English Language Services (Arels) and the British Association of State English Language Teaching (Baselt) – has been set for May 12, and the UK's Secretary of State for Education and Skills, Charles Clarke, is opening the inaugural conference.

The day's events are to be followed by a parliamentary reception in the evening. Tony Millns at Arels said, "The conference will see the start of a marketing and communications drive to establish the new association, with its 330 members, as the leader in English language learning worldwide." □

The Canada Language Council (CLC), which is the new name for the Council of Second Language Programmes of Canada (CSLPC), held its annual conference in Montreal earlier this year and showcased the association's new direction and membership mix.

The CLC amended its membership criteria last year to include not only public sector language teaching centres but privately-owned operations too. It was a significant move to welcome new members into the association and become, in the words of Jay Jamieson, Executive Director of CLC, "the only cross-sector, bilingual organisation representing both official languages as well as public and private sectors" in Canada.

The CLC used the conference to highlight its goal to become a credible, national body for language training in Canada. International speakers at the conference included Tony Millns, Chief Executive of Arels in the UK and Sue Blundell, Executive Director of English Australia.

A two-day schedule of seminars was organised, covering industry issues that ranged between how to work with agents, national accreditation efforts, stu-



L-R: Tony Millns of Arels; Sue Blundell of EA; Jay Jamieson of CLC

dent orientation, public-private working relationships and new programme initiatives. Jamieson commented, "It certainly was an exciting event. Everyone is really enthusiastic and energised with the inauguration of the Council."

Also attending the event were representatives from other language industry associations in Canada as well as federal and provincial government departments in the country. Helen Rodney, Deputy Director of Policy and Operations at the Department of Foreign Affairs and International Trade, opened the event.

She commented, "We commend the Council for having introduced a quality assurance

scheme, [which] includes site visits and inspections."

Jamieson is hopeful about what the future holds for CLC. "There is a great deal of interest in the enhanced mandate of the Council," he said. "The expanded corporation has attracted many new members from English and French programmes in both the public and private sectors."

Another of the Council's aims is to enhance Canada's reputation as a major international language travel destination. The CLC's quality assurance scheme for members covers teacher qualifications, curriculum, student services, student admissions, promotion and administration. □

## Insurance costs hit UK language school hard

A LANGUAGE school in the UK has had to close down because of an insurance company's insistence that all host family members be checked with the Criminal Records Bureau (CRB).

Having a person checked with the CRB means that any police records against the named person will be uncovered. The process is not compulsory in the UK English language teaching industry, but some organisations have chosen to incorporate CRB checks into their welfare procedures.

However, each CRB check costs UK£30 (US\$57) and, as Claire and Tony Gill of East Sussex School of English in Brighton explained, the process can take up to three months. "The only insur-

ance company we can find to insure us is imposing that every adult in every host family is police checked, otherwise our insurance as a whole is invalid," said Tony Gill. "This would be unworkable for us on many levels, for example, if a family let us down at the last minute, we would have to find another police-checked family at short notice."

The Gills' situation is unique because they only deal with junior clients, and so the insurance company has imposed more stringent requirements than with other language schools.

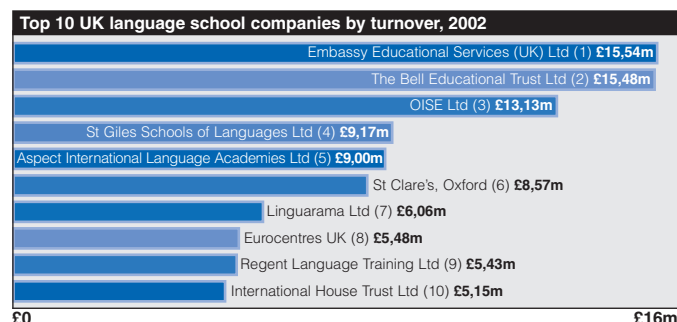
Tony Millns, Chief Executive of the Association of Recognised English Language Services (Arels), commented, "We regard

it as totally unrealistic for insurance companies to demand that all staff and host family heads be CRB-checked in year one."

Millns added that changes to the English in Britain accreditation scheme regarding the care of juniors had been agreed and would be introduced later this year, to come into effect in January 2005.

At the Association of British Language Schools (ABLS), Janet McGuirk, Deputy Chairperson, said ABLS has become an umbrella body for CRB checks, so that all members could undertake checks via the association. "We encourage all members dealing with under-18 year old students to check host families," she said. □

## 2002 verdict: good sales overall



THE LATEST research on profits in the English language teaching industry in the UK reveals that a majority of language school companies had a good year in 2002, seeing a rise in revenue compared with 2001, and achieving good profit margins.

Although Sars and the war in Iraq had yet to take their toll on the industry in 2002, the expectations for the year were muted, as the UK closed the chapter on foot-and-mouth disease scares and terrorism fears post-September 11, 2001.

The report, entitled *The Financial Performance of the UK EFL Schools, 2002-2003*, indicates that six of the top 10 earning schools posted a profit for 2002,

**Karl Badde, Founder of ICEF, dies**

KARL Badde, President of ICEF, passed away on 28 December, 2003, at the age of 65. A big name in the education and language school business, German-born Badde began his business in the Middle East in the 1960s where he established language schools.

ICEF was created in 1990 as a subsidiary of 'Where and How', a company producing language schools' directories. Currently, ICEF workshops and educational exchanges take place on an annual basis in Orlando, Moscow, Shanghai, Tokyo, London and Berlin.

Badde retired from ICEF in April 2003 when he appointed Andreas Marks and Isabel Vogt as his successors. He leaves three daughters and a son.

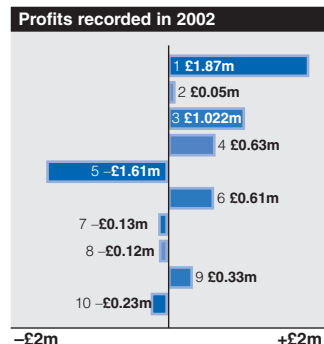
with Embassy Educational Services (part of Study Group) recording the highest pre-tax profits of UK£1.87 million (US\$3.5 million). OISE was the next most profitable school chain, with pre-tax profits exceeding UK£1 million (US\$1.9 million) for the first time.

Although Aspect ILA saw a 25.3 per cent increase in sales in the same annual period, taking sales earnings to UK£9 million (US\$17.1 million), the company registered overall losses for this period of UK£1.61 million (US\$3 million). In terms of turnover, the largest school organisations in the UK were Study Group and Bell.

OISE was listed as third, although this school was not included in the previous year's research because of unavailable figures (see *Language Travel Magazine*, April 2003, page 4).

For the 2002 analysis, EF was not included because of unavailable information. For further enquiries, contact: info@brianmccallenresearch.co.uk.

For graph below, refer to schools' numbers in brackets above



### Int. Education Fair

Date: 2-4 April  
 Venue: Taipei, Taiwan  
 Contact: Albert Lee, Tosa, Rm 1122  
 No.15 Fuhsing Rd  
 Taipei, ROC 105, Taiwan  
 Tel: +886 277 39330  
 Fax: +886 277 39481  
 Email: info@tosa.org.tw

### The Int. Student Recruitment Convention

Date: 6-7 April  
 Venue: Los Angeles, USA  
 Contact: Andreas Marks, ICEF  
 Am Hofgarten 9  
 Bonn, 53113, Germany  
 Tel: +49 228201190  
 Fax: +49 2282011944  
 Email: a.marks@icef.com

### SEA Agents Workshop

Date: 15-17 April  
 Venue: Sydney, Australia  
 Contact: Elite Event Management  
 PO Box 130 Red Hill, QLD  
 4059, Australia  
 Tel: +61 7 3369 2269  
 Fax: +61 7 3311 2484  
 Email: registration@elite-events.com.au

### International Education Fairs of Turkey

Date: 18-25 April  
 Venue: Adana, Ankara, Izmir, Istanbul - Turkey  
 Contact: Anita Kuehnel, IEFT  
 Receptapa Cad., Imren Apt  
 No:15/6, Kat:1,Istanbul  
 34437, Turkey  
 Tel: +90 212 361 6825  
 Fax: +90 212 361 0538  
 Email: info@ieft.net

### International Study Fair 2003

Date: 24-25 April  
 Venue: Bangkok, Thailand  
 Contact: Boonsiri Trakulseangrutsamee  
 Study Overseas Centre  
 179 Bangkok Bazar, Nr Big C  
 Dept., Rajdamri Road,  
 Lumpini, Bangkok, 10330  
 Thailand  
 Tel: +66 22 557592  
 Fax: +66 22 557593  
 Email: studyove@samart.co.th

### Ialc Agents' Workshop

Date: 30 April - 2 May  
 Venue: St Petersburg, Russia  
 Contact: Jan Capper, Ialc  
 Lombard House  
 12/17 Upper Bridge Street  
 Canterbury, CT1 2NF, UK  
 Tel: +44 1227 769007  
 Fax: +44 1227 769014  
 Email: info@ialc.org

### The London Education Exchange

Date: 7-8 May  
 Venue: London, UK  
 Contact: ICEF (as above)

### ICC/ISS Workshop

Date: 13-16 May  
 Venue: Nagoya, Osaka, Tokyo, Fukuoka - Japan  
 Contact: Tetsuo Otsuka  
 ICC International  
 Communication Centre,  
 Sankei BLDG 3F, 1-28-  
 10, Takadanobaba,  
 Shinjuku-ku, Tokyo,  
 169-0075, Japan  
 Tel: +81 3 5272 2330  
 Fax: +81 3 5272 2447  
 Email: otsuka@iss-ryugaku.co.jp

### The Alpha USA Workshop

Date: 20-22 May  
 Venue: Miami, 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: 23-28 May  
 Venue: Baltimore, MD, USA  
 Contact: Kathleen Post, Nafsa  
 1370 New York Avenue NW,  
 Eighth Floor, Washington DC  
 20005, USA  
 Tel: +1 202 737 3699  
 Fax: +1 202 737 3657  
 Email: kathleenp@nafsa.org

### The 13th New Zealand Int. Education Conference

Date: 19-20 August  
 Venue: Auckland, New Zealand  
 Contact: Education New Zealand  
 Level 4, Dalmuir House  
 114 The Terrace  
 Wellington, New Zealand  
 Tel: +64 44720788  
 Fax: +64 44712828  
 Email: enquiry@educationnz.org.nz

### The Alphe UK Workshop

Date: 27-29 August  
 Venue: London, UK  
 Contact: Hothouse Media (as above)

### International Languages & Education UK Fair

Date: 31 August - 2 September  
 Venue: Brighton, UK  
 Contact: Annie Wright, Arels  
 56 Buckingham Gate  
 London, SW1E 6AG, UK  
 Tel: +44 20 78029200  
 Fax: +44 20 78029201  
 Email: annie@arels.org.uk

### 16th Annual Conference of the EAIE

Date: 15-18 September  
 Venue: Torino, Italy  
 Contact: Janny Van Wijk, European  
 Association for Int. Education  
 PO Box 11189  
 Amsterdam GD, 1001  
 The Netherlands  
 Tel: +31 205 254999  
 Fax: +31 205 254998  
 Email: eaie@eaie.nl

### VI Fedele Annual Meeting

Date: 30 September - 3 October  
 Venue: La Coruña, Spain  
 Contact: Astrid Verlot, Fedele, c/o  
 CN 340, Km 189,6, Marbella  
 (Málaga), 29600, Spain  
 Tel: +34 952 834 782  
 Email: info@fedelespain.com

### Scope on the Globe

Date: 13-16 October  
 Venue: Utrecht, Netherlands  
 Contact: Janine Bekker, Aromedia  
 Postbus 58202  
 Amsterdam, 1040, Netherlands  
 Tel: +31 206 646127  
 Fax: +31 206 646168  
 Email: scope@aromedia.nl

### Expo Estudiante

Date: 23 -30 September  
 Venue: Merida, Mexico City,  
 Monterrey, Guadalajara -  
 Mexico  
 Date: 2-3 October  
 Venue: Panama City, Panama  
 Date: 6-7 October  
 Venue: Lima, Peru  
 Date: 9-12 October  
 Venue: Bogota, Cali - Colombia  
 Contact: Rupert Merrick, C&S Assoc.  
 Alameda Santos, 1470  
 Sao Paulo, Brazil  
 Tel: +55 112896599  
 Fax: +55 112510251  
 Email: rupertmerrick@  
 csassociadas.com.br