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**AGM 2021: Welcome**



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Quorum



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**Items of Other business**



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**Confirmation of Record of  
Motions of 2020 Annual General  
Meeting**



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**Business arising not listed  
elsewhere**



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**AGM 2021: Chair's Report**  
**Mr Ashley Coats**

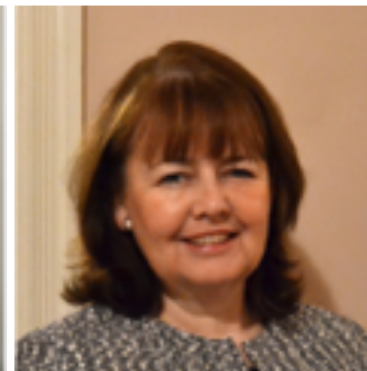
# Membership of IB Schools Australasia

**Our membership remained steady during 2020-2021 with 146 full member schools and 17 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 and Executive Assistance





# Strategic Directions and effects of COVID-19



- Cancellation of IBSA2020
- Postponement of in person events
- Introduction of videos and virtual tours to our school pages
- News stories on our Member Schools
- Introduction of IBSA Webinars
- Introduction of Virtual AGM





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# Outline of our Services provided to our member schools 2020-21



# 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

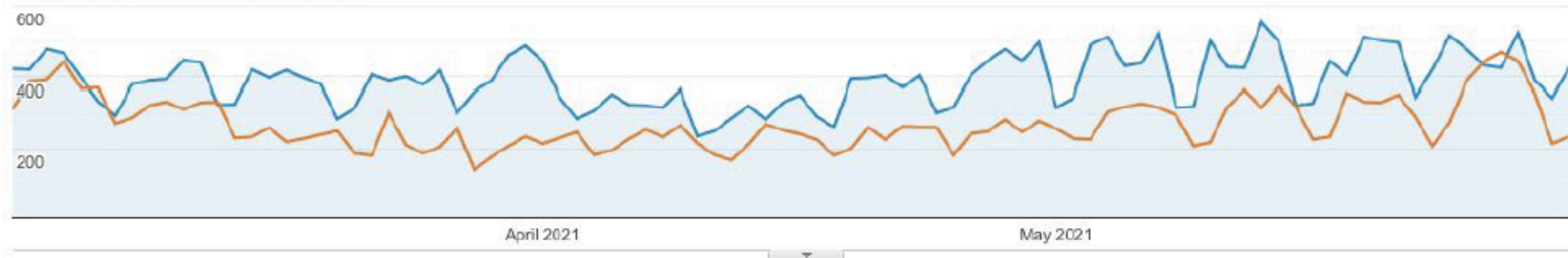


## AUDIENCE

**TRAFFIC UP 43% COMPARED TO 2020 \***  
MAR - MAY 2021 - 29.6K | MAR - MAY 2020 - 20.8K

Mar 1, 2021 - May 31, 2021: ● Users

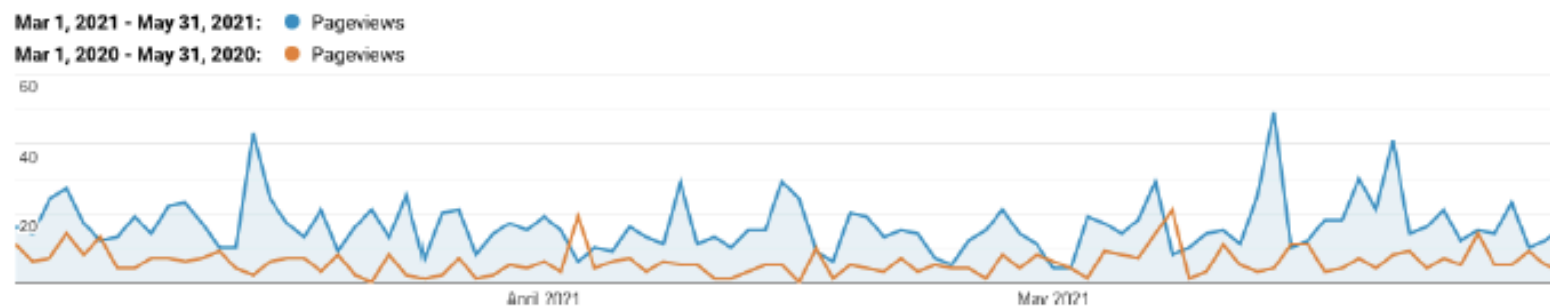
Mar 1, 2020 - May 31, 2020: ● Users



\* Compared to previous period MAR - MAY 2020



- **ORGANIC SEARCH** | Organic search traffic has increased 83% year on year. Increase in school listings and quality of those listings (photos, up to date content) are key drivers for this.
- **SCHOOLS** | Significant growth in traffic to these pages. Schools traffic remains the number 1 driver of traffic in 2020 accounting for nearly 40% of all site traffic over the past quarter.
- **CAREERS** | Another significant Increase in traffic by 219% - 1.3K (2021) vs 436 (2020) for same period.

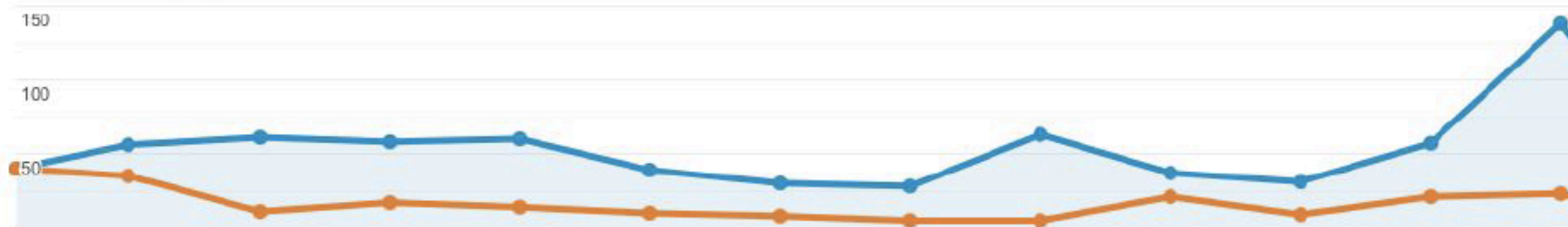


## ACQUISITION

# INCREASE IN SOCIAL REFERRAL UP 240%

## LinkedIn & Facebook driving social share to 3rd overall channel

Mar 1, 2021 - May 31, 2021: ● Users  
Mar 1, 2020 - May 31, 2020: ● Users



2021 marks first year since AAIBS/IBS has been hosted that social traffic down the 3rd dominant channel of traffic (behind Organic Search and Direct) in driving engagement. Referral traffic from 3rd party websites has dropped both as a share and raw numbers since 2017.





# School promotion opportunities at [www.ibaustralasia.org](http://www.ibaustralasia.org)

Home / Schools / Barker College

## Barker College

PYP

<b>Location</b>	Hornsby, New South Wales, Australia
<b>Website</b>	<a href="https://www.barker.college">https://www.barker.college</a>
<b>Email</b>	<a href="mailto:reception@barker.nsw.edu.au">reception@barker.nsw.edu.au</a>
<b>Phone</b>	+61 2 8438 7999
<b>Fax</b>	+61 2 8438 7609



[View full gallery >](#)



### Barker College

There are two distinct differences at Barker College. One is that it is a school that



## 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](http://www.ibaustralasia.org)  
1500+ 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](mailto: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, Abigail Santilian, Indra Ang, Stefanie Leong and Pei Wen Cheong.



## Plans for 2021 -2022

- 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 2020 and early 2021.
- 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](mailto:office@ibaustralasia.org)





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**Income and expenditure  
Statement: Fiona Godfrey**



# Financials: Income and Expenditure Statement

## I B Schools Australasia ABN: 38 129 667 431

### Income statement For the year ended 31 March 2021

	2021 \$	2020 \$
<b>Income</b>		
Conference & Workshops	4,669.06	88,021.00
Interest Received	5.26	975.00
Membership Subscriptions	75,435.17	83,739.00
<b>Refunds</b>		
- Travel	37,801.12	-
	<u>37,801.12</u>	<u>-</u>
	<u>117,910.61</u>	<u>172,735.00</u>



# Financials: Income and Expenditure Statement 2020-21

<b>Expenses</b>		
Accounting & Audit Fees	2,475.00	1,375.00
Bank Charges	176.50	322.00
Consultancy Fees	-	4,890.00
Filing Fees	51.00	1,016.00
Honorarium - Executive Assistance	36,003.69	34,635.00
Insurance	3,263.64	3,620.00
Legal & Education Fees	3,032.90	97,582.00
Marketing Expenses	1,280.00	4,934.00
Postage	-	645.00
Printing & Stationery	-	2,924.00
<b>Refunds</b>		
- Conference	12,284.58	-
- Sponsorship	20,899.44	-
	<b>33,184.02</b>	<b>-</b>
<b>Travel, Accommodation &amp; Meetings</b>		
- Local	-	25,324.00
- Overseas	-	10,597.00
	-	<b>35,921.00</b>
Website Hosting	4,427.27	3,120.00
	<b>83,894.02</b>	<b>190,984.00</b>
<b>Net profit (loss)</b>	<b>34,016.59</b>	<b>(18,249.00)</b>
<b>Members' Funds at the beginning of the financial year</b>	46,221.00	64,470.00
GST Adjustment	452.00	-
<b>Members' Funds at the end of the financial year</b>	<b>80,689.59</b>	<b>46,221.00</b>



# Financials: Income and Expenditure Statement

## IB Schools Australasia ABN: 38 129 667 431

### Balance sheet For the year ended 31 March 2021

	2021 \$	2020 \$
<b>Current assets</b>		
Cash at Bank	80,965.33	46,221.00
<b>Total current assets</b>	<u>80,965.33</u>	<u>46,221.00</u>
<b>Total assets</b>	<u>80,965.33</u>	<u>46,221.00</u>
<b>Current liabilities</b>		
GST Collected	275.74	-
<b>Total current liabilities</b>	<u>275.74</u>	<u>-</u>
<b>Total liabilities</b>	<u>275.74</u>	<u>-</u>
<b>Net assets</b>	<u>80,689.59</u>	<u>46,221.00</u>
<b>Members' funds</b>		
Members' Funds	80,689.59	46,221.00
<b>Total Members' Funds</b>	<u>80,689.59</u>	<u>46,221.00</u>





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**Appointment of Auditors**



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**Election of the Standing  
Committee**



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Close of Meeting