



ANNUAL REPORT 2016–2017

SUPPORTING EFFECTIVE DECISION MAKING

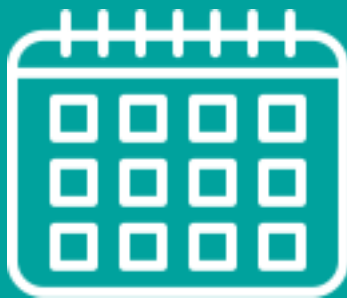


Highlights

2016-2017 in numbers

Members

194



Events

3

Website



Page Views

11,352



Visitors

7,494

Account summary

2016-2017 at a glance



Income
\$57,857

Expenditure
\$68,929



**Cash in the
bank**
\$153,137

GST collected
\$1,739

GST paid
\$2,556



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President's report



Our highlights

In 2016–2017, the Executive Committee comprised:

- Kathie Rabel, President
- Don Johnston, Vice-President
- Andrea Jeffreys, Honorary Secretary
- David De Bellis, Honorary Treasurer
- Dave Marr, Immediate Past President
- Alison Byrne
- Louise Hargreaves
- Greg Jacob
- Kerry Martin
- Malcolm Rees
- Stuart Terry

In addition to the committee members, we also had the editors of the newsletter, Tracy Creagh and Monica Chen on the team. They have both done a wonderful job on the newsletter this year. Tracy and

Monica followed on from Louise Hargreaves (who continued as Editor in Chief), and they have added several new features. In conjunction with Liesha Northover, our Executive Officer, they have further revamped the look and feel of the newsletter.

AAIR conducted a survey to see what was important to our newsletter readership, and many ideas and suggestions have been incorporated into the revised newsletter. From the survey, we do know that the readers appreciate the newsletter, and we have many regular readers.

The Committee worked on the development of portfolios, and some of the processes were embedded during the 2016–2017 financial year. AAIR's established portfolios include:

- Publications, Communications and Social Media
- Website
- Professional Development
- SIG Liaison (with Chairs)
- Sales, Marketing and Promotional Materials
- Relationship Management and Development
- Membership and Mailing Lists
- Strategic Planning

Reporting by portfolio holders to the Committee began in June 2017, as we began trialling a reporting template. The Committee has also taken advantage of verbal reports to be sure the issues for the portfolios are understood by the wider Committee.

I would like to highlight developments in two portfolios – Strategic Planning and Website. Louise Hargreaves has been taking us through a strategic planning process following on from activities in previous years, which has culminated in a finalised strategy map and the development of draft KPIs with actions, targets, budgets and responsibilities indicated. The finalised [Strategy Map](#) was recently published on our website, and is also available in this Annual Report on page 15. We will continue to work on the draft KPIs over the next year and I thank Louise Hargreaves and Dave Marr for their work on this, and the progress we have achieved so far.

The website has also been an important development this year, which culminated in the launching of a revised and refreshed website for AAIR. Largely through the work of our Executive Office, Liesha Northover, and Dave Marr, who have devoted hours of work to the project, the new website was launched on 4 July 2017. We also used information from a website survey undertaken in February 2017 to inform some of the inclusions on the website – a big thank you to all who responded to this survey, and to who have responded to our other surveys conducted during 2016–2017. Our website is in a state of continual improvement, with areas such as an expert’s database, which will continue to be revised over the coming year. These changes have made the website more relevant and up-to-date, and we hope we have provided a better resource for our members and visitors to the website.

We have had several successful events this year, with the first being the Student Survey and Evaluation workshop, which was co-sponsored by AAIR and the Auckland University of Technology (AUT) and held in New Zealand on 8 September 2016. Following on from that was the AAIR Annual Forum in Coogee from 14 to 16 November 2016. Lastly was our regional dinner meeting held in Sydney on 22 February 2017 at the Casa Ristorante Italiano. The speaker at this meeting was Tony Nolan OAM, and his topic was ‘Using Cohort Analysis with Open Source Datasets for Strategic, Operational, and Tactical Purposes’. Tony is a data scientist, and Innovation Officer at the Australian Taxation Office (ATO). Those who attended found the discussion very useful, and [a review of the event](#) by Monica Chen can be found on our blog. This was the second of our regional dinner meetings, the first being in Melbourne in 2016. We hope to continue our regional events, and feedback from both previous meetings will be used to determine the types of events offered, topics and location.

The total number of financial members for AAIR as at 30 June 2017 was 194 financial members (including 35 sponsors and 1 retired member). The majority of AAIR members reside in Australia in New South Wales and Victoria, followed by Queensland, New Zealand and Western Australia.

It has been a very busy year in my first year as AAIR President, and I would like to thank the Executive Committee, the newsletter editors and our Executive Officer for making this year so interesting. Thanks also to all our members for their continued support and involvement in our organisation. I have appreciated the Committee’s assistance and engagement this year, and look forward to continuing to advance the vision and objectives of AAIR during the rest of this year and into 2018.



Kathie Rabel
AAIR President
president@air.org.au

Treasurer's report



It is my pleasure to present AAIR's financial statements for the financial year ending 30 June 2017.

AAIR has engaged the services of Mr Mark R Roach, Chartered Accountant, Port Adelaide to undertake the annual audit of the financial statements. These statements have been calculated on a cash basis.

AAIR continues to be in a strong position, with approximately \$153K in net assets at 30 June 2017. This included approximately \$116K in AAIR's interest bearing investment account.

The Association recorded a net current year loss of approximately \$11K in the 2016–2017 financial year. However, 2016–2017 expenditure included a significant investment in the development of a new website. This included approximately \$11K for IT/development and extra hours/financial support

(approximately \$13K) by the Association's Executive Officer to manage and direct this project, as well as populate the website. This was a one-off strategic outlay, and had the Association not invested in a new website, a profit of approximately \$13K would have been recorded.

The increased reliance on the Association's Executive Officer on a fee for service basis continues. Consistent with my previous reports this level can continue to be supported financially. However, this largest single outlay (outside of the normal cost of running events) will always need to be managed. The Executive Officer outlay is considered justified, necessary, and extremely highly valued.

The Auditor previously recommended an annual self-assessment of the Association's not-for-profit income tax exempt status. The Treasurer requests the AGM's endorsement of AAIR as a self-assessed not-for-profit, income tax exempt, 'Scientific organisation'; that is, a 'not-for-profit society, association or club established for the encouragement of science'.

The 2017 SIG Forum Events (expected) profit of approximately \$7K is not reflected in these statements.

Income streams continue to be highly intensified around the two main forums. This continues to be a financial risk, and the Association is still thinking strategically about the opportunity for other revenue streams.

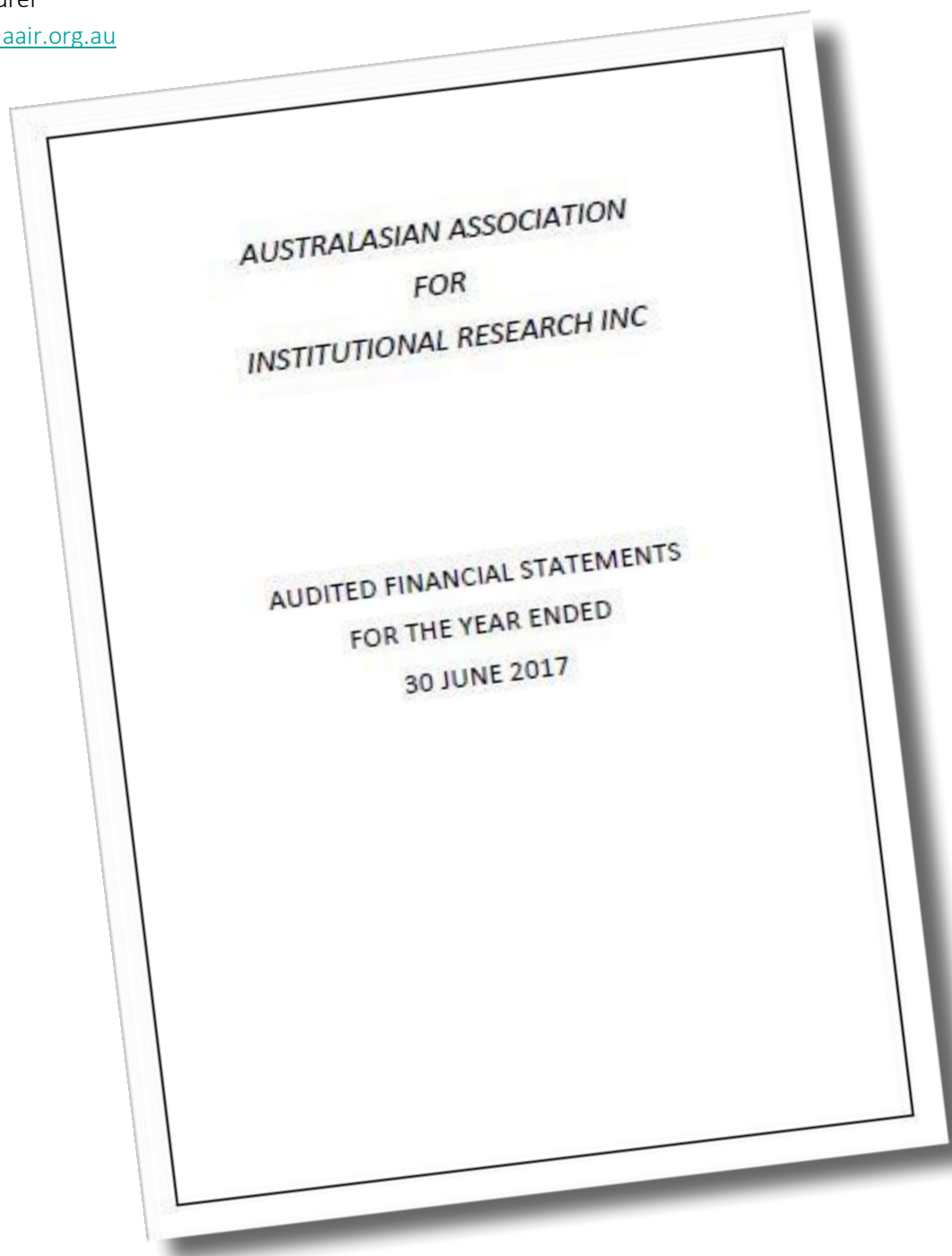
As noted by the Auditor, during the 2016–2017 financial year, AAIR began the administration of the National Committee for the Australian Network of University Planners (ANUP). The latter provided funds in advance to facilitate this process. The balance of funds on hand at 30 June 2017 was \$4,485.

However, there was an unpaid account of \$1,840 at that date, thus the amended balance at 30 June 2017 was \$2,645.

I would like to sincerely thank the rest of the whole Committee for its support. Particularly Andrea Jeffreys, Dave Marr and Liesha Northover for their help in managing the accounts and other operational aspects of finance.



David De Bellis
AAIR Treasurer
treasurer@aair.org.au



About us

The Australasian Association for Institutional Research (AAIR), established late in 1988, is a professional body comprising around 200 members. AAIR is incorporated within Australia as a non-profit organisation. It is affiliated with the Association for Institutional Research (AIR), which originated in the United States of America some thirty years ago, and which now commands a membership in excess of 4,400!

AAIR is the professional association for institutional research practitioners in higher education and other institutions in Australasia. 'Institutional research' is viewed as a range of activities involving the collection, analysis and interpretation of information descriptive of an institution and its activities, including its students and staff, programs, management and operations. The findings of such 'institutional research' assist institutional leaders (in both academic and administrative domains) by informing their planning and decision-making.

Established in late 1988, AAIR continues to draw members mainly from Australia and New Zealand, with further members from South Africa, the South Pacific region, Europe, the Middle East, Southeast Asia, USA, and the African continent. Members contribute to planning, decision making, policy formulation and analysis concerned with the management of tertiary education.

The broad aim of AAIR is to benefit, assist and advance research which leads to the improved understanding, planning and operation of tertiary education institutions within Australasia. AAIR has the following principal objectives:

- to raise the level of professional competence and practice in the fields of tertiary education institutional research, planning and analysis in the Australasian region
- to enhance inter-institutional cooperation in the undertaking of comparative institutional research projects
 - to assist the professional development of members by:
 - organising an annual conference (the AAIR forum)
 - developing and fostering cooperative links with the AIR and European AIR
 - encouraging regional meetings of members to augment the annual Forum

Mission

TO ADVANCE INSTITUTIONAL EFFECTIVENESS IN TERTIARY EDUCATION

Vision

TO BE THE PROFESSIONAL ASSOCIATION THAT HAS THE GREATEST INFLUENCE ON TERTIARY EDUCATION PLANNING AND EVIDENCE-BASED DECISION MAKING IN AUSTRALASIA



Values

AAIR has a commitment to:

- contribute and share;
- innovation;
- inclusiveness and diversity;
- professionalism; and
- enjoyment and friendliness

Executive Committee

Members of the executive committee in 2016–2017 comprised the following:



Kathie

President



Don

Vice President



Andrea

Secretary



David

Treasurer



Dave

Immediate Past President



Alison



Greg

Ordinary Members (elected)



Malcolm



Stuart

Ordinary Member (elected)



Kerry

Ordinary Members (co-opted)



Louise

Committee meetings held

2016

4 August
6 October

2017

2 February
16 March
4 May
8 June

Portfolios

The [AAIR Executive Committee](#) has developed a suite of Portfolios. Portfolios are allocated to Executive Committee members on an annual basis based on interest and expertise.

The management of portfolios is reviewed at each subsequent Executive Committee meeting that coincides with the Annual Forum in any given year.

The AAIR Executive Officer completes most day-to-day activities outlined in the Portfolios, and each Portfolio leader liaises with the AAIR Executive Officer.

Brief portfolio reports are provided to the AAIR Secretary at least one week prior to each Executive Committee Teleconference.

All portfolio leaders will be charged with liaising with the AAIR Executive Officer in regard to their specific portfolios; however, the AAIR President will have overarching responsibility for overseeing the AAIR Executive Officer.

Portfolios include:

1. Publications, Communications and Social Media
2. Website
3. Professional Development
4. SIG Liaison (with Chairs)
5. Sales, Marketing and Promotional Materials
6. Relationship Management and Development
7. Membership and Mailing Lists
8. Strategic Planning

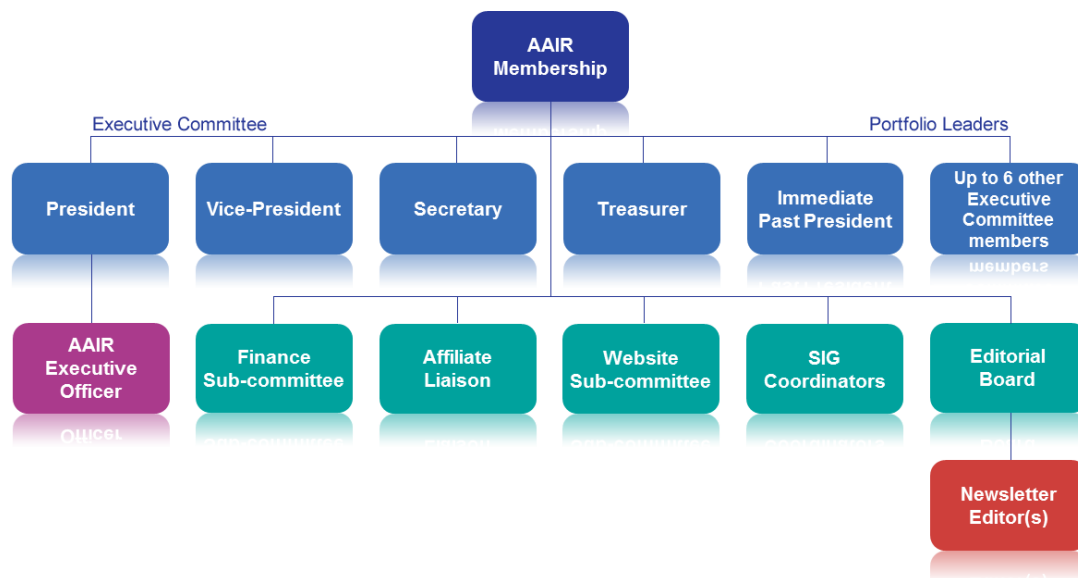
Portfolio reports

On 8 June 2017, Alison Byrne reported to the Committee an update in relation to the 'Sales, Marketing and Promotional Material' portfolio, noting that to date two requests for sponsorship / partnering had been considered. Of these, one was not progressed, partly due to timing and limited value to AAIR, and the other was assessed as a professional development opportunity so was referred directly to the AAIR Executive Officer for inclusion in an AAIR bulletin.

As portfolios were only formally implemented towards the end of the 2016–2017 financial year, there was only one report. A reporting schedule has been established and reports will continue to be presented by portfolio leaders at meetings of the Committee.

For more information about the portfolios, visit [Portfolios](#) on our website.

Organisational structure



Strategic plan

Introduction

On 4 May 2017, Louise Hargreaves, in collaboration with Dave Marr and Kathie Rabel, presented the proposed AAIR Strategy Map to the AAIR Executive Committee for discussion and approval.

Origin of Issue: Draft Strategy Map arising from previous Strategic Planning Workshops.

Background

AAIR Strategic Planning Workshops were held in Melbourne on 29 March 2014 and 23 May 2015. Daniel Moody from Ozemantics Pty Ltd facilitated the meetings and David Marr (the AAIR President at the time) chaired. Various committee members attended.

Purpose

Strategy maps, pioneered by Balanced Scorecard founders Robert Kaplan and David Norton, allow organisations to describe and communicate their strategies concisely and succinctly and close the gap between formulation and successful implementation of strategy. Strategy maps describe how organisations create value by building on strategic themes such as 'growth' or 'productivity'. These themes determine what specific strategies organisations will adopt at their customer, process, and learning and growth levels. Well-constructed maps describe how the organisation plans to meet its specific customer promises through a combination of employee, technology and business processes that satisfy customer expectations and meet shareholder demands.

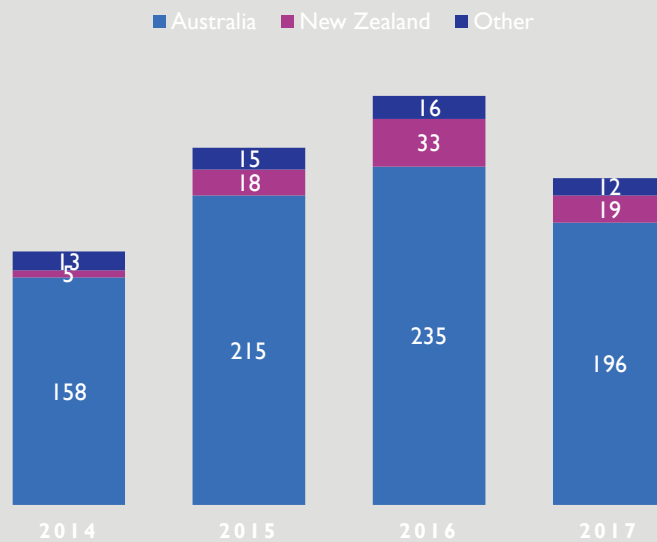
In the following strategy map, customer satisfaction, financial, internal processes, and people, learning and growth strategies are mapped to the value propositions: customer satisfaction, innovation and operational excellence.



Members

Members by calendar year

Member details are currently recorded by calendar year and not financial year. As at 23 June 2017 there were a total of 194 members; however, the breakdown of countries at that time is unrecorded.



Communications Output

The total number of email communications sent to our members between 1 July 2016 and 30 June 2017 are:

Positions vacant	52
Bulletins	11
Other	9

Organisations in the membership

Australia

Australasian Association for Institutional Research
Australian Catholic University
Australian Council for Educational Research
Australian National University
Bond University
CAUDIT
Charles Darwin University
Charles Sturt University
Council of Australian Postgraduate Associations
CQUniversity Australia
Curtin University
Deakin University
Department of Education and Training
Edith Cowan University
Federation University Australia
Flinders University
Griffith University
Hestu Consulting
La Trobe University
Laureate International University – Australia
Macquarie University
Monash University
Murdoch University
Navitas Professional Institute
Queensland University of Technology
RMIT University
Sharp Words Consulting, Editing & Writing Services
Southern Cross University
Swinburne University of Technology
The Australian National University
The Cairnmillar Institute
The University of Adelaide
The University of Melbourne
The University of Notre Dame Australia
The University of Queensland
The University of Sydney
The University of Western Australia
University of Canberra

University of New England
University of Southern Queensland
University of Tasmania
University of Technology Sydney
University of the Sunshine Coast
University of Wollongong
UNSW Australia
Victoria University
Western Sydney University
William Angliss Institute

New Zealand

Ara Institute of Canterbury
Auckland University of Technology
Massey University
Otago Polytechnic
The University of Auckland
Unitec Institute of Technology
University of Otago
Victoria University of Wellington
Wellington Institute of Technology & Whitireia
Community Polytechnic

Other countries

The Hong Kong Polytechnic University
Ritsumeikan University (Japan)
Tohoku University (Japan)
The University of the South Pacific (Fiji)

AAIR partners

[Altis Consulting](#)
[Analytics8](#)
[Certus Solutions](#)
[Council of Private Higher Education](#)
[eXplorance Inc. Canada](#)
[Graduate Careers Australia](#)
[MIP Aust Pty Ltd](#)
[NeoData Australia](#)
[Tableau Software USA](#)
[The Social Research Centre Pty Ltd](#)

Current at 30 June 2017.

Code of ethics

(As adopted by the 1994 AGM)

A. Corporate values for AAIR as an association

1. Professional development

Essential to AAIR's mission and purpose as a professional association is its concern to promote and facilitate the professional development of its members. AAIR's whole program of activities must reflect the value placed on this fundamental theme.

2. Competence and integrity

AAIR places high value on professional competence and integrity in the conduct of institutional research. It also values strongly the application of high ethical standards in the practice of institutional research. A concern for the pursuit of excellence underlies these values.

3. Promotion and dissemination of institutional research

AAIR recognises the value of institutional research as an activity which can aid the continuing improvement of the tertiary education system as a whole, and thereby contribute to the betterment of the wider community which tertiary education serves. Consequently, AAIR aims to contribute as an association, as well as through the individual efforts of its members, to achieving the overall goals and purposes of tertiary education. AAIR aims particularly to promote the value of institutional research through the dissemination of both the techniques used in, and the outcomes, of institutional research.

4. Stakeholder and community interaction

AAIR seeks to increase an awareness of the ways in which the use of institutional research techniques and findings can benefit its own members, their employing institutions and diverse tertiary education stakeholders within the wider community. Consistent with such an orientation, AAIR respects the views of stakeholders in relation to the conduct of institutional research, and supports the appropriate involvement of stakeholders in this activity.

5. Collaboration other bodies

AAIR places high value on collaboration and cooperation with other professional associations and with other relevant organisations, interest groups and stakeholders. It places particularly high value on developing collaborative activities with like-minded professional associations within the Australasian region.

B. Professional values of individual members

AAIR has adopted, as a fundamental premise, the professionalism and integrity of its members as individuals. This professional integrity will be reflected in the nature of their involvement in the activities of the association, and in the practice of their institutional research. The following code of ethics seeks to articulate the values which underpin this professionalism.

In recommending this statement of professional values to its members, AAIR acknowledges the debt owed to its American-based colleague organisation, the Association for Institutional Research (AIR); their AIR Code of Ethics has served as the model and inspiration for our own endeavours.

1. Professional development

Members should accept a primary responsibility for their continuing professional development, and actively seek out activities which contribute to this.

Members are similarly encouraged to support the professional development of their colleagues and associates.

2. Competence

Members should take care to meet accepted standards of competence in the conduct of institutional research. This will involve a concern to ensure:

- accuracy and quality of data
- selection of appropriate techniques and methods
- clarity and usefulness of documentation
- care in distinguishing between assumptions, findings, speculation and judgment

Members should also show concern for the quality of the work undertaken by their associates, and, in particular, accept responsibility for the quality of work done by those whom they supervise.

3. Honesty

Members should ensure that they are honest in their claims of competence in undertaking particular projects or work. In addition, members should be honest in advising clients openly of the feasibility and worth of particular projects and work being requested. Members should also honestly acknowledge the contributions of their associates, including those whom they supervise.

4. Confidentiality

Members should strive to ensure the confidentiality of all data and findings associated with the practice of their institutional research. This will embrace:

- respecting the privacy of all personal data (including staff and student records, questionnaire responses, interview records, etc.)
- taking care to prevent the unauthorised release of both personal data and institutional data
- respecting institutional policies with regard to confidentiality

5. Relationships with both institutional and wider communities

Members should:

- promote collaborative teamwork and the appropriate sharing of information
- demonstrate support for equal opportunity and equity in all aspects of their work and other professional activities
- strive to obtain feedback on the value of their work, with particular regard for meeting the needs of those requesting it
- strive to promote and demonstrate both openness and fairness in all debate and discussion associated with their work and other professional activities

- both promote and demonstrate respect for the concerns of all stakeholders in relation to institutional research
- discourage, prevent and, where possible, correct unethical conduct by colleagues and associates
- strive to prevent misinterpretation and misuse of institutional research findings and reports



Fellowship winners

- [Stuart Terry](#), Otago Polytechnic, Best Presenter (2016) AO Travel Grant (2017)
Attended the AIR Annual Conference at the Marriott Marquis (Washington, USA) in May-June 2017.
- [Naomi Doncaster](#), Southern Cross University, Zimmer Travel Fellowship (2016)
Attended the Higher Education Institutional Research (HEIR) conference at John Moore's University (Liverpool, UK) in September 2016.



AAIR
www.aair.org.au

BRIDGING DATA AND DECISIONS
2016 AAIR FORUM

AAIR
Australasian Association for Institutional Research

BRIDGING DATA AND DECISIONS
2016 AAIR FORUM
14-16 NOVEMBER 2016, CROWNE PLAZA, COOGEE, NSW
CONFERENCE HANDBOOK

Supporting Effective

AAIR
www.aair.org.au

Events

While AAIR usually hosts an annual forum and a SIG forum in each financial year, in the year 2016–2017, no SIG forum took place. The reason for this is that the SIG forum for 2016 occurred from 16–17 June 2015, and the SIG forum for 2017 occurred from 26–27 July 2017.

In the order of occurrence, the events are reported on below.

Student survey and evaluation workshop

8 September 2016

The Student Survey and Evaluation workshop was co-sponsored by AAIR and the Auckland University of Technology (AUT). Fourteen people attended, representing all New Zealand universities except Lincoln University. All attendees presented something from their institution. The range of topics was broad, although the themes that emerged were mostly common to all present.

Topics discussed

Survey Process	Changes to student feedback at UoA
	Systems and Databases: The information behind online surveys
	Mid semester evaluations
Reporting	How do we handle comments?
	Data Visualisation
	Access for staff, students, and research
Action/interpretation	Evaluating Graduate outcomes
	Benchmarking
	Using Evaluation data to improve teaching and learning
	Measuring Progress - Shifting from satisfaction to learning
	Expectations and Engagement:" The student Perspective

Comments

- Blue evaluation system is now installed at UA, AUT, Lincoln and Waikato. All at various stages of implementation. Integrating with existing systems a challenge.
- Response rates to online surveys continue to be a concern. UC reported some success though embedding evaluation in LMS and also CATI.
- Early evaluations emerging as an option although scalability needs to be built in.
- Data integration needs evident across most institutions present.
- Open ended comments. Semantic analysis, comprehensive coding but no silver bullet.
- Benchmarking opportunities should be explored (not as easy in NZ as in Australia although our size should make it possible). We need to collaborate in order to make this happen.
- How to make use of the massive data collected. Different styles of reporting provided.
- Teacher evaluation instruments. How to embed this process better.

Funky new stuff

- Integrated data infrastructure. Was not discussed in great depth although first data release has been provided for testing.
- Early or mid-semester evaluations.

For the future

- Continue with the meetings and invite SRC (Melbourne) and TEC along to fill in some of the knowledge gaps.
- Consider how we can collaborate to benchmark.

AAIR forum 2016

14-16 November 2016

Coogee, NSW

Theme: Bridging data and decisions

Conference organising committee

- Don Johnston, Southern Cross University (chair)
- Alison Byrne, The University of Sydney
- Pamela Sarly, Australian Catholic University
- Barbara Chmielewski, UNSW Australia
- Nick Foster, Western Sydney University
- Kerry Martin, University of Sunshine Coast

Prize winners

Best Session Presenter: Stuart Terry, Otago Polytechnic, *Moving from what so to so what*

Best New Presenter: Jennifer Heath & David Fulcher, University of Wollongong, *Using Learning Analytics to enhance the student experience*

Best Surveys Session: Andy Chong, Swinburne University of Technology, *A revised approach to surveying students in response to increasing student satisfaction and retention*

Special resolution

A special resolution was passed at the 2016 annual general meeting of AAIR.

That the Australasian Association for Institutional Research updates its Rules as described in the tracked changes document and clean copy document presented to the membership within 28 days prior to this AGM.

Sponsors



2016 Platinum Sponsor



2016 Barista Cart & Award Sponsor



An ANU Enterprise business

2016 Barista Cart & Award Sponsor

Using cohort analysis with open source datasets for strategic, operational, and tactical purposes

22 February 2017

Location: [Casa Ristorante Italiano](#), Sydney, NSW

Speaker: [Tony Nolan](#)

The second AAIR regional dinner meeting, partially sponsored by AAIR to support ticket sales, was a great success.



Tony Nolan

Abstract

Cohort analysis is a digital profiling technique developed by Tony, and is a combination of digital hash scores and relativity transformations using a system of systems approach. It has been applied to a range of issues, including the common reporting scheme, the Panama Papers, weather prediction, law enforcement and emergency services tasking and predicting modelling.

Tony will cover how open source datasets from the ABS and UN/World Bank can be turned into data sequences to identify cohorts in a target population for strategic, operational and tactical activities.

Presenter biography

Anthony (Tony) Nolan, OAM is an intelligence analyst who practices data science within the Commonwealth government. Tony is also a volunteer data scientist with the NSW Police Force and NSW Fire and Rescue. Tony is a Fellow and founding member of the Institute of Analytics Professionals Australia, and a member and previous board member of the Australian Institute of Professional Intelligence Officers. He is also Chair of Communications Committee SSIT Australia Chapter.

Tony is often called a 'Data Evangelist', and spends much of his time speaking about data, publishing mini posts, and is currently writing a book called Data Science My Way. He is also one of the few people to have scored a perfect IQ test result, and he has Asperger's, ADHD, and mild dyslexia. Tony is very passionate about helping people understand their abilities, turning their disabilities into abilities, and helping them to achieve their educational goals, something he never got the opportunity to do. Tony received an Order of Australia Medal for his community work with law enforcement, and the gifted community.

Surveys

Three surveys were circulated in 2016–2017:

1. **Regional Dinner Meeting (Sydney, 22-02-17)**
Circulated through the Eventbrite system on 24 February 2017 to 18 recipients. Nine responses were received.
2. **AAIR Website Survey**
Circulated through MailChimp on 16 February 2017 to 917 recipients. One hundred and one responses were received.
3. **AAIR Newsletter Survey 2017**
Circulated through MailChimp on 16 February 2017 to 909 recipients. Thirty-nine responses were received.



AAIR online

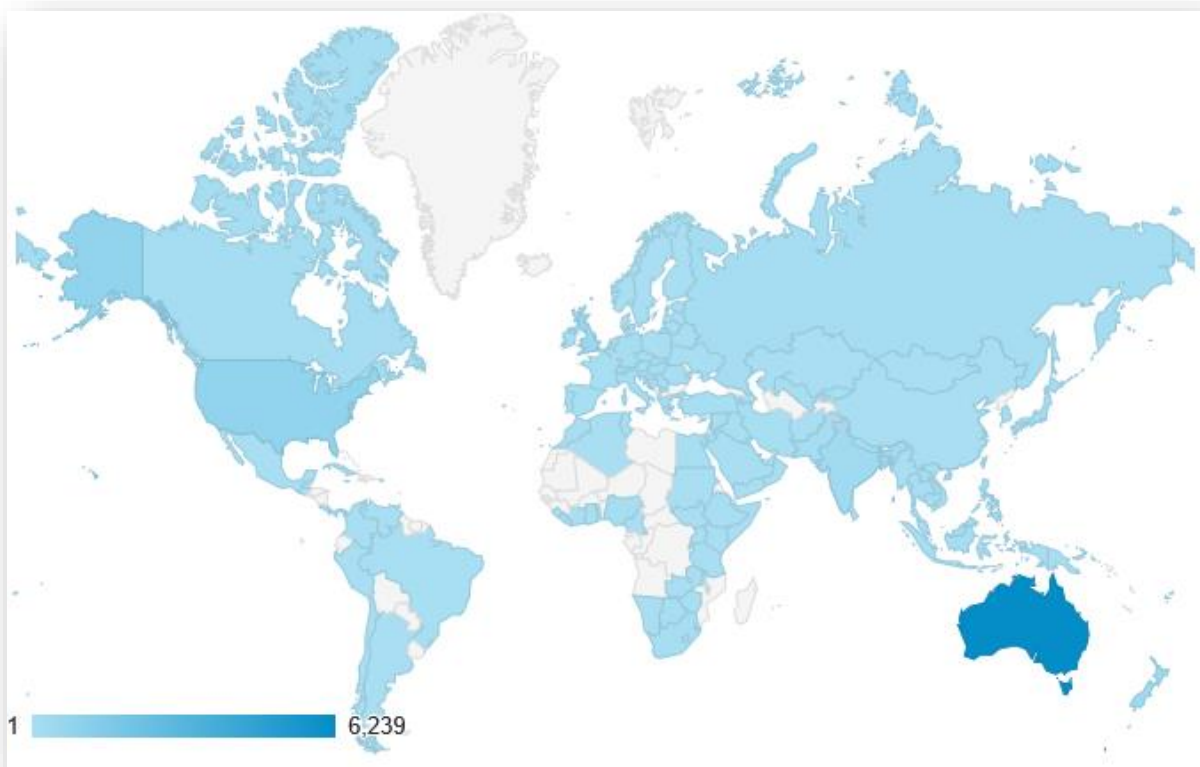
During the financial year 2016–2017, AAIR progressed the development of a new website. While the new website was not launched in this financial year, it was very near completion during this time.

The National Library of Australia harvested the AAIR website on 27 June 2017. The archived website can be visited at <http://pandora.nla.gov.au/pan/122841/20170627-0044/www.aair.org.au/>.

Website visitors

Countries

Visitors to the AAIR website have come from most countries around the world, with 6,239 coming from Australia (out of a total of 7,494). This figure is followed by visitors from the United States with 893 visitors, 540 from the United Kingdom, 411 from New Zealand, and 329 from India.



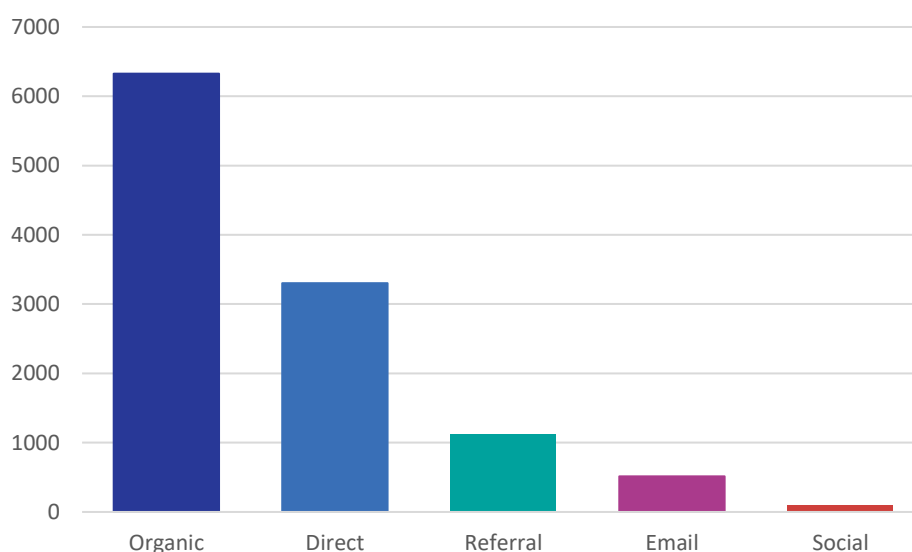
Devices

Out of the total of 11,352 separate sessions on the AAIR website, 9,992 were made using a desktop computer, 1,090 were made using a mobile phone, and 270 were made on a tablet.

The preferred operating systems used in the financial year 2016–2017 were iOS with 698 visits, and android with 529.

Acquisition overview

The majority of AAIR's website traffic comes from organic searches. The number of searches coming from social media currently acquires the least number of visitors, but this figure is slowly increasing.



The AAIR website had 24,715 pageviews in the financial year 2016–2017, with the majority of visitors coming to the homepage, the events page and the higher education jobs page.



The average time spent on the AAIR website was one minute and 31 seconds.

Journal of Institutional Research

The most popular article in the former *Journal of Institutional Research* was 'Comparative analysis of student surveys on international student experience in higher education', written by Leonid Grebennikov and Ivan Skaines, with 483 pageviews. This article was published in issue 13 number 1, which was released in November 2007. Ten years on and this is still the most read article.

During the financial year 2016–2017, the *Journal of Institutional Research* was archived on Pandora on 27 June 2017.

Social

Likes

61



facebook



twitter

Followers

207



Connections

151



LinkedIn

Financial statements

Introduction

Principal activities

The principal activities of the association during the financial year were to raise the level of professional competence in the institutional research through its many professional development and scholarly activities.

Significant changes

No significant change in the nature of these activities occurred during the year.

Operating result

The profit/ (loss) for the year amounted to loss of \$11,072 (2016 – profit \$7,210).

Profit and loss statement

INCOME	2017	2016
	\$	\$
Bank interest	895	1,690
Membership, event, and other	56,962	50,636
	57,857	52,326
EXPENDITURE		
Accounting fees	1,065	1,084
Committee, forum, office, and other	10,136	8,395
Fellowships	4,003	0
EO Subcontractor	42,561	35,637
Web-site and IT	11,164	0
	68,929	45,116
Current year surplus / (loss) before income tax	(11,072)	7,210
Income tax expense	-	-
Net current year surplus (deficit) after income tax	(11,072)	7,210
RETAINED SURPLUS AT THE BEGINNING OF THE FINANCIAL YEAR	164,209	178,194
Extra-ordinary item – write back debtors	-	(21,195)
RETAINED SURPLUS AT THE END OF THE FINANCIAL YEAR	153,137	164,209

Statement of assets and liabilities

<u>CURRENT ASSETS</u>	Note	2017	2016
		\$	\$
Cash and cash equivalents	2	132,441	169,745
Goods and Services Tax	3	817	-
Float		31,405	1,405
TOTAL CURRENT ASSETS		164,663	171,150
TOTAL ASSETS		164,663	171,150
<u>CURRENT LIABILITIES</u>			
Trade and other payables		7,042	5,600
Goods and services tax	3	-	1,341
Liability – Australian Network of University Planners	4	4,486	-
TOTAL CURRENT LIABILITIES		11,528	6,941
<u>NON-CURRENT LIABILITIES</u>			
Other liabilities		-	-
TOTAL NON-CURRENT LIABILITIES			
TOTAL LIABILITIES		-	-
NET ASSETS		153,137	164,209
MEMBER'S FUNDS		153,137	164,209
Retained surplus/member's funds			
TOTAL MEMBER'S FUNDS		153,137	164,209

Notes to the financial statements

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act 1981 (Vic). The committee has determined that the association is not a reporting entity.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where specifically stated, current valuations of con-current assets.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of these financial statements.

- AASB 1031 – *Materiality*
- AASB 110 – *Events after the reporting period*

1. Income Tax

No income tax is payable as Australasians Association for Institutional Research Inc is an exempt organisation under paragraph 50 of the Income Tax Assessment Act 1997.

2. Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

3. Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

All revenue is stated net of the amount of goods and services tax (GST).

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

4. Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the statement of financial position.

5. Accounts Payable and Other Payables

Accounts payable and **other** payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

Apart from the accounting policies noted above, no other accounting policies or standards have been adopted in the preparation of these financial statements.

NOTE 2: CASH AND CASH EQUIVALENTS

	2017	2016
	\$	\$
Cash at bank – Online Saver Account	115,984	148,232
Cash at bank – Business Classic Account	16,457	21,513
Total cash and cash equivalents	132,441	169,745

NOTE 3: GST ACCOUNTS

GST collected	1,739	1,692
GST paid	(2,556)	(351)
	(817)	1,341

Note 4: AUSTRALIAN NETWORK OF UNIVERSITY PLANNERS

During the year AAIR undertook the administration of the National Committee for the Australian Network of University Planners (ANUP). The latter provided funds in advance to facilitate this process. The balance of funds on hand at 30 June 2017 was \$4,484.73, however there was an unpaid account of \$1,840 at that date thus the amended balance at 30 June 2017 was \$2,644.73.


Statement by members of the Committee

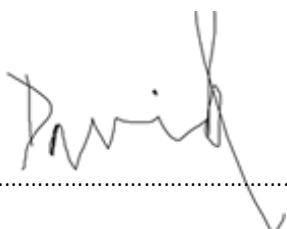
The committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the committee the financial report as set out on pages 2 to 5:

1. Presents at true and fair view of the financial position of Australasian Association for Institutional Research Inc as at 30 June 2017 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Australasian Association for Institutional Research Inc will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the committee and is signed for and on behalf of the committee by:

President 
.....

Treasurer 
.....

Dated this day of October 2017

Auditor's letter

Mark R Roach

*Chartered Accountant
PO Box 2059, Pt Adelaide SA 5015*

Independent auditor's report for the Australasian Association for Institutional Research Inc.

To the members of the Australasian Association for Institutional Research Inc.

Report on the financial report

I have audited the accompanying financial report, being a special purpose financial report, of the Australasian Association for Institutional Research Inc., which comprises the committee's report, the statement of assets and liabilities as at 30 June 2017, the statement of income and expenditure for the year then ended, notes comprising a summary of significant accounting policies, other explanatory notes and the statements by members of the committee.

Committee's responsibility

The committee of Australasian Association for Institutional Research Inc is responsible for the preparation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Act 1981 (Vic) and is appropriate to meet the needs of the members. The committee's responsibility also includes such internal controls as the committee determines is necessary to enable preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

My responsibility is to express an opinion on the financial report based on my audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. I conducted my audit in accordance with Australian auditing standards. These auditing standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by [those charged with governance], as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the financial reporting responsibilities under the constitution. I disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Mark R Roach

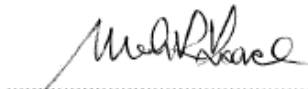
*Chartered Accountant
PO Box 2059, Pt Adelaide SA 5015*

Independence

In conducting my audit, I have complied with the independence requirements of the Australian professional accounting bodies.

Auditor's opinion

In my opinion, the financial report presents fairly, in all material respects, the financial position of the Australasian Association for Institutional Research Inc. as of 30 June 2017 and of its financial performance and its cash flows for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the Association Incorporation Act 1981 (Vic).



.....
Mark R Roach B.A (Acct'g), C.A., Grad Dip Applied Fin & Invest, F.Fin, CTA.
Chartered Accountant

Dated this ²⁴ day of October 2017

Corporate directory

Association

Australasian Association for Institutional Research Inc.

Suite 204, 585 Little Collins Street

Melbourne VIC 3000

Bank

ANZ Marion Branch

Westfield Marion Shopping Centre

Shop 1001/1002, Level 1, 297 Diagonal Road

Oaklands Park SA 5046

External auditor

Mark Roach

Chartered Accountant

PO Box 2059

Port Adelaide SA 5015

Professional conference organiser

Leishman Associates

170 Elgin Street

Carlton VIC 3053

Association website

www.aair.org.au

AAIR.ORG.AU

