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AGM 2022: Welcome

IBSA AGM 2022 Housekeeping

We are using the Vero online platform for our AGM today.

- Please ensure you have registered via the Vero system to take part in voting.

This must be done through the unique link sent to you prior to the meeting.

As we will be running the meeting in person and virtually we will take questions first from those present and then those online should you have issues with the voting system.



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Quorum



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Items of Other business



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**Confirmation of Record of Motions of
2021 Annual General Meeting**



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Business arising not listed elsewhere



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AGM 2022: Chair's Report
Mr David Boardman

Membership of IB Schools Australasia

Our membership remained steady during 2021-2022 with 154 full member schools and 7 Associate member schools.

- Our goals at IB Schools Australasia are:
 - To promote the IB programs and support IB schools within Australasia
 - To provide professional support for teachers and schools in areas not covered by the IB
 - To liaise with the IB in matters affecting the interest of IB Schools in Australasia
 - To support the IB in promoting its programs in the Australasian region
 - To advocate for IB programmes with government and educational agencies/organisations in Australasia



Standing Committee



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Strategic Directions and effects of COVID-19-



- Recommencement of in-person events
 - Further introduction of videos and virtual tours to our school pages
 - News stories on our Member Schools
 - Introduction of IBSA Webinars/ Masterclasses
 - Introduction of Hybrid/Virtual AGM
-
- Support for the IB in organisation of 2023 Global Conference in Adelaide





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Outline of our Services provided to our member schools 2021-22



Continued development of our Benefits of Membership



The following services are included as part of your Annual Membership Fee:

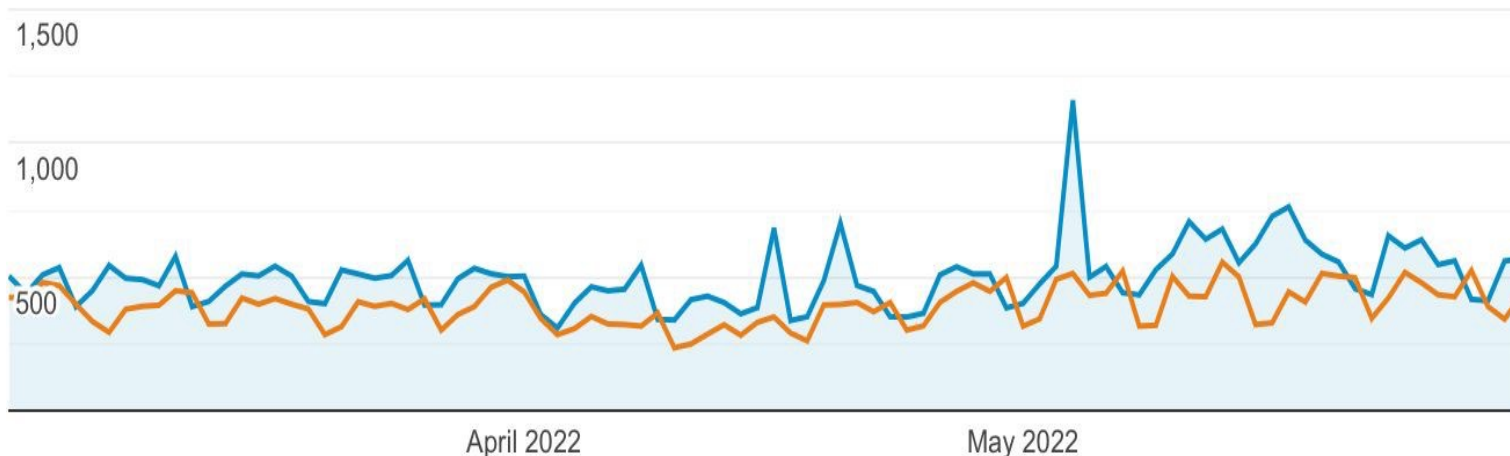
- **Employment Services**
- **School Promotion through our website**
- **Lobbying on behalf of Member Schools**
- **Certificates for Students and accompanying Awards Booklet Templates**
- **Newsletters for Member Schools**
- **Advocating for Member Schools**
- **Results Release coverage**



The IB Schools Australasia website is the gateway for searches for schools in Australasia offering IB programmes. The website hosts candidate as well as authorized schools through individual school webpages pages that are able to be adapted to reflect the specific context or specialty of a school. The pages are optimized to ensure a high 'search success rate', benefiting member schools.

Schools should update their information and/or provide news articles to further promote their IB programmes through the IBSA website.

TRAFFIC TO WEBSITE UP 28% IN 2022 COMPARED TO 2021 *
MAR - MAY 2022 - 38,137 | MAR - MAY 2021 - 29,650



* Compared to previous period MAR - MAY 2021.
2022 is blue. 2021 is orange



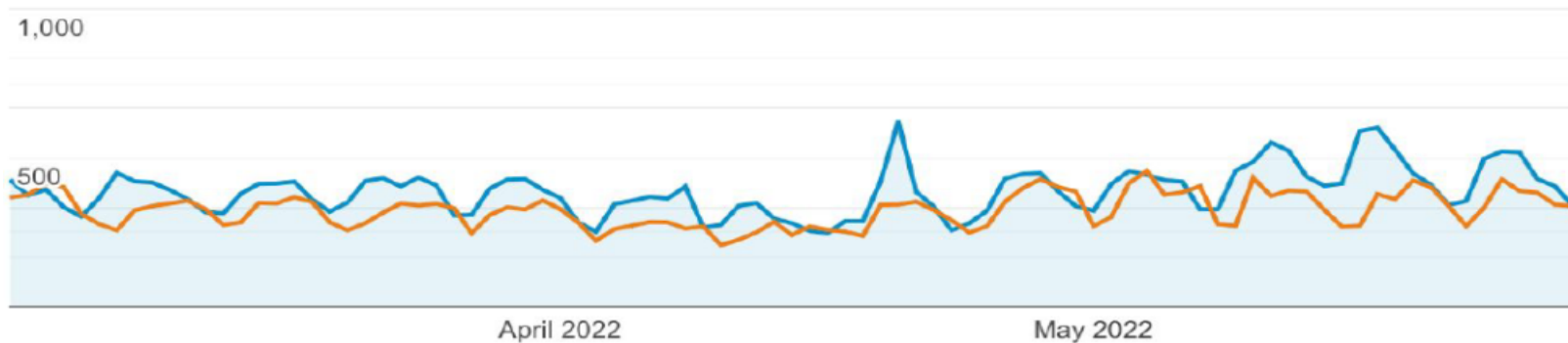
IBSA Website

Searches leading to the website increased significantly during the last year

ACQUISITION

ORGANIC SEARCH TRAFFIC UP 22%

MAR - MAY 2022 - 30K | MAR - MAY 2021 - 24K

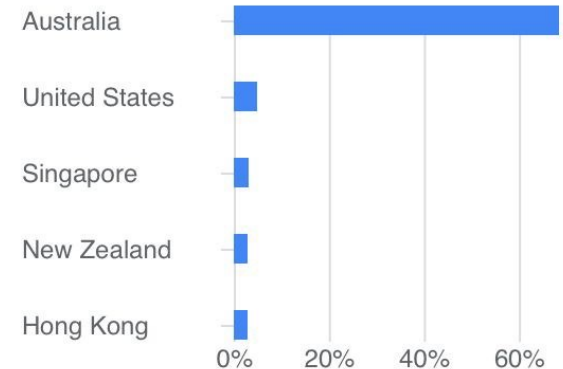


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IBSA Website



Sessions by country



Most traffic is local – and can lead to enrolments

AUSTRALASIA IS PRIMARY TRAFFIC DOMAIN

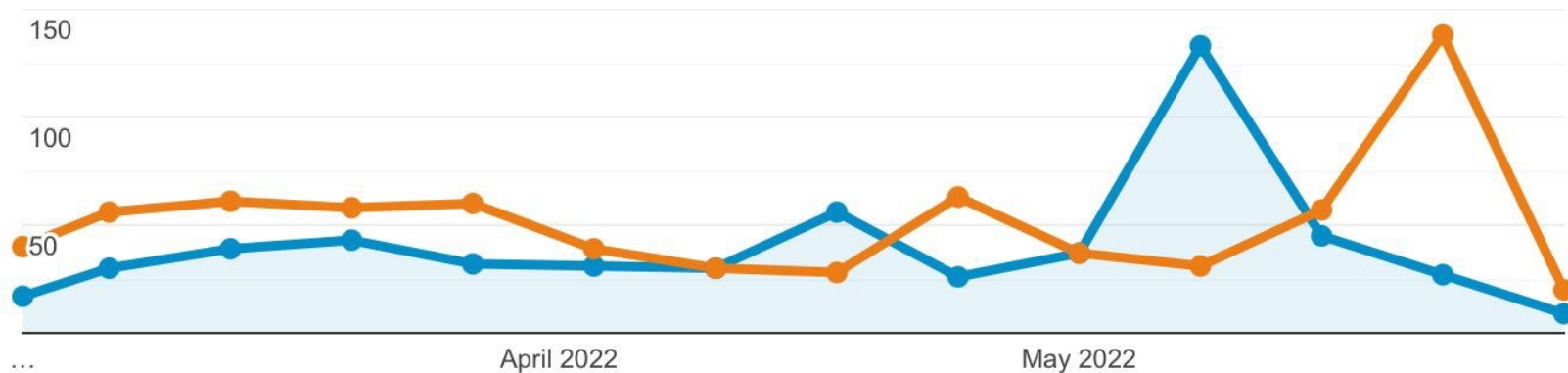
MAR - MAY 2022 - 66% | MAR - MAY 2021 - 70%

- Australia - 66% (70%)
- United States - 6% (3%)
- New Zealand 3% (3%)
- Singapore - 3% (3%)
- Hong Kong - 2% (2%)
- China - 2% (21%)

IBSA Website

Overall referrals from social media (Linkedin and Facebook) are a significant source of traffic, reflecting the IBSA presence in these spaces. Of the two, Linkedin is becoming increasingly important in terms of attracting traffic.

The top searches are for jobs advertisements, university entrance, followed by “IB schools in Victoria, NSW, Qld.”



School promotion opportunities at:



www.ibaustralasia.org

Lauriston Girls' School

Lauriston Girls' School is a forward-thinking, independent K-12 school. Our innovative and experiential pedagogy, combined with a comprehensive wellbeing program, work together to provide a well-rounded educational experience that encourages students to achieve their best. Lauriston values good teaching and, combined with the latest technology, each girl can learn at her own pace and be ready for the challenges that lie ahead.



DP [What's this?](#)

Web <https://www.lauriston.vic.edu.au>

Email admissions@lauriston.vic.edu.au

Phone +61 3 9864 7555

Fax +61 3 9822 7950

Location



Social Media Pages:

IB Schools Australasia has pages on LinkedIn and Facebook.

<https://www.facebook.com/IBSchoolsAustralasia>

.

<https://www.linkedin.com/company/aaibs>



Careers @ www.ibaustralasia.org
2500+ positions now advertised

***IB Schools Australasia aims to become the centralised hub
for IB-related employment opportunities in our region.***

All financial member schools are entitled to list as many positions as required to support their IB programme/s.

Currently 109 member schools are signed up to post positions through our website.

This service is designed so that all schools can use it. Advertisements can be placed with directions to a centralised employment portal.



How do I advertise our Employment opportunities?

- The first step to this process is to sign up for admin responsibilities on our website.
- To do this please visit: <https://ibaustralasia.org/careers/admin-signup>
- Approval is usually granted within the same working day.
- To download the directions visit: <https://ibaustralasia.org/join> or email Bec at office@ibaustralasia.org

Working with the IB and advocating for our member schools



- Thank you to all of the team at the IB for their ongoing support of the association. In particular we would like to take this opportunity to thank: Steven Wishart, Indra Ang, Stefanie Leong and Pei Wen Cheong.



Plans for 2022 -2023

- The Standing Committee continues to be committed to providing services to meet the needs of member schools and has commenced exploring other services which might be offered. This has continued to be a major focus of meetings held in 2021 and early 2022.
- With the COVID-19 pandemic affecting in-person professional learning the association's work for 2020-21 has moved away from providing in-person events for the moment
- Our time is being used to strengthen our online presence and marketing and HR services to our member schools.



Do you have suggestions on ways we could further support your schools?

Our most popular services come directly from needs raised by our member schools. If you have any suggestions or questions please email us at office@ibaustralasia.org



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**Income and expenditure Statement:
Nicole Jaggers**

Financials: Income and Expenditure Statement

IB Schools Australasia

ABN: 38 129 667 431



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Profit and Loss

IB Schools Australasia

For the year ended 31 March 2022

	2022
Trading Income	
Sales	61,744.55
Total Trading Income	61,744.55
Gross Profit	61,744.55



Financials: Income and Expenditure Statement 2021- 22

Operating Expenses

Bank Fees	165.50
Comptuer Expenses	9,454.55
Consulting & Accounting	4,161.00
Contractors	42,577.84
General Expenses	159.09
Insurance	3,368.18
Legal expenses	198.01
Marketing Expenses	1,990.00
Meeting Expenses	3,150.00
Postage, Freight & Courier	130.91
Refunds	(2,547.28)
Stripe Fees	117.93
Subscriptions	1,027.88
Superannuation	16,476.73
Workshop Costs	2,800.54
Total Operating Expenses	83,230.88

Net Profit	(21,486.33)
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Financials: Income and Expenditure Statement 2020-21 to 2021-22



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IB Schools Australasia As at 31 March 2022

	31 MAR 2022	31 MAR 2021
Assets		
Bank		
Association of Australasian IB	71,878.25	80,965.33
Total Bank	71,878.25	80,965.33
Current Assets		
Accounts Receivable	344.00	14,000.00
Total Current Assets	344.00	14,000.00
Total Assets	72,222.25	94,965.33
Liabilities		
Current Liabilities		
GST	1,810.50	3,067.25
Historical Adjustment	76,315.07	76,315.07
Total Current Liabilities	78,125.57	79,382.32
Total Liabilities	78,125.57	79,382.32
Net Assets	(5,903.32)	15,583.01
Equity		
Current Year Earnings	(21,486.33)	35,845.17
Retained Earnings	15,583.01	(20,262.16)
Total Equity	(5,903.32)	15,583.01





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Appointment of Auditors



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Confirmation of the Standing Committee



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Confirmation of Changes to the Constitution



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Close of Meeting