

NZ tightens its industry control

Currency

		1xUS\$ =currency*
Argentinean	Pesos	3.490
Australian	Dollar	1.773
Brazilian	Real	3.552
British	Pound	0.633
Bulgarian	Leva	1.959
Canadian	Dollar	1.577
Chilean	Pesos	709.30
Chinese (PR)	Yuan	8.277
Czech	Koruny	30.72
Danish	Kroner	7.449
Egyptian	Pound	4.620
EU	Euro	1.003
Hong Kong	Dollar	7.798
Hungarian	Forint	237.41
Icelandic	Kronur	85.710
Indonesian	Rupiah	8975.0
Israeli	New Shekels	4.677
Japanese	Yen	122.92
Maltese	Lira	0.425
Mexican	Peso	10.111
New Zealand	Dollar	1.990
Norwegian	Kroner	7.307
Polish	Zloty	3.934
Russian	Rubles	31.850
Singaporean	Dollar	1.769
Slovakian	Koruny	41.647
South African	Rand	9.460
South Korean	Won	1211.9
Swedish	Krona	9.005
Swiss	Franc	1.477
Taiwanese	NT Dollar	34.746
Thai	Baht	43.100
Turkish	Lira	1,575,000.0
Venezuelan	Bolivar	1,330.5

*Rates are subject to change and should be used as indications only. 24/11/02

Shane rebrands as British Study Centres

TWO UK English language schools, Shane English Schools Oxford and Brighton, have been renamed British Study Centres (BSC) to reflect the ownership of the organisations.

"[The schools] were franchise operations, owned by British Study Centres," explained Mandy Green, Managing Director of BSC. "When Shane formed their strategic alliance with Global Village, we decided to form our own group, managed here in the UK."

BSC has plans to open a new language school in London in June, near its business school, West London College, to complement its range of vocational colleges and language schools in London, Oxford and Brighton. □

The New Zealand government's Tertiary Education Reform Bill came into effect in January this year, requiring all institutions offering courses for foreign students – including, for the first time, courses of less than three months' study – to be registered with the New Zealand Qualifications Authority (NZQA).

The bill also ushered in an education export levy of 0.5 per cent on all foreign students' tuition fees, which has been hotly contested by many of the well-established English language schools in the country (see *Language Travel Magazine*, January 2003, page 4).

The government has introduced the bill because it believes that the growing industry needs closer regulation and centralised input. There are signs that the English language teaching market is exploding in New Zealand, with many new language schools registering with the NZQA, according to press reports last year, and many more operating without NZQA accreditation.

Last year, *The Press* newspaper reported that new applications from language schools were stretching the resources of the NZQA and extending the waiting time for registration as an education provider. "We've had quite a flood of applications," said Bill Lennox at the authority. "[At one point], we had 28 language school applications [pending]."

Another newspaper report counted at least 52 English language teaching operations in Christchurch alone, with more operating outside of NZQA jurisdiction. At Education New Zealand, John Sargent estimated that there were 200 language schools in the country that were not NZQA-registered. He pointed out that new legislation was "a major step forward in ensuring that short courses are included within the quality control mechanisms", but there are difficulties in tracking down illegal operators.

"[They] are a major concern because whereas a number of those unregistered schools are probably doing a good job, there's



Student numbers in New Zealand are spiralling upwards, say sources

an equally high probability that a number of them are not and are destroying New Zealand's reputation," said Sargent. With 26,000 foreign students in New Zealand in 2001, according to Education New Zealand, he estimated a figure nearer 65,000 for 2002.

One concern for quality providers is whether the government has the power to enforce its new legislation. Lennox at NZQA said the authority would act on tip-offs and monitor advertising in its efforts to regulate the industry. Language schools operating outside the remit of NZQA will avoid paying the levy, which gathers

funds for industry development, quality assurance and marketing.

Late last year, attention was also focused on the number and spread of overseas nationals entering New Zealand. Immigration Minister, Lianne Dalziel, passed a law increasing the English language ability requirement for incoming migrant workers.

Meanwhile, the Post-Primary Teachers' Association (PPTA) called for a five per cent limit on the number of overseas students in secondary schools, saying that the problem of teacher shortages had been exacerbated by high numbers of foreign students. □

Open Doors: IEP numbers drop

THE latest annual survey of US institutions accepting overseas students, Open Doors, reveals for the first time the full impact that the September 11, 2001 terrorist attacks had on the USA's English language teaching market.

The number of Intensive English Programmes (IEPs) in the survey varies each year, and the response rate, compared with the 2000/2001 survey, was unavailable at the time of going to press. While firm comparisons cannot be made, the figures reveal that almost 7,000 fewer English language students were recorded in 2001/2002, compared with the previous year.

These results echo the reports of a problematic year that many US IEPs have recounted, as security and visa concerns have caused students to choose to study elsewhere, and economic prob-

lems in some countries have also dampened student demand.

The big three – Japan, Korea and Taiwan – continued to dominate student enrolment figures, accounting for 47.4 per cent of the 78,521 students recorded. The top 10 countries were similar to last year, with the South American countries of Brazil, Mexico, Venezuela and Colombia following behind the market leaders.

Italy dropped from eighth position last year to number 11 while Turkey climbed to number eight. Saudi Arabia remained at nine, followed by Thailand.

In the mainstream education sector, international enrolment fared better, rising by 6.4 per cent – matching last year's increase as the highest growth since 1980. India became the most important source of overseas students for the first time, surpassing China. □

Innovation awards for UK

THE British Council is running a new awards scheme designed to discover and reward excellence and innovation in English language teaching (ELT). Three awards are in contention and the finalists will be revealed at a high-profile awards ceremony in London in March. The three categories are: UK research into English language learning and teaching; ELT materials; and ELT products and services.

A shortlist of entries has already been chosen and it includes a CD Rom offered by Anglia Polytechnic University, a British life and institutions course via video conferencing offered by Leeds Metropolitan University and resources developed by Oxford University Press and Cambridge University Press.

“A lot of the entries exploit the capacity of web-based and multimedia resources to reach wide audiences,” said Cherry Gough, Manager at the British Council. A majority of entries focus on three key audiences: young learners, business people and academic-oriented students.

Winners of the awards will receive a cash prize of UK£1,000 (US\$1,579) and recognition in a major campaign to take place this year highlighting the “cutting-edge” of ELT in the UK. “We [plan] a major campaign to promote the best of new products and services that we identify through British Council offices worldwide,” said Gough. The entries are to be judged on three criteria – whether they are innovative, effective and practical. □

Arels and Baselt plan joint promotion

TWO of the key English language teaching associations in the UK, Arels and Baselt, are collaborating to produce a joint brochure, profiling all member institutions as well as other accredited but non-affiliated teaching centres.

The new idea is being ushered in as the English in Britain suite of products ceases to be used by the British Council as its primary promotional channel from April. Tony Millns, Chief Executive of Arels, explained, “It is expected that the Education UK website will establish itself as the primary resource for web-based information and enquiry handling.”

At least 10,000 copies of a 24-page guide are to be produced and distributed to British Council and British Tourist Authority offices as well as agents on the Arels list.

Julie Hutchinson at Baselt said that respective association members had voted in favour of closer collaboration if there were clear benefits, in areas such as “international marketing, funding and lobbying in the UK and professional development”. □

Latest new student-friendly website for UK



One web resource for all queries

ANOTHER new website has been launched in the UK, offering students a “one-stop shop” where they can find out everything they need to know about living and studying in the UK, with an education area, including a link to the Education UK website – which has a searchable database of UK institutions – links to tourism and visa sites and an area dedicated to life and culture.

The site, www.i-uk.com, was launched last year and developed in association with the British Council. Peter Upton at the Council said, “We are committed to offering an integrated service to meet overseas demand and to [improve] education and training both in the UK and internationally – i-uk helps us achieve this.” □

Calendar

The VI International Fair "Foreign Languages Plus"

Date: 30 January - 2 February
Venue: Moscow, Russia
Date: 8-9 February
Venue: St Petersburg, Russia
Contact: BKC International House
Starovagankovsky per 15,
#5, Moscow, 121019, Russia
Tel: +7 095 737 5225
Fax: +7 095 737 6579
Email: plus@study.ru

American Education Expo

Date: 1-9 February
Venue: Abu-Dhabi, UAE; Dubai, UAE; Kuwait City, Kuwait; Manama, Bahrain
Contact: 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

Kub Educo 2003

Date: 13-18 February
Venue: Serbia, Montenegro, Yugoslavia
Contact: Kub Travel Enterprises, Vasina 10, Belgrade, 11000, Yugoslavia
Tel: +381 11634648
Fax: +381 11633957
Email: maggie@kub.co.yu

The Asia Workshop

Date: 25-26 February
Venue: Singapore
Contact: Karl Badde, Icef Am Hofgarten 9 Bonn, 53113, Germany
Tel: +49 228201190
Fax: +49 2282011944
Email: icefbonn@icef.com

17th International Fair "Education and Career"

Date: 5-7 March
Venue: Moscow, Russia
Contact: Irina Shipilova, RTV Media, Shukhova str. 14 of. 301 Moscow, 113162, Russia
Tel: +7 095 2377226
Fax: +7 095 2370355
Email: rtv-media@mtu-net.ru

USA Agent Workshop/ Student Fair

Date: 8-9 March
Venue: Washington DC, USA
Contact: Daniel Ripple, FPP 7421 Frankford Rd, #1236, Dallas, TX, USA
Tel: +1 972 612 9659
Fax: +1 972 612 9659
Email: daniel@fppmedia.com

Aula Madrid

Date: 12-16 March
Venue: Madrid, Spain
Contact: Aula, Parque Ferial Juan Carlos 1, Apdo de Correos 67.067 Madrid, 28067, Spain
Tel: +34 917 225052
Fax: +34 917 225788
Email: asteran@ffema.es

Italian in Italy Workshop

Date: 12-16 March
Venue: Rome, Italy
Contact: Italian in Italy, via Tibullo 10 Roma, 00193, Italy
Tel: +39 066 8307796
Fax: +39 066 869758
Email: info@italianinitaly.it

Kosa International Education Fair

Date: 15-16 March
Venue: Seoul, Korea
Contact: c/o Myong Dong Overseas Study Centre, Rm 302 Chungung Bldg, 825-27 Yoksam-Dong

Seoul, 135080, Korea
Tel: +82 27547777
Fax: +82 25561109
Email: mdostudy@chollian.net

Salão de Estudante

Date: 15-26 March
Venue: Sao Paulo, Curitiba, Belo Horizonte, Salvador, Rio de Janeiro, Brazil
Contact: Jason Newman, Nexus Media, Azalea Drive, Swanley, Kent, BR8 8HU, UK
Tel: +44 1322 660070
Fax: +44 1322 616305
Email: jason.newman@nexusmedia.com

Saló de l'Ensenyament

Date: 20-23 March
Venue: Barcelona, Spain
Contact: Roser Soley, Fira de Barcelona Avda. Reina Maria Cristina s/n Barcelona, 08004, Spain
Tel: +34 932 332324
Fax: +34 932 332648
Email: ensenyament@firabrnc.es

International Education Fair

Date: 22-23 March
Venue: Bangkok, Thailand
Contact: Tieca, 503/30 KSL Tower 18th Floor, Sri-Ayudhaya Rd, Phayathai, Rajthavee, Bangkok, 10400, Thailand
Tel: +662 642 6114
Fax: +662 642 6115
Email: admin@tieca.com

14th Asian Student Fair

Date: 27 March - 3 April
Venue: Karachi, Lahore & Rawalpindi, Pakistan
Contact: M S Mirza, Int. Ed. Services, PO Box 10503 Karachi, 74400, Pakistan
Tel: +92 303 732 6602
Fax: +92 21 567 1540
Email: infoedu@cyber.net.pk

International Education Fair

Date: 28-31 March
Venue: Hanoi & Ho Chi Minh City, Vietnam
Contact: Vieca, c/o 30 Ta Quang Bui Hanoi, Vietnam
Tel: +84 482 23675
Fax: +84 482 23699
Email: vieca@fpt.vn

American Education Expo

Date: 28-30 March
Venue: Mexico City, Mexico
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: ISN Inc. (as above)

The Moscow Workshop

Date: 30-31 March
Venue: Moscow, Russia
Contact: Icef (as above)

International Education Fair

Date: 4-6 April
Venue: Taipei & Kaosiung, 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

Latin American Agent Workshops/Student Fairs

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 Florionopolis, Salvador - Brazil
Contact: FPP (as above)