



UECA NEWS

FOCUS ON

ENGAGEMENT

UNIVERSITY ENGLISH CENTRES AUSTRALIA | 2ND EDITION | SEPTEMBER 2017

5 MINUTES WITH

**JACOB MICELI,
MANAGER OF BOOKERY
AND YUZO TASHIRO**

A UNIVERSITY OF WOLLONGONG COLLEGE STUDENT
DEMONSTRATING COMMUNITY ENGAGEMENT

UECa

UNIVERSITY ENGLISH
CENTRES AUSTRALIA
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PRESIDENT'S MESSAGE



WELCOME FROM UECA PRESIDENT DAVID LARBALESTIER

Welcome to our second UECA Newsletter for 2017.

This edition focuses on **engagement**. Everyone wants it, and everyone sets out to interact with their target audiences in a way that keeps their audience interested and motivated to take action and achieve their goals.

Not to mention the additional work we all do in monitoring and measuring engagement to help us make decisions which might better define the expectations, systems, pedagogy and management of our centers, staff and students.

In UECA, we know that engagement is influenced by many factors and agencies which interact with our centres to either receive or deliver services to our constituents. That's why the four UECA strategic pillars of member services, professional development, industry relationships and research are important drivers of engagement within our industry.

And so, to sharpen our focus on engagement in this edition of the newsletter, we have selected articles which demonstrate different types and forms of engagement across the strategic pillars of UECA, as reflected (with permission) in the IAP2 Public Participation Spectrum.

I hope you enjoy this newsletter's selection of engaging articles with direct relevance for UECA Members and reflect on how we:

- Inform – by communicating with our stakeholders in an activity, which is the foundation of all engagement.

- Consult – by eliciting feedback and actively seeking stakeholder input into our policies, plans and decisions.

- Involve – and deliberately work directly with our various stakeholders throughout the process of engagement to ensure that their concerns and aspirations are consistently understood and considered.

- Collaborate – and partner with our stakeholders in the development of alternatives and the identification of a preferred position, whilst still retaining the overall decision-making power.

- Empower – our communities into a shared acceptance and accountability for the outcomes of engagement decisions.

In this edition of the newsletter, I encourage you to read and enjoy examples of these different levels of engagement and participation by UECA Members, such as:

- Information on how your Committee is working for you this year, in the article detailing news of the **UECA AGM** in May and an update on your Committee for 2017-2018. We also provide an update on UECA events in the coming months, as well as advance notice of upcoming **Austrade Australia Future Unlimited delegations** within the region.

- Consultation with stakeholders in our regular **"Five minutes with" segments**, in which we talk with Jacob Miceli, Manager of the new UECA sponsor Bookery about their specialist availability of teaching materials. We also hear from Yuzo Tashiro, an ELICOS student at the University of Wollongong College, and

learn of how one student is engaging within the broader community.

- Involvement with industry stakeholders through our regular highlights **NEAS Corner** and **English Australia Corner**.
- Collaboration feedback from the UECA-sponsored **Cambodia TESOL ASEAN Regional Research Grants Mentoring Scheme**.
- Empowerment of our teaching communities; including report on our **PD Fests**, held at the University of Sydney Centre for English Teaching on Saturday 13 May, and at Monash University English Language Centre in Melbourne on the Saturday 29 July. Also see our article on ideas to encourage your researchers to engage more deeply with our industry sector.

So, read on, and enjoy. Remember, this is YOUR newsletter, so don't hesitate to offer feedback or comments, and to send news and images of what's happening in your centre. Making contact is easy. On the Members Area homepage click on the feedback button at: <http://www.ueca.edu.au/members/feedback.php>.

Best wishes to you all for an exciting and rewarding start to Semester 2. Your Committee and I are very much looking forward to working for you in the coming months.



IAP2's Public Participation Spectrum is designed to assist with the selection of the level of participation that defines the public's role in any community engagement program. The Spectrum shows that differing levels of participation are legitimate depending on the goals, time frames, resources and levels of concern in the decision to be made. However, and most importantly, the Spectrum sets out the promise being made to the public at each participation level.

If you'd like to know more about IAP2 and the Public Participation Spectrum as a framework for engagement in your centre, here's a link to their website: <https://www.iap2.org.au/About-Us/About-IAP2-Australasia-/Spectrum>

MEMBER SERVICES

WHO'S ON THE COMMITTEE THIS YEAR?

Here are your 2017-18 Committee members and their contact details.



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UECA BENCHMARKING PROJECT

Benchmarking data collection has now concluded. I-graduate will be presenting the results for discussion at our Director's Workshop in Adelaide later this month.

PUBLIC OFFICER (MUST RESIDE IN NSW) DAVID LARBALESTIER

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COMMITTEE MEMBER CAROLYN MATTHEWS

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This Committee Member position will be open for election at the 2017 UECA AGM.



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MEMBER'S UPDATE COMMITTEE MEETING

For Minutes of the Friday 14 July 2017 Committee Meeting and Wednesday 10 May Annual General Meeting, go to: <http://www.ueca.edu.au/members/minutes.php> and follow the link to UECA Committee Meeting Minutes.

Your Committee meets via teleconference 5 times each year. Dates of the remaining 2017 Committee Meetings are:

- **Friday 22 September 2017**
- **Friday 10 November 2017**

Remember, your Committee members are always ready for and welcome your feedback or comments on UECA activities. Making contact is easy. On the Members Area homepage click on the feedback button at: <http://www.ueca.edu.au/members/feedback.php>

Newsletters: Back editions of the newsletters are available on the website for download. Go to <http://www.ueca.edu.au/members/> and click on Read the Newsletters here. Suggestions for content are always welcome.



EVENT FEEDBACK UECA PD FEST AT MONASH COLLEGE CITY CAMPUS, SATURDAY 29 JULY. PD FEST MELBOURNE, 2017 PROUDLY SPONSORED BY:



UECA, NEAS, English Australia and Monash University English Language Centre, Monash College, were proud to present the UECA PD Fest Melbourne 2017 which was held at Monash University English Language Centre, Monash College, Level 4, 222 Bourke Street, Melbourne.

The theme for this PD Fest was inspired by Charles H Brower, English teacher, advertising manager and trustee Rutgers University who once said that most people are more comfortable with old problems than new solutions. So, we turned our attention to re-visiting problems and issues to identify new solutions and thus challenge Brower's thesis.



A full day of professional development included an opening keynote by Ms Chi Baik, Senior Lecturer, CSHE Melbourne University on emerging issues in the international student experience in Australian higher education. Professor Baik discussed her national study on the experiences of first year international

students which showed that international students are reporting significant lower levels of satisfaction.

Dr Biak's plenary was followed by 25 sessions streamed into topics on management, English for Academic Purposes, Assessment, Learning Technology and the Student Experience.

The day was made even more productive with a number of book exhibitors, morning and afternoon refreshments sponsored by Pearson, lunch, networking opportunities and an early evening social event.

Congratulations to Mark Rooney of Monash College. Mark's presentation The Curse of Knowledge was voted best of the day. Sponsored by Cambridge University Press, Mark wins a \$1000 award to defray costs in presenting his paper at the next UECA PD Fest in Sydney in 2018.

What is the curse of knowledge? Once you know something it is impossible to imagine what it is like not to know it. Thus we tend to overestimate our audiences prior knowledge and the amount of information they can absorb at any one time.



Mark Rooney has worked as an ESL teacher for twelve years. He has Cambridge CELTA and DELTA qualifications. He has taught English in Ireland, England, Spain, Japan and Australia. He moved to Australia in 2009 and has worked at various language schools in Melbourne. He began working at Monash College English language Centre (MUELC) in 2014. His current role is teacher developer, which involves mentoring and training current Monash teachers, as well as delivering external teacher training programs including the CELTA.

The best presentation, as voted by all participants will receive up to \$1000 towards costs of presenting their session at the UECA PD Fest in Sydney in 2018.

Best Presentation sponsored by Cambridge University Press



Vanessa Beal is currently an English language teacher at Macquarie University ELC. She worked as a teacher, teacher trainer and course coordinator in Montreal before relocating to Sydney. Originally from the UK, Vanessa has undergraduate degrees in History of Art, Design, and Film (Middlesex) and Second Language Education (McGill) and an M.A. in Applied Linguistics from Concordia with research focusing on vocabulary acquisition. She is a curriculum writer with research interests in reading and writing, vocabulary and motivation theory.



CAMBRIDGE
UNIVERSITY PRESS

You can read a full report of the day's event on the PD Fest Melbourne website at:

<http://www.ueca.edu.au/pdfest2017-melbourne/index.php>

Vanessa Beal (MQ ELC) was voted the best presenter prize-winner at the recent UECA PD Fest in Sydney. Vanessa used her \$1000 award to present Building with words: Engaging with Vocabulary learning at the PD Fest in Melbourne.

To help get us in the PD Fest mood, NEAS CEO Patrick Pheasant presented an interactive workshop aligned with the NEAS Quality

Assurance Framework D: Administration, Management and Staffing.

During the pre-conference workshop on Friday 28 July, Patrick helped us to explore corporate governance, and an approach that business owners and managers in International Education and Training can take to ensure their staff are strategically aligned to their organisation's vision and mission.



HOST A PD FEST AT YOUR CENTRE!

You can showcase your centre in 2018 by offering to host a PD Fest.

UECA conducts two PD Fests each year. The success of these events means that PD Fests are now almost self-funding. Participant fees cover most of the expenses, and the generous sponsorship from NEAS helps to cover the rest.

UECA offers a \$1,000 prize for "Best Presenter" at each PD Fest. The prize takes the form of reimbursement up to \$1,000 for expenses incurred by the best presenter to attend the next PD Fest and present their workshop to a new audience.

Send your ideas for a theme and a suitable Saturday date to the UECA Committee. On the Members Area homepage click on the feedback button at <http://www.ueca.edu.au/members/feedback.php>.

EVENT FEEDBACK UECA PD FEST SYDNEY, SATURDAY 13 MAY 2017

University English Language Centres of Australia (UECA), NEAS, English Australia and The University of Sydney Centre for English Teaching, were proud to present the UECA PD Fest Sydney 2017. The theme focused on **Leadership, Engagement and Diversity (LED) in an Academic Context**, and provided professional development for teachers by teachers at UECA and English Australia member institutions.

Professor Lauren Stephenson, Australian Catholic University, presented the Official Opening Plenary address.

Lauren's plenary explored leading, learning and teaching in the TESOL context. Following a review of the characteristics of a teacher leader, Lauren went on to explore best practices in English language teaching. A range of effective strategies was identified to facilitate student learning, including the establishment of an appropriate learning environment, development of sound interaction skills, effective planning and preparation, the use of best practice for assessment, varied teaching strategies that facilitate both individual and collective learning, differentiation of tasks and approaches to meet varied learning needs using a range of interactive content types. Strategies to support teacher professional learning were also suggested, with a specific focus on the scholarship of teaching, the role of critical friends, peer observation and mentoring/coaching.

You can watch a video of the plenary and download Lauren's presentation in the program section of the event website at <http://www.ueca.edu.au/pdfest2017/>. From there, you can also download copies of all presentations and plenary presentations.

Cambridge University Press sponsors an award for the best PD Fest presentation, as voted by all participants. Congratulations go to Macquarie University English Language Centre Teacher Vanessa Beal for her presentation **Building with words: Engaging with Vocabulary learning**. Vanessa has been awarded up to \$1000 towards costs of presenting her session at the UECA PD Fest in Melbourne at Monash University on Saturday 29 July.



Lauren Stephenson is Professor of Learning and Teaching, Faculty of Education and Arts, Australian

Catholic University. Lauren holds a Ph.D in educational leadership and is an experienced educator with a background in teacher education, educational leadership, TESOL and EAL/D learning and teaching. She has an extensive record of scholarly activities at national and international levels and has published in the areas of educational leadership, teacher education, adult and professional learning, work integrated learning, TESOL, action research, autoethnography and narrative inquiry.

UPDATE CAMBODIA TESOL ASEAN REGIONAL RESEARCH GRANTS MENTORING SCHEME 2017 – 2018 BY DARREN BROOKES

The UECA Regional Research Symposium, held during CamTESOL, is the largest research symposium in the region, and the associated UECA Research Mentoring Program connects teachers at UECA member colleges with teacher researchers in the ASEAN region.

Nine UECA centres are sponsoring the 2017- 2018 Cambodia TESOL Regional Research Grant recipients. Sponsors include UTS, University of NSW, University of Wollongong, University of Newcastle, Western Sydney University, Deakin University, University of Adelaide, Curtin University and University of Western Australia.

This year, centres sponsoring the grants will be appointing mentors from their teaching staff to work one on one online with grant recipients to complete research papers for peer review and consideration for publication in the 2018 Language Education In Asia Journal (LEIA). These

research papers will also be presented at the 2018 Cambodia TESOL Research Symposium in Phnom Penh on the 9th February 2018.

Research grant recipients this year were chosen from Vietnam, Cambodia, The Philippines, Thailand, Indonesia and for the first time, Laos. Research topics include pair coaching in writing, Lao language interference, corpus work in The Philippines, resilience and Vietnamese curriculum reform, digital teaching portfolios, service learning in ESP, professional development in the Mekong Delta and mobile apps in grammar teaching.

If you want to know more about the Research Grants Mentoring Program and to learn how your College can participate, please don't hesitate to contact the UECA Secretariat or email the project coordinator Darren Brookes at camtesolresearchers@gmail.com

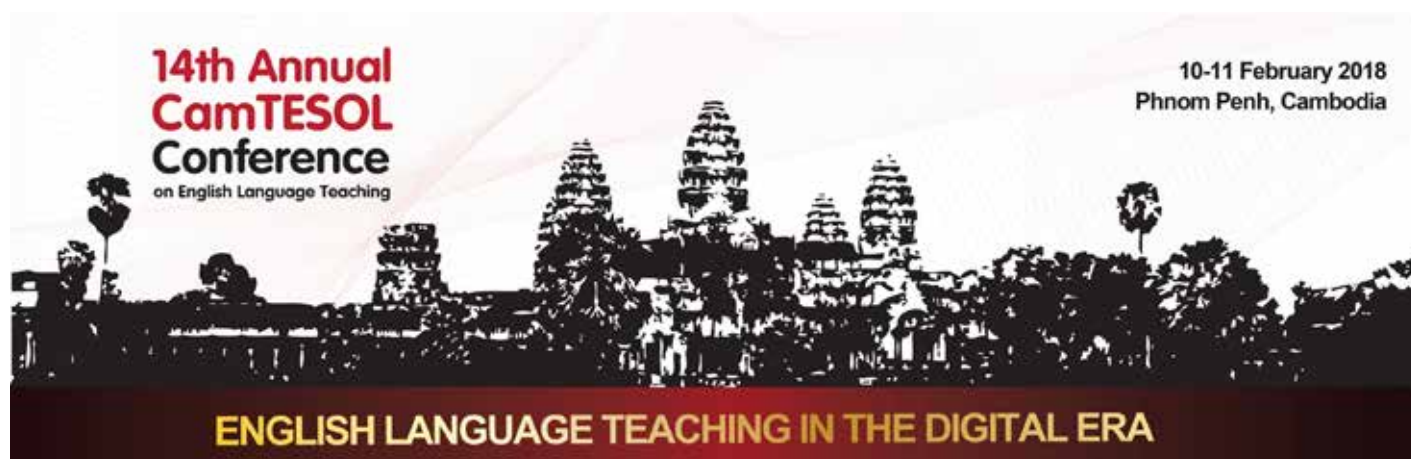
SO, WHAT'S HOLDING YOU BACK?

Why not get on board for 2018 CamTESOL Conference!

The 14th Annual CamTESOL Conference on English Language Teaching will be held on 10-11 February 2018. The theme for the 2018 conference is **English Language Teaching in the Digital Era**.

For key dates for CamTESOL 2018, go to the conference website at

<https://camtesol.org/Camtesol/2018%20Conference>



FIVE MINUTES WITH JACOB MICELI MANAGER BOOKERY



This edition, we're proud to introduce a new UECA sponsor, Bookery, Australia's largest online and retail specialist for teachers and students of English as a second language (ESL, ELT, TESOL and TEFL) linguistics and foreign languages.

As well as being a quality online service, Bookery has also opened premises in Victoria Street Fitzroy, Melbourne.

We asked Bookery Manager Jacob Miceli to tell us a little about himself and the services offered by Bookery.

What service is it that Bookery provides?

Bookery is the largest supplier of ELT materials in Australia and we offer a full 'one-stop' service for any educational institution looking for course books, resources and recommendations. We are also the only supplier to offer personalised academic advice to our customers and accounts across all popular and specialist ELT publishers, which is where I come in.

Jacob, please tell us a little about yourself, and your role at Bookery.

Before I came to Australia, I worked as an ELT teacher in Thailand, South Korea, Turkey, and England for over ten years. Using the skills I learnt in a variety of diverse locations and classrooms, I am in a unique position to offer academic resources advice to schools based on my own experiences up at the front of the class.

At Bookery, my role is to engage with schools both new and more established in order to help them find the right course and the right materials to suit their requirements. Very often a school will contact me with a specific resource need and I will research and provide options for them to sample and choose from. I also do a lot of interstate travel to visit schools, universities and colleges to meet teachers, offer my help, and get feedback on our course books which I can use to train my colleagues, create engaging presentations, and offer better recommendations to other customers over time.

What challenges do you think teachers find when it comes to choosing resources?

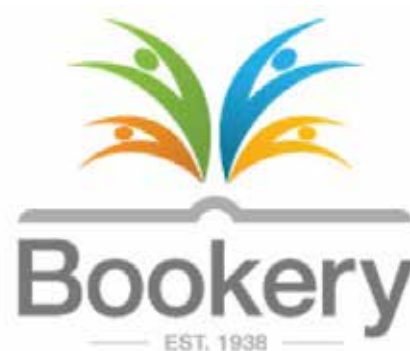
The biggest challenge facing teachers is that they are time poor and don't want to have to trawl through endless, vague marketing material to find what they need. In my experience, teachers want someone to take away that stress and replace it with a focused and engaged approach to choosing resources, which is what I provide. A teacher can send me a request and I will select the best options for them and together we can refine those choices down to the perfect resource.

ABOUT BOOKERY

If you would like to know more about Bookery and their services in the area of book ordering or academic advice, you can call Bookery on 03 8417 9500 or email sean@bookery.com.au.
www.bookeryeducation.com.au

Would you like to keep up with the latest resources in your subject area? Would you like to be first in line for special offers on your education supplies? Sign up for the Bookery newsletter and receive regular updates on the latest products and news in on your areas of interest.

Keep an eye out in future UECA Newsletters for Bookery's Byte, a new segment from Bookery in which they will bring you relevant information about materials from the world's leading ELT publishers, large, small and those obscure most hard-to-get titles only available through Bookery's extensive global contacts.



FIVE MINUTES

WITH YUZO TASHIRO, A UNIVERSITY OF WOLLONGONG COLLEGE STUDENT DEMONSTRATING COMMUNITY ENGAGEMENT



This edition, we speak with Yuzo Tashiro, an ELICOS student at the University of Wollongong College. We started our interview by asking Yuzo:

how has playing football in Wollongong helped you in learning English?

When I arrived in Wollongong I could not speak much English. Now I have improved a lot in the four months I have been playing football. The team mates are always speaking English, and they teach me new vocabulary and Australian culture and slang.

How many different nationalities are in your English class?

Three different nationalities – Japanese, Chinese and Saudi Arabian. And how many different nationalities are on your football team? Three different nationalities – Japanese (me!), Australian and Chilean.

So, what does playing football mean to you; what is the best thing about playing football?

Before I played football, I found it difficult to make new friends. Football has helped me to communicate easily with other players and has helped me make many new friends. It's good to be able to make money by doing something you love.

What advice would you give to other students about joining in sports teams while you are learning English?

It's a good idea to play sport whilst studying English as it helps improve your English. The earlier you start studying English, the better. If you can speak English, there are more work opportunities.

Thinking about the theme of this newsletter, we next asked Yuzo what does the term "engagement" mean to you?

Can you give me an example from your experience in Wollongong, or when playing football?

Engagement means focussing and participating in your sport or study. In my football team meetings in Japan I could relax and sometimes become unfocussed. But in Wollongong, I have to concentrate very hard and can learn new vocabulary and English from the coach. It feels good to learn something new.

Looking to the future, we asked Yuzo what he planned to study at university?

I am studying English at UOW College. I studied Health and Fitness at University in Japan. I have graduated from University in Japan. So, once I have studied English more, I may study something else at University of Wollongong.

If you could offer one piece of advice to your teachers about helping international students to "engage" with others in the language school and in the broader community, what would that advice be?

My teachers used some communication activities so the students could talk to each other and get to know each other in class which was helpful. The teachers also gave students information about the Student Activity Programs available and conversational classes. The student should try to be involved in some group events or activity programs to help make friends with other nationalities.

We concluded our interview with Yuzo by asking if there was anything else that he would like to tell us?

I think international students should study as long as possible as a short stay doesn't improve your English as much. I would encourage students to start studying English as young as possible as it is more difficult when you are older.

Thank you, Yuzo Tashiro. Good luck with your studies and your football. If you have an interesting story to tell about one of your students, please don't hesitate to share it with us. Just email some engaging snaps and a brief outline; we'll do the rest from there!



NEAS CORNER

by Patrick Pheasant, CEO NEAS

Pre-production underway for new NEAS online courses

Final preparations are underway for the release of our suite of three new online courses in the NEAS QLS Quality

Learning Series. Ideal for those who live in regional areas or overseas, or for those who may be too time poor to attend our face to face QLS workshops, these collaborative courses will

not only inspire you, but will also provide you with the opportunity to network online with your peers throughout Australia. All courses have a time commitment of one hour per week over 4 weeks.



Strategy, Risk, and Governance, the first course, was released on 4 August 2017. This course is aimed at professional staff. Aligned with NEAS Quality Assurance Framework D: Administration, Management and Staffing, this course will cover such concepts as good governance, ethics, corporate social responsibility and organisational design.

The second course, **Assessing Against Learning Outcomes**, is aimed at Academic Managers and teaching staff. This course was released on 1 September 2017. Aligned with NEAS Quality Assurance Framework A: Teaching, Learning and Assessment, participants will be provided with the knowledge, tools and strategies to evaluate and design effective assessment instruments.

The third course in the series is due for release on 6 October 2017. Aimed at Academic Managers and Student Services staff, our course on **Enhancing the Student Experience**. Aligned with NEAS Quality Assurance Framework B: The Student Experience, this course will focus on how to provide students with a quality experience both inside and beyond the classroom during their period of enrolment.



Would you like to know more about NEAS and their services in the area of Quality Assurance? Call NEAS on 02 9954 6077 or email neas@neas.org.au



NEAS Job Board. Did you know you can advertise a job for free on the NEAS Job Board? Send us your advertisement and increase your range of potential employees!



Get your teaching staff involved with NEAS. NEAS would like to engage further with teaching and student services staff through NEAS News. Please forward this email to your staff so that they can sign up to our biweekly newsletter.

- How can we inspire our staff, teachers and students to embrace the digital and the disruption that goes with it?
- What insights do you have into what lies just around the corner, and how can you embrace the opportunities that are out there?
- What is the role of digital, how do you define it, harness it and leverage it?
- What is beyond the digital revolution in English Language Teaching?

Beyond the Digital Revolution in ELT is the exciting theme for the NEAS 2018 Management Conference, to be held at Doltone House Darling Island, Sydney on 9-11 May 2018. We would like to hear from students, teachers and professional staff about their experiences inside and outside the classroom with technology. Submissions for abstracts are now open. Go to <http://www.neas.org.au/2018-presenter-application/> to submit your abstract.

BEYOND THE

DIGITAL REVOLUTION

IN ELT

2018 NEAS MANAGEMENT CONFERENCE

SAVE THE DATE
9-11 MAY 2018



ENGLISH AUSTRALIA CORNER

by Brett Blacker, CEO English Australia

Would you like to know more about English Australia and their services? Call English Australia on 02 9264 4700 or email easec@englishaustralia.com.au

NATIONAL ELICOS STANDARDS REVIEW



In my last article, I referenced the impending **National ELICOS Standards review** and I am pleased to note that after extensive informal consultation the process is now public. It is now critical to pursue an effective review and English Australia has just conducted national consultations with members and is collating members' views through an online survey and other communications. The key points of discussion thus far have included:

1. The revised definition and in particular ensuring the reference to 'solely or predominately English Language', will close current loopholes;
2. The standards relating to class size (1:18) and teaching hours (minimum 20 hours face-to-face class), align with sector requirements and foster quality outcomes; and
3. The new clause under assessment whereby "in the case of English for Academic Purposes courses, assessment outcomes should be benchmarked against external reference points commonly used in admission criteria for tertiary courses", is this clear and appropriate.

English Australia welcomes the contributions from UECA members on these and other points within the consultation draft that are of concern. The formal submission date was 11 August 2017.

The Minister of Education and Training, Senator Birmingham has recently announced the first tranche of funding under the National Strategy for International Education and English Australia is delighted to be leading 3 of the 14 funded projects. This includes the exciting project aimed at Raising the profile in China of Australia's excellence in the delivery of English language training. The project will investigate the market drivers and conditions to develop a stand-alone (ELICOS) market with China encompassing both onshore recruitment and offshore delivery. The aim is to collect and analyse relevant data and market information with a view to expanding the breadth of, and diversifying, Australia's China ELICOS market. Whilst the 2016 all ELICOS market survey indicated China's leading position in regard to student numbers in Australia at 22% overall, only approximately 1% of those coming to Australia on student visas for Independent ELICOS are from China.

The two other funded projects announced by the Senator included future funding for the **Annual ELICOS Market Report** and for the **2017-2018 English Language Barometer**, which ensures our sector continues to have key market intelligence and allows sector wide participation in collecting student satisfaction data at a subsidised rate.

This year was the 21st year of the **Annual ELICOS Market report** with a record 201 ELICOS providers nationally participating in the survey. A number of new innovations this year have proved to be

extremely valuable including the segmentation by provider type (Stand-alone ELICOS, ELICOS/ VET providers, ELICOS/ University providers, etc). All colleges that participated in the survey receive a copy of the full report and can purchase pivot tables at a discounted rate by contacting the English Australia secretariat.

Key highlights within the report:

- 2016 set the new record for ELICOS students in Australia, reaching 173,506.
- Total student growth was a modest 2%, however the increase in students' weeks of 10% was very positive largely due to an increase in the proportion of student visas and increase in the average duration by 1.5 weeks.
- All states experienced growth, though most were modest, with Queensland performing well and Victoria flattening after recent growth. Asia dominated all the aggregate volume metrics - student numbers from the Americas grew significantly, Europe recovered after several years of decline and the Middle East declined.
- University-based colleges accounted for 26% of all ELICOS students with 88% of student weeks from Asia Pacific region.

See you there soon! The 2017 English Australia conference is being held in Adelaide from 20 – 22 September with the 2017 theme of **Empowering Global Citizens**.

As always, the English Australia Conference will provide professional development and up-to-date information to enable you to learn from and network with colleagues and peers from around Australia as well as government stakeholders, regulatory bodies and suppliers of products and services to the English language sector.

You can visit the conference website here:
<http://www.eaconference.com.au/>



UECA MARKETING COLLATERAL

UECA Marketing collateral is ready for you! You can choose from:

- table top banner
- bookmark
- sliding puzzles
- A5 brochure
- folders
- newsletters

Contact the Committee to order your UECA marketing collateral. Remember, it's your ideas that make the UECA marketing collateral useful.

Your ideas for further collateral, both digital and tactile, are welcomed. Ideas could include, pens, notepads, highlighters, pencil case etc. Digital collateral could be logos etc. Just provide feedback to the Committee.



UECA 2017 EVENTS CALENDAR

Here's an update of the 2017 UECA Events Calendar for the period August - October. You can access the full calendar online at <http://www.ueca.edu.au/news.php>.

2017 DATES

EVENT NOTES

September 2017

English Australia Journal Vol.33,
No.2 publication


The English Australia Journal is published twice each year, in April and September. It welcomes contributions from those involved in TESOL teaching, training and research. Contributors receive a complimentary copy of the journal issue in which their article or review appears. Published articles and reviews also appear on the English Australia website when the issue goes online.

General information and detailed guidelines for contributors can be found on the English Australia website at <http://www.englishaustralia.com.au/journal>

Authors can submit their work for review at any stage, noting the review and revision process for peer-reviewed articles can take several months. For enquiries, contact Phil Chappell at journal@englishaustralia.com.au

Friday 8 September 2017

Free Sydney TESOL Colloquium
pre-event workshops

Title	Presenter	Apply Online
Workshop 1 "Examining intertextuality in second-language writing"	Professor Diane Pecorari, Department of English, City University of Hong Kong	 apply now for workshops [deadline is Friday 25 August 2017]
9am–noon Workshop 2 "Multilingualism and TESOL"	Dr Marie Stevenson, Sydney School of Education and Social Work	
1–4pm		

Saturday 9 September 2017

Advocacy at Sydney TESOL
Colloquium

Presented in conjunction with the University of Sydney Centre for English Teaching and Macquarie University Department of Linguistics, the University of Sydney TESOL Research Network and Colloquium provides a forum to discuss and share research in the area of TESOL as well as explore possible future research collaborations in this area. The colloquium is a place for networking, for established and new TESOL researchers.

Time: **8:30am – 5:00pm**

Venue: **Education Building, University of Sydney**

Cost: **Free**

Call for papers closes: **Friday 30 June 2017**

Registration online at: <http://faculty.edfac.usyd.edu.au/limesurvey/index.php?sid=18139&lang=en>

Event website: http://sydney.edu.au/education_social_work/research/centres_and_networks/tesol/events.shtml

Tuesday 19 September 2017

Director's Workshop immediately
preceding English Australia Conference
(Adelaide)

UECA Directors' Workshop.

Host Adelaide University. Brett Blacker, CEO English Australia and Patrick Pheasant, CEO NEAS will attend for final session. This workshop is generously sponsored by Cambridge English. Agenda forthcoming but main items are a report on the UECA Benchmarking exercise by Stephen Connolly, and an update from the Tracer Study Focus Group.

Wednesday 20 - Friday 22 September 2017

Advocacy at English Australia
Conference



Theme: Empowering Global Citizens

Venue: Hilton Hotel, Adelaide.

Registration now open. Earlybird registration closes: Wednesday 12 July 2017

Conference website: <http://www.eaconference.com.au/>

Get the most out of your conference experience. Download the English Australia information sheet at http://www.eaconference.com.au/wp-content/uploads/Getting-the-most-out-of-your-conference-experience_2016.pdf

Friday 22 September 2017

Committee Meeting (Teleconference)

3:00pm - 5:00pm by Teleconference

A summary of the meeting outcomes will be included in the next UECA newsletter.

Tuesday 10 – Friday 13 October 2017

Now in its 31st year, the Australian International Education Conference (AIEC) is a major opportunity each year for international education practitioners, teaching staff, researchers, policy makers and other stakeholders to learn about major industry trends and to network with Australian and international colleagues.

Conference theme: **Embracing Diversity.**

Venue: **Hotel Grand Chancellor, Hobart.**

Registration now open.

Registration website: <http://aiec.idp.com/registration>

Conference website: <http://www.aiec.idp.com/>

ADVANCE ENGAGEMENT: AUSTRALIA FUTURE UNLIMITED EDUCATION MISSIONS



Here's an update and event links to upcoming AUSTRADE education missions at <https://www.austrade.gov.au/Australian/Education/Events>

2017 DATES

EVENT NOTES

Mongolia
**Friday 22 – Saturday 23
September 2017**
Ulanbattar

The Australia Future Unlimited Education Exhibition (AFUEE) is the major event promoting Australian education in Mongolia. In 2016 AFUEE Mongolia attracted more than 2,200 visitors. Applications close Tuesday 1 August 2017.

Event website: <https://www.austrade.gov.au/EventViewBookingDetails.aspx?Bck=Y&EventID=25004&m=010>

Taiwan
**Thursday 28 September – Sunday
1 October 2017.**

The Australian Future Unlimited Education Exhibition (AFUEE) is Australia's premier showcase for Australian education institutions and opportunities in Taiwan. The 2016 exhibition attracted 50 exhibitors and more than 2000 visitors across four days (two days in Taipei, one day in Kaohsiung and Taichung respectively). The 2017 exhibition will reinforce Australia as the choice of study destination, while highlighting its capabilities towards career development. English Language Demonstration Classes will again be organised this year to showcase Australia's capabilities in delivering innovative and interactive English teaching. A promotional feature of AFUEE 2017 is that it encourages on-the-spot applications. Applications close Monday 31 July 2017.

Event website: <https://www.austrade.gov.au/EventViewBookingDetails.aspx?Bck=Y&EventID=25005&m=010>

Japan
Friday 6 – Tuesday 10 October 2017
Various locations in Tokyo and Osaka

AFUEE Japan is the only Australian Government-branded and run education exhibition in the Japan market for students and parents to learn about the opportunities to study in Australia. It is also the only education exhibition in the Japan market that caters to all Australia education institutions. The timing of AFUEE Japan will complement AFUEE Korea and education agent-organised study abroad fairs in Japan. Applications close Friday 23 June 2017.

Event website: <https://www.austrade.gov.au/EventViewBookingDetails.aspx?Bck=Y&EventID=24959&m=010>

Korea
**Saturday 14 – Sunday 15
October 2017**
Seoul

Korea remains the third largest source country for Australia's international education sector, behind China and India. Austrade will revert to the stand-alone exhibition for 2017 following careful review of feedback from all participants from the Korea Study Abroad Fair 2016. This will provide greater control in targeting and attracting well qualified prospective students to the event. Austrade Korea will run an intensive and targeted PR campaign in the lead up to the event with the objective of aligning visitors with the various subsectors and participating providers. The new promotional outreach will include targeted online viral marketing, blogs and a social media campaign, to promote the event and participating institutions. Applications close Sunday 30 July 2017.

Event website: <https://www.austrade.gov.au/EventViewBookingDetails.aspx?Bck=Y&EventID=24985&m=010>

A TESOL WORLDWIDE CALENDAR OF EVENTS



Here's one way that you can encourage your researchers to engage more deeply with our industry sector: encourage them to present the results of their findings at industry conferences.

For example, The TESOL International Association <https://www.tesol.org/> publishes a Worldwide Calendar of Events that includes links to conferences and events related to the field of English language education.

The calendar is published online and via electronic announcement email lists. The calendar is updated (online and by email to subscribers) once a month.

You can join the announcement list to receive updates by email, or browse the calendar online. To subscribe to the TESOL Worldwide Calendar of Events Announcement List go to: <https://www.tesol.org/attend-and-learn/calendar-of-events#sthash.RQ2TELRd.dpuf>

Australian Catholic University
Australian Catholic University Limited

Bond College (BUELI)
Bond University

Central Queensland University
CQ University Australia Rockhampton

Curtin English
Curtin University

Deakin University English
Deakin University

VU English
Victoria University

English Language and Foundation Studies
Newcastle University

Griffith English Language Institute (GELI)
Griffith University

Hawthorn Learning Pty Ltd
University of Melbourne

Intensive English Language Institute (IELI)
Flinders University

La Trobe University
La Trobe University

Union Institute of Languages (at JCU)
James Cook University

Macquarie University English Language Centre
Macquarie University

Monash University English Language Centre
Monash University

QUT International
Queensland University of Technology

SCU College
Southern Cross University

Swinburne University English Language Centre
Swinburne University

The English Language Centre
University of Adelaide

Open Access College
University of Southern Queensland

University of New England English Language
& International Services
University of New England

University of Tasmania (English Language Centre)
University of Tasmania

UWA Centre for English Language Teaching
University of Western Australia

University of Wollongong College
University of Wollongong

UNSW Institute of Languages
University of New South Wales

Institute of Continuing and TESOL Education (ICTE-UQ)
University of Queensland

Centre for English Teaching
University of Sydney

UTS:Insearch
University of Technology, Sydney

The College
Western Sydney University

BENEFITS OF JOINING UECA

- Participation in UECA marketing events
- Shared research and benchmarking
- Use of website for student recruitment and information sharing
- Use of brand, logos and membership information
- Participation for member institutions' teachers in professional development events
- Professional development events for Directors and Marketing Officers
- Input to outreach and policy development activities of UECA

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Joanne Simpson, University of Adelaide

Ben Stubbs, Deakin University

Carolyn Matthews, CET University of Sydney

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AN AUSTRALIAN EDUCATION TAKES YOU ANYWHERE YOU WANT TO GO