



English Australia Strategic Plan

2024–2026

Mission

As the voice of the English language teaching sector, we empower our members through advocacy and leadership while driving ever higher levels of professionalism.

Vision

To advance and promote a strong and valued English language teaching sector.

Strategic Pillars and Strategic Objectives



Lead

- Drive positive outcomes for our members and the sector through government strategy, policy, and regulation.
- Advance the sector by promoting continuing professional development, strengthening quality, and fostering compliance.
- Enhance member decision-making and growth with targeted market intelligence and initiatives.



Empower

- Strengthen the reputation of our members and the sector through quality, support and assurance initiatives.
- Facilitate meaningful connections and engagement between members and other stakeholders.
- Enhance and promote the profile of our members globally.



Lead

Drive positive outcomes for our members and the sector:

English Australia is committed to achieving positive outcomes for our members and the broader sector. We proactively engage in government strategy, policy, and regulation, effectively advocating for the needs of our members, to influence and shape an environment that fosters the growth and excellence of both our members and the entire English language teaching sector.

Advance Professional Development:

English Australia's members actively engage with our continuing professional development initiatives. We are dedicated to providing high-quality, relevant, and accessible professional development opportunities that advance our members and strengthen the reputation of the sector.

Enhance member decision-making and growth:

English Australia strives to equip our members with the insights and initiatives they need for informed decision-making and sustained growth. We will deliver targeted market intelligence, innovative initiatives and tailored solutions aligned to the needs of our members.



Empower

Strengthen the reputation of our members and the sector:

English Australia leads and actively champions initiatives focused on quality, support, and assurance that strengthen the reputation of our members and the sector. We aspire to create a vibrant and engaged community where our members are active participants and contributors to the initiatives that we lead.

Facilitate meaningful connections and engagement:

English Australia is dedicated to creating a dynamic network of connections and meaningful engagement opportunities between our members and other stakeholders. By fostering collaboration and knowledge exchange, we aim to build a vibrant and supportive community that drives progress and innovation within our sector.

Enhance and promote the profile of our members globally:

English Australia actively promotes our members as quality English language colleges. Through proactive promotion and showcasing the excellence of our members globally, we aim to position them as world-class providers of English language teaching aligned with the brand of English Australia.

Goals

Strategic Measures



Drive

Drive positive outcomes for our members and the sector through government strategy, policy, and regulation.

Proactive Advocacy and Influence

English Australia takes a proactive approach to advocacy, ensuring it aligns with and effectively represents the needs of our members and the sector.

Policy Formation and Representation

English Australia actively influences the policy and regulatory landscape within our sector through effective engagement and representation.



Advance

Advance the sector by promoting continuing professional development, strengthening quality, and fostering compliance.

Continuing Professional Development

English Australia's members actively engage with our continuing professional development initiatives.

Advancing Quality and Compliance

English Australia leads professional development activities to promote quality and compliance within our membership and across the sector.



Enhance

Enhance member decision-making and growth with targeted market intelligence and initiatives.

Sector Intelligence

English Australia is seen as the preeminent source of up-to-date and valuable sector intelligence by member colleges and other sector stakeholders.

Market Development

English Australia offers valuable solutions tailored to foster member growth and address their specific needs.

Goals

Strategic Measures



Strengthen

Strengthen the reputation of our members and the sector through quality, support and assurance initiatives.

Quality Initiatives

English Australia leads and actively champions initiatives aimed at strengthening the reputation of our members and the sector.

Member Engagement

English Australia members actively contribute to and engage in the activities and initiatives of the organisation.



Connect

Facilitate meaningful connections and engagement between members and other stakeholders.

Collaborative Engagement

English Australia fosters meaningful connections via access to communities of practice and networks of professionals.

Valued Connections

English Australia facilitates member connections with individuals, services, and resources, empowering them to achieve their objectives.



Promote

Enhance and promote the profile of our members globally.

Promoting Members

English Australia actively promotes our members as quality English language colleges.

Membership Recognition

English Australia's brand is recognised and valued nationally and internationally.



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