



IAPA

The global trade association
for the au pair community

• CULTURAL EXCHANGE • WETM-IAC • AU PAIR OF THE YEAR AWARD • ECAPS • AU PAIR • CULTURAL EXCHANGE • WETM-IAC • AU PAIR OF THE YEAR AWARD

IAPA Annual Report 2015



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MESSAGE FROM THE CHAIR

Dear members,

My three year term as Chair of IAPA is coming to an end and usually this is a time to look back on things that have happened and goals that have been achieved. But I also feel it important to look forward and to continue the discussions that we have started over the last months about how IAPA should look and how we want it to operate for the benefit of our members and for worldwide au pair programmes. The result of this discussion will give the future Chair and Board a clear mandate on how to move forwards and best represent their members and the au pair sector as a whole.

When I started my term as Chair in 2013 I was convinced that the difficulties from the past would finally be overcome and we would be able to concentrate on our core missions - and thus sharpen the profile of IAPA:

1. To lobby on behalf of au pair programmes worldwide
2. To create member benefits through various projects
3. To grow our membership and become a stronger, louder voice
4. To keep creating networking opportunities for our members

And indeed we have also had a much better relationship with WYSE; I can only say that the co-operation with the WYSE Board and the Director General David Chapman has always been a very positive and professional one.

The board is also proud to say that IAPA is in very good financial standing and prepared for the future. We have been prudent and careful with our funds and this is now giving us added strength.

Even though 2015 was largely dominated by the WYSE restructure, which forced us into negotiations between the IAPA board, WYSE and other sector associations (especially WYSE Work and Volunteer Abroad), we were able to realise some of the member benefits we had promised to deliver at last years' AGM, including:

- **Au pair video**
- **IAPA AuPairsOnly App** (to be launched in March 2016)
- **Lobbying** - The annual ECAPS meeting has been a great opportunity to hear from different countries and to obtain a deeper insight into their programmes and governments issues. This is something we have to pursue further and we should try to lobby a pan European solution with the European governments. In 2015 we also supported national associations to help them lobby their governments on behalf of the programme for example in Ireland.
- **Educating and informing members** - We not only organised very useful workshops and sessions at last year's WETM-IAC but also sent out newsletters, information on WYSE changes, on member agencies and just recently held a successful webinar to present the options we are proposing for the future of IAPA
- **Networking** - WETM-IAC is, and will remain, our main networking event. We are very happy to have already secured next year's WETM-IAC in a destination relevant for au pair as well as other youth exchange areas.

We are aware that because of recent restructure developments within WYSE some projects have had to be pushed to 2016. But I think you will understand the importance we placed on exploring all possibilities in due diligence, so that we felt ready to stand before you with a secure feeling about the options we are recommending for IAPA.

Once we know where our members want us to go we can use our full energy to develop further benefits and to pursue the projects and goals we would like IAPA to realise. Quality Campaigns, lobbying Ireland and possibly Canada, working on new and customer related information and tools are just a few of these ideas.

The last few months have been very intense and at times stressful for the whole board and our association manager Linda Bosschers. What made it worthwhile was to be able to work with these great people who contribute a lot of time, energy, experience and all their passion into our Association. I am pleased to say has been a great pleasure to serve on the board with them.

What will the future bring? This is up to you to decide.

The board has presented two options and will be glad to explain these to you again in Atlanta. My role as Chair is ending, but I may be working with IAPA in a different role should members decide for option two.

I urge you to use your right to vote. Let us know what you think and what you would like the Association to do for you and for the benefit of this wonderful youth exchange programme.



ABOUT IAPA

The International Au Pair Association (IAPA) is the leading global trade association for organisations active in all aspects of au pair and cultural exchange programmes. IAPA's main aim is to protect the rights of all au pairs and host families and at the same time establish internationally approved guidelines for au pair exchange programmes.

Member organisations must meet firm business and ethical standards, and agree to abide by the IAPA Code of Conduct which signifies competence, fair dealing and high integrity.

New agencies arise as the demand for au pairs continues to increase. With growth in the industry comes the need for regulation at the international level. IAPA aims to meet this need by developing a system of self-regulation and by introducing professional standards. IAPA is a global not-for-profit organisation and a founding member of the World Youth Student and Educational (WYSE) Travel Confederation.

IAPA was founded by leading au pair organisations in 1994 at the World Youth and Student Travel Conference (WYSTC) in Vancouver, Canada.

ONGOING ASSOCIATION GOALS

The main aims and objectives of the association are:

- To promote au pair programmes throughout the world as a method for developing relations and mutual understanding between different cultures and to strengthen cultural ties between nations.
- To assist in the development of au pair programmes and national associations where possible in countries where these programmes do not exist and to encourage governments and official bodies to sanction au pair programmes to and from their countries with a minimum of restrictions.
- Policy work – Lobby governments to consider au pair programmes as cultural exchange and not work programmes, in order that au pairs and their host families are not subject to employment taxes.
- To establish guidelines for the conduct of business between members and for the treatment of au pairs and host families.
- To increase public awareness of au pair programmes and emphasise the professionalism of IAPA members.
- To provide networking and educational opportunities to secure mutual understanding and co-operation between members and to deliver timely and relevant information to members through activities like seminar programmes and newsletters, both online and offline format.

IAPA EXECUTIVE BOARD

The IAPA Executive Board consists of the following four people elected by the general membership.



Patricia Brunner

Chair

2013 - 2016

Munichaupair | Germany



Delphine Vaills

Vice Chair

2013 - 2016

Europair Services | France



Goran Rannefors

Treasurer

2015 - 2018

Cultural Care Au Pair | USA



Linda James

Member

2015 - 2018

Au Pair in America | USA

IAPA EXECUTIVE BOARD

EXECUTIVE BOARD ELECTIONS

At the Annual General Meeting at WETM-IAC Lisbon 2015, the three year board member terms of Goran Rannefors, treasurer and Michael McHugh, board member came to an end.

Michael McHugh decided that after having been on the IAPA board for two consecutive terms, the time had come to have new people come on board, and he decided not to stand for re-election. **Linda James** from Au Pair in America was elected to follow in Michael's footsteps and joined the IAPA board.

Goran Rannefors, having already served five terms as IAPA treasurer, volunteered for one final term as IAPA Treasurer and was re-elected.



EXECUTIVE BOARD MEETINGS

The IAPA Executive Board strives to meet once a month (via conference call) to discuss association activities and to monitor developments in the industry.

As 2015 was the year where a lot of changes were put into motion for WYSE Travel Confederation (see page 6) there was an increased necessity for the IAPA Board to meet face-to-face, besides the regular face-to-face meetings that normally take place two to three time per year.

In person board meetings took place on the following dates:

- Sunday, 15 March 2015 (WETM-IAC Lisbon, Portugal)
- Tuesday, 17 March 2015 (WETM-IAC Lisbon, Portugal)
- Friday, 21 August 2015 (Amsterdam, The Netherlands)
- Tuesday, 15 and Wednesday, 16 December 2015 (Paris, France)

Patricia Brunner, IAPA Chair, also came to meet the Association Manager twice at the Amsterdam office, on 18/19 June (in conjunction with the WYSE Executive Board meeting) and on Tuesday, 14 July 2015.

WETM-IAC SUBCOMMITTEE

Michael McHugh and **Delphine Vaills** represented IAPA on the WETM-IAC subcommittee for WETM-IAC 2015. **Linda James** replaced Michael McHugh and joined **Delphine Vaills** as the second IAPA representative on the WETM-IAC 2016 in Atlanta, USA subcommittee.

WYSE TRAVEL CONFEDERATION EXECUTIVE BOARD

Patricia Brunner has been representing IAPA on the WYSE Travel Confederation Executive Board. Her term on the WYSE Executive Board will be ending after WETM-IAC 2016. A new IAPA board member will take the seat on the WYSE Executive Board if the membership decides to stay within WYSE.

A maximum number of four Sector Association seats were available on the WYSE Travel Confederation Executive Board (until 31 December 2015). Each Sector Association member could appoint and empower its Chair, or an alternate Board Member, to elect its Sector Association representative to serve on the Executive Board.

The IAPA Executive Board is in agreement that the Chair of the association should ideally be the representative of the association on the WYSE Travel Confederation Executive Board.

ASSOCIATION MANAGEMENT

The day-to-day management of the association is handled from the WYSE Travel Confederation office in Amsterdam, the Netherlands.

Linda Bosschers started managing the daily affairs of IAPA in February 2014, and has continued this role throughout 2015. She also managed WYSE Work and Volunteer Abroad.

IAPA AND THE WYSE TRAVEL CONFEDERATION RESTRUCTURE

In May 2015 WYSE Travel Confederation shared the plans for the restructure of the Confederation and Sector Associations with the IAPA Board. The new structure for the Confederation was to be implemented as of January 2016.

This revised structure was accepted by the WYSE Travel Confederation, STAY WYSE and WYSE Work and Volunteer Abroad members as part of an e-vote process in December 2015 and this new structure is now in place (click [here](#) for more detail).

The IAPA Board, however, is not in agreement with disbanding the IAPA Association (which was a requirement of the initially proposed restructure) and feels that the revised WYSE Travel Confederation structure is not totally compatible with the ideas and vision of the Association and its members.

The second half of 2015 has been spent in discussions with WYSE Travel Confederation in order to try and agree on a solution which would be beneficial to our members and to au pair programmes in general. All possible options have been explored thoroughly and the negotiations with WYSE have been executed with the greatest respect for each other and an understanding for the situation of the other party.

IAPA ANNUAL GENERAL MEETING 2016 - MAKE SURE YOU VOTE

At the upcoming Annual General Meeting in Atlanta, USA the membership will be voting on the possible solutions that the IAPA board sees as workable scenario's for the future - See more information on page 8.

If you cannot attend the AGM make sure that - when you are a Full Voting member - you have your say in the decision making process by assigning a **proxy vote** to someone you know is attending.

SUMMARY OF 2015 INITIATIVES

NETWORKING AND TRADING

IAPA takes part in organising **WETM-IAC**, which continues to provide the key forum for the au pair industry and community to meet, connect, engage and build partnerships.

The successful **Au Pair of the Year Award** will remain one of our activities to promote both the au pair programme, as well as the quality of our members participating.

The **Get together with IAPA** workshop is organised in conjunction with **WYSTC**, which took place in Cape Town, South Africa in September 2015 and provides an option for local au pair agencies - members and non-members to get together and share experiences.

EDUCATION

IAPA will continue to organise **educational sessions** at WETM-IAC, providing the au pair community with the latest updates and information.

IAPA will continue to build the content on the website, to provide the latest insights and updates for our community and in addition to provide information for au pairs.

POLICY WORK

IAPA continues to support the **National Associations** and the **European Committee for Au Pair Standards – ECAPS** in order to ultimately realise established and regulated au pair programmes in each European country.

WETM-IAC

Our annual event Work Experience Travel Market – IAPA Annual Conference (WETM-IAC) is organised annually together with WYSE Work and Volunteer Abroad, and provides IAPA with an opportunity to:

- Raise the profile of the Association
- Identify and attract potential new members
- Provide an opportunity for current members to showcase their programmes and services.

WETM-IAC is also the place for the IAPA Annual General Meeting (AGM), a time for our members to come together and discuss the future and activities of the association.

During the AGM our full members also have the opportunity to vote and further shape the association.

IAPA organises **educational seminars and workshops** at WETM-IAC to provide attendees with relevant industry updates and information and to showcase the association.

Our annual **Au Pair of the Year Award** is handed out during WETM-IAC. Our successful contest receives more and more submissions each year.



IAPA ANNUAL GENERAL MEETING - AGM



The 2015 IAPA AGM was attended by **36** Full Voting members that together held an additional **14** proxy votes. The AGM was also attended by some of the new members to be ratified, as well as other WETM-IAC delegates.

At the AGM **Linda James** was elected as new IAPA Board member for the term 2015-2018, **Goran Rannefors** was re-elected for his 6th term as IAPA Treasurer; **17** new members were ratified, and **12** members were disaffiliated.

The minutes of the IAPA 2015 AGM can be found [here >>](#)

IAPA AGM 2016

The 2016 AGM will be held during WETM-IAC 2016 in Atlanta, USA

Date: Sunday, 20 March 2016

Time: 11:40 - 13:00

Venue: Crowne Plaza Atlanta Midtown, Atlanta Ballroom A-B | 590 West Peachtree St NW | Atlanta, GA 30308 | USA

At the AGM the IAPA Executive Board will provide updates and members will be asked to ratify new member organisations, elect two new Executive Board members, as well as vote on the important matter on the future direction of IAPA in terms of the relationship and connection to WYSE Travel Confederation.

Please find herewith an outline of the two options that the membership will be asked to vote on:

WETM-IAC

OPTION 1

IAPA stays within the new WYSE Travel Confederation structure but also retains the legal structure and governance of the Association

- IAPA takes two seats on the newly created 'Work and Cultural Exchange' Advisory Panel
- From 2017, IAPA members pay their annual membership fees to WYSE. Approximately half of these fees will then be passed on to IAPA to be allocated and spent as the IAPA Board and its members decide
- In this scenario IAPA members are also, by definition, non-voting Affiliate members of WYSE Travel Confederation. Members with full WYSE memberships however are eligible for voting rights depending on the nature of their membership
- This setup would be revised again by both parties in 2017 as the future goal would be to fully integrate IAPA into the structure of WYSE Confederation like STAY WYSE and WYSE Work and Volunteer Abroad
- The WETM-IAC conference continues to take place and IAPA members can choose to attend as usual

The advantages of this option are that IAPA and its members maintain access to the synergies and resources provided by the broader WYSE Travel Confederation. It also benefits from access to new activities and resources generated by the Advisory Panel such as webinars and industry research.

The disadvantages are that IAPA loses an element of their management control, they have no Association Manager (as this role is replaced by the 'Industry Expert' role for the Cultural Exchange panel); IAPA would have to pay for someone to provide minimum administration for the Board and its members. This would mean reduced dedicated funds available to them to use as required.

The IAPA Board believe that the disadvantages for IAPA, its members and ultimately its au pairs outweigh the advantages in this scenario.

OPTION 2

IAPA manages its Association outside of WYSE Travel Confederation and thus retains full governance and financial control

- IAPA members continue to pay their annual membership fees directly to IAPA
- As a founding Association member of WYSE Travel Confederation, IAPA has one seat on the 'Work and Cultural Exchange' Advisory Panel, plus some additional benefits that are in the process of being defined. In return IAPA makes an annual payment of EUR 10,000 to WYSE
- IAPA appoints and funds its own dedicated, experienced Managing Director who, aided and directed by the IAPA Board, is responsible for driving the IAPA agenda, development activity and administration
- The role of Managing Director will be taken by Patricia Brunner on a two year contract. Patricia's term as Chair of IAPA comes to an end this year. Plus she will no longer run her own au pair agency. Thus she will be well placed to serve the community with her 15 years of in depth knowledge of IAPA and au pair programmes. She will run the Association from Munich at similar cost levels to those paid to WYSE under the previous arrangement.
- In this scenario IAPA members will not be members of WYSE Travel Confederation. IAPA remains connected to WYSE by means of its Advisory Panel seat plus continued participation in the WETM-IAC conference which will still give members the opportunity to explore and network with organisations of other business areas apart from au pair.

The IAPA Board believe that, at this point in time, Option 2 would work in the best interests of the Association and its members. Even though, at this time, we favour the second option, we still believe in the necessity of staying connected to WYSE Travel Confederation and in maintaining a positive atmosphere between the two associations.

QUESTIONS, FEEDBACK OR CONCERNS - PLEASE CONTACT US

We look forward to hearing your opinion on the proposed options for the future of IAPA.

If you have any questions or concerns, please reach out to the IAPA Executive Board or contact us by email at iapa@wysetc.org

WETM-IAC

EDUCATION

IAPA hosted the following sessions at WETM-IAC 2015:

AuPairMom: Changing the world, one host family at a time

Celia Harquail - AuPairmom.com

On AuPairMom, Celia hosts the world's most popular conversation for host families and au pairs who want to build strong relationships with each other. With 900+ posts over six years, AuPairMom has tackled just about every au pair-related question you could imagine – and some you might never have thought of.

During this seminar session, Celia shared her insights about the concerns and hopes of au pairs and AuPairMom host parents, drawn not only from the blog but also from her own experience as a host parent of 11 au pairs.

Building an online presence as a smaller business

Celia Harquail - AuPairmom.com

A strong digital presence is essential for any business working with young people today. During this well-attended workshop session Celia provided her unique and relevant insight into how to build an online presence and brand, plus an online community to support your au pair business.

The rise of the internet platforms

Hosted by the IAPA Executive Board - Patricia Brunner, Delphine Valls, Goran Rannefors and Michael McHugh

A number of au pair agencies came together during this workshop session to discuss how online platforms like Care.com and AuPairworld.com are impacting on their businesses.

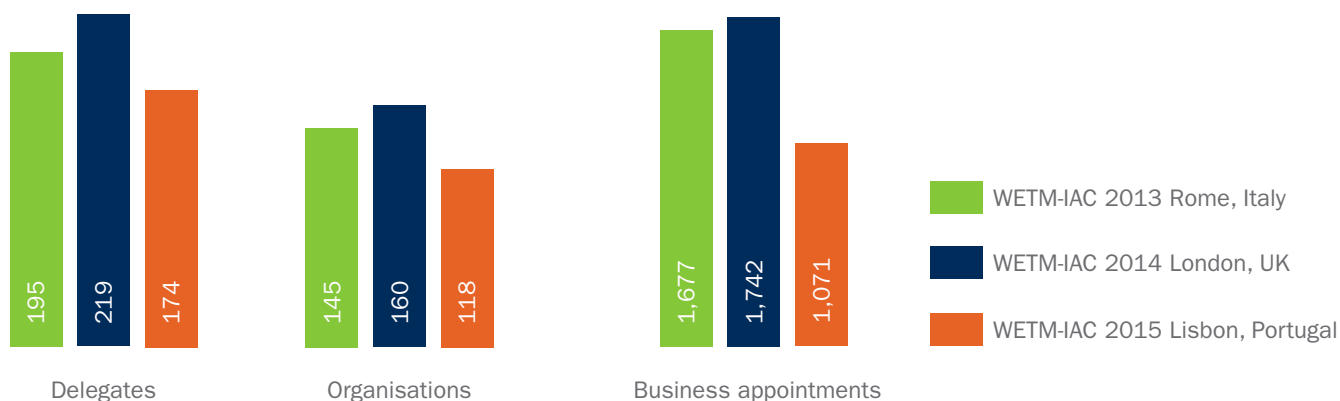
It became clear that many businesses are feeling the impact of these platforms and the group brainstormed on ideas for distinguishing themselves from the large internet platforms, for example by highlighting their experience and specialised, personal approach.



TRADING

Following the successful WETM-IAC 2014 conference in London, UK; the Lisbon 2015 conference attracted fewer delegates.

The Conference was highly valued by those attending.



WETM-IAC

AU PAIR OF THE YEAR 2015

During the WETM-IAC 2015 Celebration dinner at the beautiful Estufa Fria in Lisbon, German au pair Lena Halberstadt was presented with the International Au Pair Association (IAPA) Au Pair of the Year 2015 award.



The award was presented by IAPA Chairperson Patricia Brunner and recognises the work of one individual taking part in an au pair experience, while enhancing awareness of the benefits of this demanding role across the globe.

Lena, an **AuPairCare** au pair, was nominated by the Rasmussen family from Michigan in the United States of America, where she has been placed for the last seven months.

Explaining why she nominated Lena for the award, her host mum Sheila said:

“Looking after five kids with very different personalities and a large age gap is no easy assignment, yet Lena accomplishes it with ease.

“In the short time Lena has been with us, she has been a positive ray of sunshine and although aged just 18, she is very mature.”

Speaking to her during WETM-IAC, Lena was equally happy with her experience:

“My host family made me feel very welcome and part of the family right from the start. I feel like a big sister to the younger children, and like a friend to the older ones.

“We do many activities together, from baking to playing soccer and baseball, and I have also introduced them to [German speciality food] Schnitzel. I will definitely keep in touch with them when I return to Germany later this year.



WYSTC

GET TOGETHER WITH IAPA

The **Get together with IAPA** (Quality campaign) campaign focuses on the development of the au pair industry on a national level and provides an opportunity to meet and speak with colleagues from around the country and the IAPA Executive Board.



In conjunction with WYSTC 2015 in Cape Town, IAPA invited local South African au pair agencies for a get together. Only one agency unfortunately took up this opportunity and got to meet with Patricia Brunner on a one-to-one basis.

POLICY WORK

NATIONAL AU PAIR ASSOCIATION

IAPA will continue to support the efforts of established National Associations and encourage IAPA members to form National Associations in countries where they do not yet exist.

Currently especially Ireland is on our radar and we will definitely keep supporting the agencies there. In a few days Ireland will vote for their new government and after that we will pick up this important topic again and will try to make the government understand the importance of this cultural exchange programme.

EUROPEAN COMMISSION FOR AU PAIR STANDARDS (ECAPS)

The European Committee for Au Pair Standards (ECAPS) was established in April 2006 with the objective of defining au pair standards within Europe. It aims to establish one set of rules and guidelines for au pairs, host families, au pair agencies, and national au pair associations.



Existing recognised European National Associations participate in ECAPS. One seat is available on the Committee for each European country. IAPA holds a seat on the ECAPS Advisory Board and attends ECAPS meetings to discuss the state of the au pair programme in the different European countries and to discuss possible scenarios to establish different regulations.

ECAPS met in Berlin in November 2015.

IAPA is looking to further supporting ECAPS in 2016 and beyond. In 2015 IAPA supported ECAPS in the editorial and layout of the updated ECAPS booklet and its translations.



MARKETING AND COMMUNICATIONS

WEBSITE

In 2015 IAPA updated and expanded the information available for au pairs on the website.

We encourage members to send us updates, and to share your ideas and suggestions on the industry and to engage in building our community.

Visit the website regularly to see what's there.

VIDEO

In addition IAPA created the video 'Top 5 reasons to use an IAPA agency' that provides a brief explanation on the benefits for au pairs to go through IAPA agencies to find a host family. The video is available for our members to use on their websites.

We are planning to do another one for host families as well.

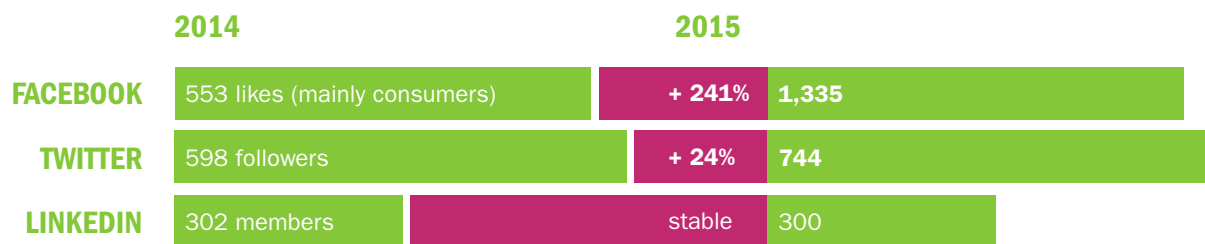
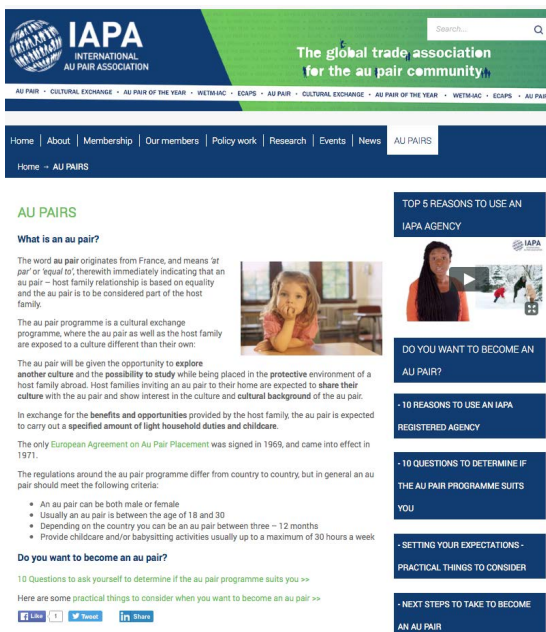
NEWSLETTER

IAPA distributes a member newsletter containing Association and industry news on a regular basis.

Member organisations continue to be invited to share updates on their programmes, changes in government regulations, and new products launched, which will then be promoted in the newsletter and on the website.

SOCIAL MEDIA

IAPA has a presence on the following social media channels - Facebook, LinkedIn and Twitter. All member organisations are invited to connect with IAPA via LinkedIn, Facebook and Twitter. These platforms can be used to share updates and information.



IAPA AUPAIRSONLY APP

Together with **Else Globe** we have developed the unique and secure IAPA AuPairsOnly app that will be available from the Appstore and Google playstore shortly. We will be launching the IAPA AuPairsOnly app before Atlanta.

The app will be available to IAPA members only, who can then provide their au pairs with access to the app.

IAPA members can opt for the free solution - in which you only provide your au pairs access to the app - or pay a small subscription fee which enables additional features for the agency to communicate with their au pairs through the app.



MEMBERSHIP

At the end of 2015 IAPA counted 172 members:

YEAR	TOTAL	FULL VOTING	FULL NON-VOTING	AFFILIATE	NATIONAL ASSOCIATIONS	ASSOCIATE
2014	180	139	10	16	13	2
2015	172	120	9	28	13	2

NEW MEMBERS

YEAR	TOTAL	FULL VOTING	AFFILIATE	FULL NON-VOTING	NATIONAL ASSOCIATIONS
2013	19	8	10	-	1
2014	16	7	9	-	-
2015	14	5	7	1	1

18 members were ratified at the IAPA AGM in 2015; out of which seven signed up in the year 2015.

Since the Lisbon AGM, an additional 7 members joined the association. In total 14 new members joined IAPA in the year 2015.

FROM A - Z

Au Pair Agencies Council (APAC) Ireland	Ireland	National Association
ABC Languages	Ireland	Affiliate
Agent Au Pair	USA	Full Voting
APEX PROaupair	USA	Full Non-voting
ASC AuPair Study in China	China	Affiliate
Au Pair Mallorca	Spain	Affiliate
Au Pair First	Spain	Affiliate
EstudiamosAbroad S.A.S.	Colombia	Full Voting
Heavenly Au Pairs	UK	Full Voting
Perfect Au Pairs	Australia	Affiliate
Spanish Au Pair	Ireland	Affiliate
The Au Pair Company	Mexico	Full Voting
Tm Connect Abroad Corporation	Ukraine	Affiliate
Wind Connections	Switzerland	Full Voting

The seven provisional members are to be ratified at the 2016 AGM together with the six new members who joined in the first months of 2016.

MEMBERSHIP

RESIGNATIONS

11 members had resigned from IAPA per 1 January 2015. In addition one member changed its membership to WYSE Travel Confederation due to a change in company direction. One organisation signed up in 2014 and was not yet ratified, the company was dissolved per 1 January 2015.

DISAFFILIATIONS

At the 2014 London AGM 15 members were disaffiliated as IAPA members.

At the 2015 AGM in Lisbon it looks we will be disaffiliating 12 members for non-payment of membership fees. The disaffiliation will be ratified by the members.

YEAR	TOTAL	CATEGORY		
		FULL VOTING	FULL NON-VOTING	AFFILIATE
2014	15	14	-	1
2015	12	11	1	-

FINANCE

AUDITED ACCOUNTS FOR 2014

The **2014 audited accounts** have now been completed. The results will be presented at the 2016 AGM in Atlanta and can be found [here >>](#)

The accounts for 2015 are also being audited at the moment and will hopefully be completed by the time of the Atlanta AGM.

ASSOCIATION MANAGEMENT FEE

For 2015 the annual management fee to WYSE Travel Confederation/IAS for association management services was set at EUR 55,000.

PROPOSED BUDGET 2016

As a membership organisation, the finances of the association mainly depend on the collection of membership fees. The non-payment of outstanding membership fees puts a financial burden on the association and disables the association to use the income for association activities.

A detailed update on the finances of the association and the proposed **2016 budget** will be presented during the AGM in Atlanta.

MEMBERSHIP FEE 2016

The IAPA Executive Board proposed at the 2015 AGM in Lisbon that the annual membership fees for 2016 remain at their current levels, which was approved by the assembled membership.

OUTLOOK FOR 2016

Many of the aims and plans outlined for 2016 are a continuation from previous years, as these are essential and important in building a strong association and networking community.

However, 2016 is likely to be a year of change for IAPA, depending on the outcome of the vote at the Atlanta AGM on the way of cooperation with WYSE Travel Confederation.

- Build a well-managed and prospering association that is recognised to provide value for all of its member organisations and the au pair industry as a whole.
- Build a strong, diverse and vibrant membership network that is recognised as the voice of our industry.
- Showcase (former) au pairs and their great stories as IAPA ambassadors through the IAPA Au Pair of the Year Award to raise the profile of the programmes and their relevance to the development of cultural understanding and personal growth.
- Continue regional outreach to bring member organisations together on a national level and engage with governmental institutions to strengthen cultural exchange opportunities worldwide, including the continued lobbying for fair and accessible visa practices in youth and educational travel.
- Reviewing and updating the Code of Conduct and IAPA Guidelines, in order to provide applicable tools for better business practices in the industry and its implementation in terms of member compliance.
- Developing a year-round education platform through our conference activities and remotely through webinars as well as regional specific workshops, to address issues and trends, analyse business opportunities and to build a stronger community.
- Producing relevant industry research together with the members to provide important business tools.
- Help develop representation with concerned embassies and government agencies. More countries and governments should have a better understanding of the spirit of cultural exchange programmes with less focus on employment and jobs.
- Provide information to prospective au pairs and host families about the benefits of using our members for their placements.
- Continue to work together with WYSE Travel Confederation to increase opportunities for our membership.

We welcome all feedback, suggestions and advice from our members with regard to the association's activities and initiatives throughout the year.



IAPA