



DRAFT MINUTES

24th IAPA Annual General Meeting 2018
Sunday, 18 March 2018 | 11:20 – 13:00

NH Hotel Seville, Spain

| | | | |
|-----------------|-------------------|----------------------------|--------------------------|
| Present: | Chair | Delphine Vaills (DV), | Europair Services (F) |
| | Treasurer | Goran Rannefors (GR), | Cultural Care (USA) |
| | Member | Linda James (LJ), | Au Pair in America (USA) |
| | Member | Ellen Heesen-Hiemstra (EH) | House o Orange (NL) |
| | Managing Director | Patricia Brunner (PB) | IAPA |

Full voting members (34)

| | | |
|--|---|---|
| 1. Accueil International Services | 2. AFJ Association Familles & Jeunesse | 3. Fée Revée |
| 4. Au Pair 4 Me | 5. Au Pair Exclusive | 6. Au Pair in America |
| 7. Au Pair in Spain Culture & Friends | 8. Au Pair International | 9. Au Pair Mallorca |
| 10. AuPairCare | 11. Beijing ZhongHui Cultural Exchange Co.Ltd. | 12. BusyBee Au Pairs |
| 13. Childcare International | 14. Club de Relaciones Culturales Internacionales | 15. Cultural Care Au Pair |
| 16. DRK Volunta | 17. Dream Au Pair | 18. EurAupair Intercultural Child Care Programs |
| 19. Europair Services | 20. Geovisions | 21. GoAupair Operations LLC |
| 22. Henan Aupair Cultural Communication Co.Ltd. | 23. House o Orange Au Pairs NL | 24. iCXC Co. Ltd. |
| 25. InterExchange | 26. International Au Pair Italy | 27. LoPair Education |
| 28. Oliver Twist | 29. Perfect Au Pairs | 30. Playschool |
| 31. Servihogar Au Pair Agency & Educational Travel | 32. Smaller Earth | 33. Solution Au Pair & + |
| 34. Wind Connections | | |

Proxy votes (5)

1. A2Z Au Pairs
2. APITU
3. SNAPS
4. Globus
5. Travel Works

held by

Childcare Int.
Fée Revée
House o Orange
Solution Au pair & +
InterExchange



1. Call to order

Roll call and Constitution of meeting

PB confirmed that with **39 full-voting members quorum** (20% of full voting members (= 25 members) **was reached** and the IAPA 24th AGM could start. PB reminded full voting members to make sure that they registered at the door and received their voting card and ballot sheet.

Welcome by IAPA Chair

DV welcomed the attendees to the 24th IAPA AGM with a brief review of the year 2017.

She elaborated briefly on last year's successes: WETM-IAC in Munich which saw one of the biggest attendances, the interesting and successful workshop in China, IAPA's stable financial situation. But she also touched on issues the industry has been facing in the UK, Ireland and the US as well as the worries members have. IAPA is trying to support its members and strengthen the program to overcome these challenges.

2. Adoption of the draft agenda

DV asked for a motion to adopt the draft agenda. The motion was made, seconded and the agenda was approved.

3. Approval of the 2017 AGM minutes

DV asked for a motion to adopt the draft minutes of the IAPA AGM in Munich, Germany on 26th March 2016. The motion was made, seconded and the 2017 minutes were approved.

4. Appointment of tellers (for elections)

Michael Mc Hugh (Interexchange) and Juliette Grynbaum (Europair Services) volunteered to be appointed as tellers (if needed) and were approved.

5. Board Elections

DV asked the two Board members Linda James and Goran Rannefors who volunteered to run for another term as Board Member and Treasurer to present themselves and their motivation to serve on the IAPA Board.

Treasurer: Goran Rannefors (Cultural Care Au Pair)

GR stressed the importance of continuity shortly after the transition from being managed by WYSE Travel Confederation to IAPA's independent management. He would like to run for another term to guarantee the continuity and help make IAPA ready and financially sound for the future.

Board Member: Linda James (Au Pair in America)

LJ thanked everyone for the great opportunity to serve on the IAPA Board over the last three years. She feels fortunate to work with this Board and believes that a lot has already been achieved and that she would like to help shape the next phase of IAPA's development.

Election

After the presentation of the two applicants DV asked the members for a motion whether they agreed to do the election by show of hands since there were no further applications for the two Board positions. The motion was made, seconded and accepted.

The members voted by show of hands on the position of Treasurer and elected **Goran Rannefors unanimously as Treasurer for the term 2018 - 2021.**



The members voted by show of hands on the position of Board Member and elected **Linda James unanimously as Board Member for the term 2018 -2021.**

Both thanked the members for electing them and for their trust.

6. Annual Report

PB presented the Annual report and elaborated on hers and the Board's work over the past year.

Board Meetings

The Board holds monthly Board calls and had two Board in person meetings: one in Munich before WETM-IAC 2017 and one in Shanghai during the workshop there. Members of the Board met in Paris in October to prepare the China workshop and in Montréal during WYSTC2017 in September.

WETM-IAC 2017 Munich

Munich saw the highest attendance in years with 240 attendees. The conference was a great success, not only regarding business meetings and content but also because of the social and networking events. The **opening reception with the Au Pair of the Year Award** but especially the **Bavarian Night** will be long remembered. PB had been working with the WYSETC team in Amsterdam to put on a great event for the members and it was a huge success.

Representation

PB represented IAPA again during **WYSTC in Montréal** and was able to speak to some potential members. DV represents IAPA regularly on WYSETC's **Cultural Exchange Panel** meetings and where she can't attend PB replaces her e.g. during WYSTC. IAPA is also part of **ECAPS** and supports the committee of National Associations.

Enquiry tool IAPA Website: Leads 2017

A very important member benefit which IAPA offers its members is the **enquiry tool on the IAPA website.** The enquiry tool is a **free service that IAPA offers to all its members.** Enquiries/leads from interested au pair applicants and host families are being sent to all agencies in the country of origin. PB showed some of the statistics.

PB presented members where most enquiries from potential au pairs came from:



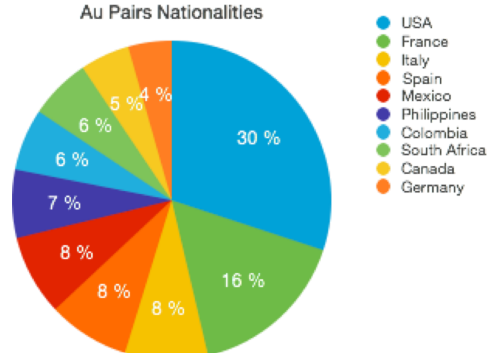
6. ANNUAL REPORT 2017 - Leads

Au Pairs

Top 10 Countries of origin

| | |
|----------------------|------------|
| USA: | 479 |
| France: | 259 |
| Italy: | 134 |
| Spain: | 132 |
| Mexico: | 130 |
| Philippines: | 110 |
| Colombia: | 100 |
| South Africa: | 99 |
| Canada: | 80 |
| Germany: | 70 |

Au Pairs Nationalities



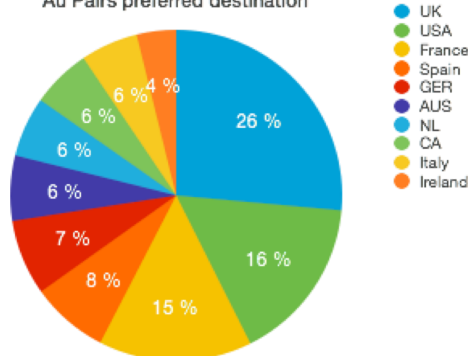
PB then presented the numbers of preferred destinations of au pairs using the enquiry tool.



6. Leads Au Pairs

| | |
|---------------------|------------|
| UK: | 283 |
| USA: | 173 |
| France: | 160 |
| Spain: | 81 |
| Germany: | 79 |
| Australia: | 68 |
| Netherlands: | 63 |
| Canada: | 62 |
| Italy: | 60 |
| Ireland: | 41 |

Au Pairs preferred destination



These were the statistics for host families enquiring through the IAPA website:



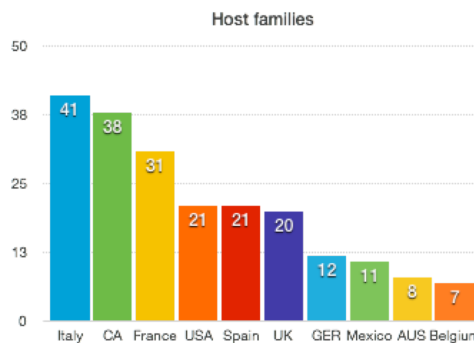
249 Host family enquiries (96 in 2016)



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6. Leads Host Families

| | |
|------------|----|
| Italy: | 41 |
| Canada: | 38 |
| France: | 31 |
| USA : | 21 |
| Spain: | 21 |
| UK: | 20 |
| Germany: | 12 |
| Mexico: | 11 |
| Australia: | 8 |
| Belgium: | 7 |



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PB invited members to contact her if they needed specific statistics regarding their country.

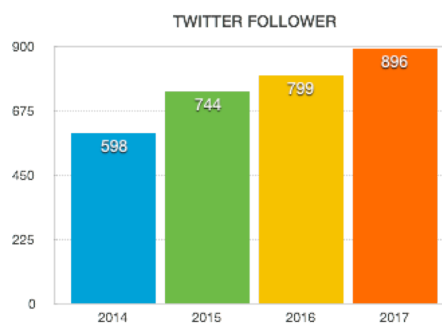
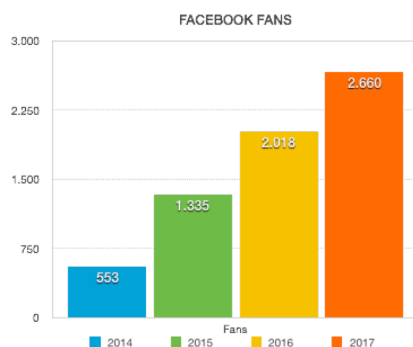
Social Media/ Website

PB then showed the members the developments in IAPA’s social media activities. Right now, IAPA is active on Facebook, Twitter and LinkedIn. PB invited members to interact with IAPA on social media and like/share/comment its posts.



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6. Social Media



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PB emphasized that members can also read more about the activities in 2017 in the annual report which was handed out to those members who were present or can be downloaded from the website:

<https://www.iapa.org/wp-content/uploads/2018/04/IAPA-Annual-Report-2017web.pdf>

Apart from that PB takes care of registration, and screening of new members, administration, financial matters, executing Board decisions, answering questions from members and other stakeholders like interested young people, families, governmental offices, press etc. Another important part of her work is to facilitate the cooperation between members.

7. Shanghai Workshop

EH reported on the workshops that the IAPA Board held in Shanghai, China beginning of November 2017.

The IAPA Board was able to welcome about 40 participants from 20 mostly Chinese agencies including one agency from Mongolia and one from Thailand. Feedback from attendees was very positive. Members and non-members very much appreciated that the IAPA board came to visit them in their country.

The Board worked quite intensively with the participants during one and a half days with the participants on several topics:

- improving the quality of candidates
- preparing au pairs and host families
- cultural and communication issues
- the role of the agency

It became clear that the inbound programme to China is quite **different from the classical au pair program**. It is rather a tutor and **educational program** in China. The different cultural and language barriers can be very challenging. Visa status isn't always clear and there some work still needs to be done to make the government understand the benefits of the program. However, the **demand for au pairs is high**, and the program is becoming more popular.

One of the most relevant findings of the workshop was also that **cooperation, communication and trust between partner agencies is key to a well working program** for the benefit of all parties.

The Board also worked with the participants on **different expectations** between au pairs, host families, sending and receiving agencies and the **importance of thorough preparation and good guidance** during the au pair stay.

All workshop attendees were invited to attend **WETM-IAC 2018 in Seville** as the event is the **best opportunity to learn more about programs in other countries and to build and extend their partner network**.

EH stressed that also for the Board the workshop was a very positive and helpful experience as with a better understanding of the Chinese market they can better support Chinese agencies and IAPA agencies who want to work with China.

8. Finance

The IAPA Treasurer GR provided the annual update on the financial situation of IAPA. He stressed that **IAPA is financially in good health** even though there are more expenses now for office and staff. **Cash flow is good** and the reserves on the savings account didn't need to be touched. This savings account can only be accessed by all Board members in conjunction. Amounts up to 5000,- € can be signed by PB, everything above that additionally needs the signature of the Treasurer or the Chair.

Annual Accounts 2017

GR then presented the audited accounts for 2017.

GR explained that the loss of about 7000,- € was mainly due to unforeseen cost of about 7000,- € for legal advice that IAPA had to receive to react correctly to a subpoena from the US.

GR also explained that the 10.000,- € membership fee for WYSE Travel Confederation is actually a write down as this is money still owed to IAPA by the WYSE Travel Confederation.



FINANCE -P& L

| | 2017 | 2016 | | 2017 | 2016 |
|--------------------------------------|-----------------|-----------------|---|-----------------|----------------|
| | € | € | | € | € |
| INCOME | | | ADMINISTRATIVE EXPENSES | | |
| Membership fees | 87.761 | 95.606 | Miscellaneous | (131) | (165) |
| Conference Surplus | 9.232 | 6.074 | Auditors, Accounting and Legal Fees | (11.073) | (4.457) |
| Other Income | 1.561 | 0 | Total Administrative Expenses | (92.103) | 74.252) |
| Total income | 98.554 | 101.680 | | | |
| EXPENSES | | | NET PROFIT | (5.448) | 4.850 |
| Au Pair of the year | (242) | (1.708) | OTHER INCOME | | |
| Membership Network Opportunities | (8.043) | (13.000) | Bank Interest | 63 | 401 |
| IT, (CRM, Website, Software) | (3.604) | (7.870) | Exchange Foreign Currency | 0 | (13) |
| Total Expenses | (11.899) | (22.578) | Total Other Income | 63 | 401 |
| ADMINISTRATIVE EXPENSES | | | OTHER EXPENSES | | |
| WYSE Membership Fee | (10.000) | (13.750) | Bank Charges | (501) | 488 |
| Staff costs incl insurance | (51.270) | (34.030) | Bad Debts (disaffiliation / resignation) | (1.100) | (6150) |
| Training/Education Staff | (430) | 0 | Financial Items - Total Other Expenses | (1.601) | (5.702) |
| Office rent | (5.598) | (3.732) | | | |
| Insurance /membership, other fees | (299) | (35) | PROFIT AND LOSS FOR THE YEAR | (6.986) | (451) |
| Office supplies and office equipment | (341) | (735) | | | |
| Phone & internet | (501) | (324) | | | |
| Marketing & communication | (2.701) | (7.290) | | | |
| Board costs incl. travel | (5.919) | (6.530) | | | |
| Travel expenses Managing Director | (3.840) | (3.204) | | | |

GR then presented the Balance sheet which showed that IAPA is in a healthy financial situation



FINANCE – BALANCE SHEET

| ASSETS | 2017 | 2016 | LIABILITIES | 2017 | 2016 |
|---|----------------|----------------|--------------------------|----------------|----------------|
| Current Assets | | | Equity | | |
| Clearing with WYSE Travel Confederation | 15.551 | 25.551 | Accumulated reserves | 164.116 | 163.566 |
| Accounts Receivables | 9.332 | 5.822 | Result of the period | (6.986) | (451) |
| Bank Deposits | 152.629 | 144.995 | Total Reserves | 157.130 | 164.115 |
| TOTAL CURRENT ASSETS | 177.512 | 176.368 | Creditors | | |
| TOTAL ASSETS | 177.512 | 176.368 | Deferred Income | 16.625 | 6.550 |
| | | | Clearing with IAS a/s | 0 | 0 |
| | | | Various creditors | 3.757 | 5.703 |
| | | | Total Creditors | 20.382 | 12.253 |
| | | | TOTAL LIABILITIES | 177.512 | 176.368 |

GR asked for a motion to approve the Annual Accounts 2017. The motion was made, seconded and approved.

Budget 2017

GR presented the budget based on the experience of 2017. Since there will be **higher costs for the rebranding** and new website the Board expects a similar loss as in 2017. However, the Managing Director and the Board are prudent with their calculations and will do their best to minimize it.



8. FINANCE – BUDGET 2018

| | 2018 | Result 2017 | | 2018 | 2017 |
|------------------------------------|-----------------|-----------------|---|-----------------|-----------------|
| INCOME | | | ADMINISTRATIVE EXPENSES | | |
| Membership fees | 93.000 | 87.761 | Board costs incl. travel | (3.000) | (5.919) |
| Conference Surplus | 5.000 | 9.232 | Travel Expenses MD | (3.000) | (3.840) |
| Other Income | 500 | 1.561 | Miscellaneous | (150) | (131) |
| Total income | 98.500 | 98.554 | Auditors, Accounting and Legal Fees | (4.700) | (11.073) |
| EXPENSES | | | Total Administrative Expenses | (88.550) | (92.103) |
| AGM | (300) | 0 | NET PROFIT | (4.600) | (5.448) |
| Market research/Survey | (400) | 0 | OTHER INCOME | | |
| Au Pair of the Year | (1.400) | (252) | Bank Interest | 60 | 63 |
| Promotion | (1.200) | 0 | Exchange Foreign Currency | 0 | 0 |
| Membership Network Opportunities | (4,000) | (8,043) | Total Other Income | 60 | 63 |
| IT, (CRM, Website, Software) | (7.000) | (3.604) | OTHER EXPENSES | | |
| ECAPS | (250) | 0 | Bank Charges | (550) | (502) |
| Total Expenses | (14.550) | (17,408) | Bad Debts (disaffiliation / resignation) | (1.000) | (1.100) |
| ADMINISTRATIVE EXPENSES | | | Financial Items - Total Other Expenses | (1.550) | (1.602) |
| WYSE Association management fee | (10.000) | (10.000) | PROFIT AND LOSS FOR THE YEAR | (6.090) | (6.986) |
| Staff costs | (54.000) | (51.270) | | | |
| Training/Education Staff | (800) | (430) | | | |
| Office rent | (5.600) | (5.598) | | | |
| Insurance, Memberships, other fees | (300) | (299) | | | |
| Office supplies/Office equipment | (500) | (341) | | | |
| Phone and internet | (500) | (501) | | | |
| Marketing & Communication | (6.000) | (2.701) | | | |

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GR asked for a motion to approve the 2017 budget. The motion was made, seconded and approved.

Membership Fees

GR then explained that in order to keep IAPA's financial situation stable and to absorb potential losses in the future the Board would like to suggest a **moderate raise in membership fees starting 2019**. He pointed out to the members that IAPA had not raised fees in more than 11 years.

The suggested fee structure was presented.

Membership fees 2019

| Membership category | now | from 2019 |
|--|-------|-----------|
| Full Membership Voting up to 10 empl. | € 600 | € 650 |
| Full Member Voting more than 10 empl. | € 600 | € 700 |
| Full Membership Non-Voting | € 450 | € 450 |
| Associate Membership | € 700 | € 800 |
| Affiliate Membership | € 300 | € 350 |
| NGO Membership | € 250 | € 250 |
| National Associations more than 10 members | 0 | € 100 |

GR asked for a motion to approve the new new membership fee structure. The motion was made, seconded and approved with one vote against.



Appointment of auditor

GR explained bookkeeping and finances are running more smoothly now. Our auditor Thorwald Rein has known IAPA for many years which makes things easier especially since IAPA went through all the changes. The Board feels it would be wise to stay with the auditor who has known the association for many years and is located in Denmark as this is where IAPA is still registered. Therefore, the AGM was requested to vote for having Thorvald Rein as the IAPA auditor for 2018 as well.

GR asked for a motion to approve the auditor commitment. The motion was made, seconded and approved unanimously.

9. Membership

Statistics

LJ presented details on membership and provided an update on the membership statistics per end of December 2017. In 2017 IAPA membership decreased slightly to 163 members. This was mainly due to disaffiliations as well as some resignations. However, since in the beginning of 2018 we were able to welcome several new members so that the current number is back to 171.



Ratification of new members

Ratification of 16 provisional members

Full Voting Members

- | | |
|----------------------------------|---------|
| 1. Au Pair Paris | France |
| 2. Ukrainian Au Pair Association | Ukraine |

Affiliate Members

- | | |
|--|----------|
| 1. Aupairia | China |
| 2. Au Pair Office | Belgium |
| 3. Chile Inside SpA | Chile |
| 4. Destino Idiomas | Spain |
| 5. Easy Access English / The French American Center | France |
| 6. Eduinteligente Unipessoal Lda (VidaEdu) | Portugal |
| 7. Hellopair | China |
| 8. Love Aupair | China |



- | | |
|---|----------|
| 9. One Experience International | Columbia |
| 10. Shenzhen Huiqi Cultural Communication Co. Ltd. | China |
| 11. Thai & American Cultural Exchange | Thailand |
| 12. Tofriend | China |

Associate Members

- | | |
|-----------------|----|
| 1. Babyem | UK |
| 2. Aupair Match | NL |

LJ asked for a motion to ratify and accept the 16 new members. The motion was made, seconded and approved.

LJ and the Board congratulated and welcomed all new members.

Resignations

LJ reported on the resignations in 2017. 7 agencies have resigned mostly because they closed, sold their business or reduced their activity in au pair programmes.

- | | |
|---|-----------|
| 1. ABC Au Pairs for London & the South East | UK |
| 2. AU Pair UA Agency TM Study UA | Ukraine |
| 3. International Career Studies (Career Quest Inc) | Canada |
| 4. Jourdain Au Pairs Nannies and Home Help | UK |
| 5. New Zealand Au Pair Association (Dissolved) | NZ |
| 6. PRO Au Pair Australia Pty Ltd | Australia |
| 7. Student Placement Australia and New Zealand Pty Ltd | Australia |

Disaffiliations

Ratification of 9 members to disaffiliate

- | | |
|--|-----------|
| 1. Ande LM Agency | Albania |
| 2. Beijing LOHO Int Cultural Exchange Center | China |
| 3. Early Bird Int Cultural exchange Co Ltd | China |
| 4. Eurojob | UK |
| 5. Kontext Obrazovanie | Macedonia |
| 6. Spanish Au Pair Ltd | Ireland |
| 7. Sunny Smiles Agency | UK |
| 8. Souzhou Jincai Intl. Cultural Exchange LO LTD. | China |
| 9. The Childcare Company | UK |

LJ asked for a **motion to disaffiliate the members from the association**. The motion was made, seconded and approved.

LJ stressed how difficult it is to grow membership. It is **very time and energy consuming to chase non-paying members** and IAPA loses a lot of money every year. Therefore the Board has come up with an **initiative to drive membership**:



Members Get Members

LJ asked members to **refer new potential members to IAPA**. In order to make the initiative more attractive members can receive a **reduction of 100, € on their annual membership fee per successful referral of a new member**. Members who know an organization can contact Managing Director Patricia Brunner or any of the Board members to refer a potential member that they feel is qualified for membership.

10. Honouring Longstanding Members

DV announced all the members who have been longstanding members of IAPA for 10 or 20 years and invited representatives from **Oliver Twist Work & Study** as well as **Au Pair International** up on stage to present them with their certificates of longstanding membership. The other two agencies will receive their certificates by mail.

20 Years

- | | | |
|------------------------------|--------|------|
| 1. Oliver Twist Work & Study | France | 1997 |
|------------------------------|--------|------|

10 Years

- | | | |
|-----------------------------------|------------|------|
| 1. Au Pair International | USA | 2008 |
| 2. Intercultura de Centro America | Costa Rica | 2008 |
| 3. VAS! Mexico | Mexico | 2008 |

11.Outlook 2018

PB outlined the plans that the Board and Management have for IAPA for the coming year:

Workshop

After the very positive experiences in Brazil, Colombia and China the Board would like to keep up the practice of visiting agencies in their country. In light of BREXIT and the difficulties British agencies have been facing over the last year the **Board has decided to visit the UK in November** and hold a workshop there to see if IAPA and the British agencies can **join forces and support the program there**.

Advocacy

IAPA will follow up with the EU countries regarding the **European Directive** and contact the European Commission.

Working groups: Advocacy and Au pair survey

IAPA would like to form a **working group of interested members to support advocacy**. To argue in favor of the program we **need data on au pairs' personal development through the program**. Members who are **interested and willing to dedicate a bit of their time to work in such a group** or have an idea for other group that works on a specific topic are welcome to **contact Patricia Brunner patricia.brunner@iapa.org**

Internet Presence and Social Media

PB acknowledges that a lot more could be done in this area. The IAPA website will be completely revised with a fresh look and logo. She asked members to engage more with IAPA on Facebook and Twitter by commenting, liking and sharing posts.

Member Survey

The survey is finished and will go out to members after the conference. PB asked all members to participate in the survey in order to get valuable data.



IAPA
INTERNATIONAL
AU PAIR ASSOCIATION

The global trade association for the au pair community

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

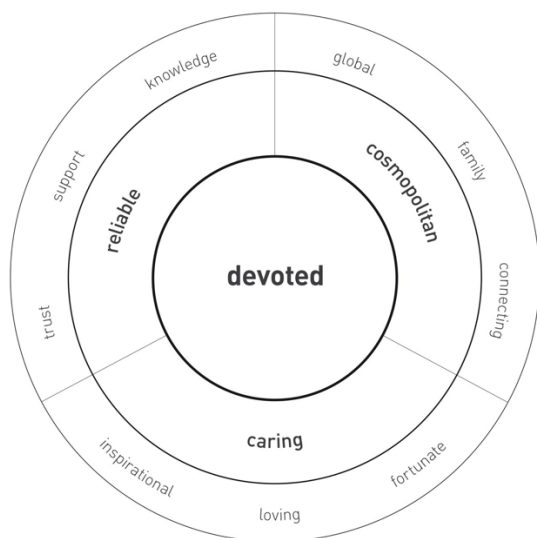
Rebranding

With a presentation PB explained the process of defining the IAPA brand identity

Together with members from all parts of the world the Board underwent a survey to evaluate the core of IAPA's identity.

It was quite interesting how much everyone was in agreement.

According to the results IAPA would have this personality structure if it was a person:



These characteristics were translated in colours (lime green, turquoise, dark blue, red, grey) and forms:

The **smile**, (caring, friendly) the **roof** (caring, giving shelter, reliable), the **route** (connecting people) and the **globe** (intercultural, cosmopolitan) are symbols for IAPA and make up the new logo:

IAPA's new Logo:



The feedback of members attending was very positive.

PB will send out the logo to members as soon as the new website goes live which should be mid-year.

12. Any other business

No questions were raised

DV and PB as well as the whole Board thanked the audience for attending the AGM and invited everyone to next year's conference and AGM during WETM-IAC 2019, March 16-18 in Luxembourg.

Meeting adjourned.