



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 2017



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IAPA ANNUAL REPORT 2017

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1. MESSAGE FROM THE CHAIR

Dear Members

It has been a great year with one of the most successful conferences [WETM-IAC2017 in Munich](#) in years - and a very successful **IAPA Workshop in Shanghai**.

But it was also a challenging year for au pair organizations in some countries with the impact of BREXIT on the UK organizations and the **US government spotlight on J1 programs**.

Terrorist attacks, political and economic changes as well as the general climate of society have an impact on young people's decision regarding their stay abroad. At times like this the **programs we offer are more important than ever** and it is equally important that **we stand and march together as part of a bigger community**.

Quality, cooperation and mutual support are key to our success.

But we also see some positive movement in some countries where we hope for a change in Visa policy such as Australia or - triggered by an EU directive - in some EU countries which are hopefully moving towards an Au Pair Visa. The Chinese au pair program is growing as we saw for ourselves during our visit in Shanghai. New countries like Chile are opening up to the au pair program, and these are just some examples.

IAPA would like to **help the organizations** in these, and other, countries to grow, so that more young people can participate in this experience and have the opportunity to learn about different countries and cultures.



There is still a lot to do:

- The challenges that especially the Europeans are facing preparing their businesses for the General Data Protection Rule (GDPR) which will be in effect in May.
- We need to support countries making governments understand what au pair really is: A cultural exchange program
- How can we reach young people better to make them understand the value of using a trusted au pair agency?
- IAPA has worked on a member survey that will go out beginning of 2018 to evaluate the changes in the au pair business and to find out what members expect from IAPA.
- We have started a rebranding project. The goal is to achieve communication on all levels that represents the core values of IAPA through our language, logo and colors to our members but also to all other stakeholders such as interested au pairs, host families, government and press. We are already excited to present some of the results of the rebranding process during our AGM in Seville.

Delphine Vails

2. ABOUT IAPA

The International Au Pair Association (IAPA) was founded in 1994 and is the leading global trade association for organizations active in all aspects of au pair and cultural exchange programmes.

IAPA is a non-profit membership organization representing over 170 companies and organisations in 45 countries.

Our 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 programmes. By introducing professional codes of conducts and by supporting cooperation between members we strive to ensure high quality standards and safety within the programme to ensure that young people and their host families can have an enriching cultural exchange experience.

3. ONGOING ASSOCIATION GOALS

Policy Work

Promoting the au pair programme throughout the world as a method for developing relations and mutual understanding between different cultures and to strengthen cultural ties between nations. IAPA serves to give a voice to our members and, where necessary, lobby politicians and governments to support the au pair programme as cultural exchange programme

Representation

Representing its members at large worldwide events for youth travel and cultural exchange such as WYSTC.

Support Business Relations and Networking

IAPA provides the best opportunities to meet new and existing partners. IAPA promotes and exposes its members to industry players, potential customers, the press, government organisations through attendance of its most important event WETM-IAC which is organised in cooperation with WYSE Travel Confederation.

Standards and Guidelines

IAPA establishes guidelines for the conduct of business between members and for the treatment of au pairs and host families.

Support, Information, Workshops

IAPA offers its members support by informing them on latest news and developments in au pair programmes worldwide. By offering workshops, educational seminars we strive to not only help our members but also continually work on improving standards and quality of services together with our members.

Lobby Work

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.



4. IAPA EXECUTIVE BOARD

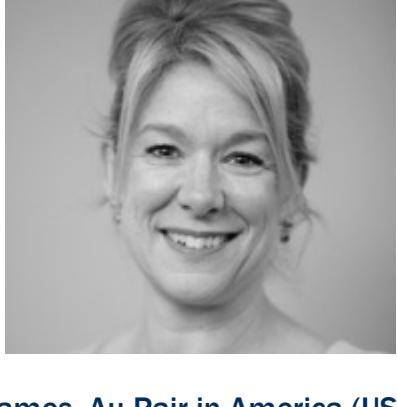
The IAPA Executive Board consists of the following four people elected by the membership



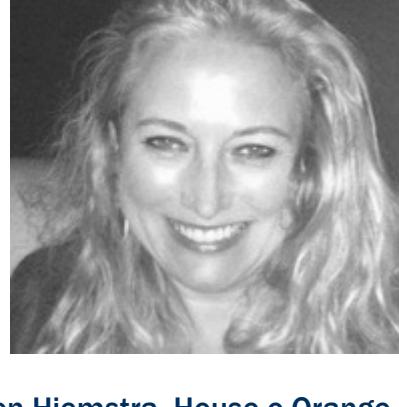
Delphine Vaills, Europair Services (France)
Chair 2016 - 2019



Goran Rannefors, Cultural Care (USA)
Treasurer 2015 - 2018



Linda James, Au Pair in America (USA)
Board Member 2015 - 2018



Ellen Heesen-Hiemstra, House-o-Orange (NL)
Board Member 2016 - 2019

EXECUTIVE BOARD ELECTIONS

There were no elections for the Executive Board during the Annual General Meeting at WETM-IAC in Munich 2017.

During the AGM in Seville the positions of Treasurer and Board member will have to be voted for.

IAPA Full members are eligible to be voted on the Board. Information regarding duties of Board members can be received from IAPA Managing Director Patricia Brunner patricia.brunner@iapa.org and can be found as well on our website <https://www.iapa.org/about/executive-board/executive-board-elections/>

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.

In 2017 the Executive Board had 7 Board calls.

At the same time the Board used the time spent together in China to not only hold workshops for Chinese and Asian agencies but also to hold Board meetings. Also, WYSTC is always used for an impromptu “mini Board meeting” between the MD and the Board members attending WYSTC.

In person Board meetings took place on the following dates:

- Fri, 24 and Sat, 25 March during WETM-IAC17 in Munich Germany
- Goran Rannefors and Linda met MD Patricia Brunner in Montreal during WYSTC for a short
- Thurs, 19 October, parts of the Board met for a full day meeting to prepare the China workshop and work on the survey in Europair Services' office, Paris, France
- Wed, 13 and Saturday 11 November pre and post workshop Board meeting in Shanghai, China



Apart from that the Board exchanges a lot of e-mails and entertains a **WhatsApp group** “IAPA Board” where sometimes news and messages are being exchanged as it is a good and fast way to keep in touch.

5. ASSOCIATION MANAGEMENT

2017 was the second (or actually first full year) that Patricia Brunner handled the management of IAPA as Managing Director independently. With the knowledge and experience of the previous year a lot was smoother and more simple.

This made it easier to concentrate more on topics such as social media, working on a survey, handling membership applications, organising the event in Shanghai and communicating with members.

Of course, Patricia was also very much involved in managing WETM-IAC 17 in Munich, as well as WETM-IAC 2018 in Seville together with the events team of WYSE Travel Confederation.





General tasks and responsibilities are:

- Invoicing and finances
- Maintaining the database in Salesforce
- Enquiry tool
- Maintenance of the Website
- Posting on Social Media
- Screening Membership Applications
- Preparing and minuting Board meetings/calls
- Reporting to the Chair and the Board
- Membership communication
- Organising Au Pair of the Year Award
- Informing au pairs, host families and other stakeholders about the au pair program
- Representing IAPA (e.g. at WYSTC)
- Advocating for the au pair programme
- Writing the annual report

Patricia manages the financials of the association with the help of an accountant and is overseen by Treasurer Goran Rannefors, the Board as well as our auditor in Denmark Thorwald Rein.

6. IAPA AND WYSE TRAVEL CONFEDERATION

IAPA and WYSE still cooperate regarding certain areas:

1. WYSE FOUNDING MEMBER

IAPA as an association continues to be **founding member of WYSE** and pays WYSE an annual membership fee of 10.000 €.

However, IAPA agencies themselves are not WYSE members unless they apply for their own WYSE Travel Confederation Membership.



**WYSE TRAVEL
CONFEDERATION**

2. WETM-IAC

WYSE Travel Confederation and IAPA continue to offer this event to their members together. The events team in Amsterdam is responsible for the delivery of the event. IAPA is involved in decisions regarding venues, program, content etc.

3. WYSE TRAVEL CONFEDERATION CULTURAL EXCHANGE PANEL

Delphine Vaills, Chair of IAPA, holds the seat reserved for IAPA on the Cultural Exchange Panel.

In 2017 there were several calls and a personal meeting during WYSTC in Montreal where Delphine was substituted by Patricia Brunner.

In 2017 the panel was first led by Jennifer Woodbridge. From August onwards Polina Jones, Sector Manager for Cultural Exchange and Study Abroad, took over the management of the panel. Apart from the IAPA representative the panel consists of four persons from the former Work and Travel /Volunteer Board. Find out more about the panel and its work here <http://www.wyseworkandvolunteer.org/>

7. WETM-IAC 2018 MUNICH

Our annual event Work Experience Travel Market – IAPA Annual Conference (WETM-IAC) is organised together with the Work and Volunteer branch of WYSE Travel Confederation.

The event 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.
- Offer our members networking and cooperation opportunities

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 the opportunity to showcase the association. Our annual [Au Pair of the Year Award](#) is announced during WETM-IAC.

IAPA Annual General Meeting AGM

The 23rd International Au Pair Association Annual General Meeting (AGM) was held during WETM-IAC 2017 on Sunday, 2017 from 10:40-13:00 at the H4 Hotel Munich Germany.

28 Full Voting members were present in the room, with 4 organizations holding a proxy vote for members unable to attend.

During the AGM we presented an overview of the activities over the last year and we provided our outlook for the year 2017.

Chair Delphine Vails welcomed all members and gave a brief overview over last year's achievements.



The IAPA Board and the **Managing Director Patricia Brunner** were able to present the attending members a well-functioning and financially stable organization.

This was especially important since the membership had taken the decision to establish its independent management and office in Munich.

Patricia told members about her work over last months and presented the statistics of one of the most important membership benefits: the enquiry tool through which members receive leads from potential au pairs and host families.

For a full report on what was discussed, read through the [IAPA – Draft minutes 1 -23rd AG](#)

Download the IAPA Annual Report 2016 here:

[Annual_Report_2016_online](#) See audited Accounts 2016 and budget 2017 here:



audited accounts 2016 and budget 2017

Treasurer Goran Rannefors presented

The audited accounts 2016 and budget 2017.

Despite investments in a new management structure and office costs, as well as costs for workshops held in South America, IAPA presents itself in good financial shape.

Annual Accounts 2016 and Budget 2017 were approved by the membership.



Board Member Ellen Heesen-Hiemstra reported on the successful trip to **South America** where the Board held two workshops:

one in Sao Paulo and one in Bogotá. Both were well attended.

Therefore, the Board has decided to visit another country in 2017.

Read more about the workshops in Brazil and Colombia on our website:

<https://www.iapa.org/2017/01/30/iapa-workshops-brazil-and-colombia/>



Board Member Linda James presented the membership **statistics**:

The assembled membership also ratified and **approved** our 20 new members and agreed on the members to be disaffiliated.

We are very happy and proud that so many new members joined IAPA and we are aiming at 200 members. Only a strong association can reach its goals and ensure benefits for its members.

Linda James asked members to support the Board in reaching out to potential members.

This year we were pleased that we could honor **11 organizations for their long-term IAPA membership**.

Chair Delphine Vails called all those longstanding members present during the AGM on stage and thanked them for their ongoing support and loyalty.

See a list and photos of our longstanding members here

<https://www.iapa.org/our-members/our-longstanding-members/>

At the end of the AGM chair Delphine Vails asked **Sandra Landau (Childcare International UK)** on stage.

The IAPA community is very proud of her longstanding member Sandra who has been awarded an **MBE (Member of Order of the British Empire)**.



EDUCATION

IAPA hosted the following sessions at WETM-IAC 2017:

Managing Conflicts: 5 communication techniques for successful resolution

Julie Leonard, psychologist and life coach gave an interesting presentation about conflict resolution techniques. She explained reasons for conflict, which feelings are involved, showed some situations and how many people react yet without positive outcome. She then presented the attendees with 5 useful techniques that actually work in conflict resolution. Most important yet simple: **Step back – breathe and calm down** before reacting to a conflict situation.

Contact our Managing Director patricia.brunner@iapa.org if you would like to receive the full presentation.



How to prepare your applicants for their best au pair experience

After a short presentation from Emma Dewey (BABYEM, UK) on the online au pair training program she developed in cooperation with the British Au Pair Association BAPAA Board Member Linda James took over the moderation. Together with panelists Emma Dewey, Cynthia Carey (Rainbow Aupairs, UK) and Patricia Brunner (Managing Director IAPA) Linda discussed **how au pairs can be prepared best for their au pair stay abroad and how agencies can add value for au pairs and host families**. The session was very lively as the audience participated in the discussion and contributed their questions and views.



TRADING

The Munich Conference saw the highest attendance in many years and attracted 241 delegates from 159 organisations. Holding the conference in Europe again, with **Munich** being an attractive destination in one of the most important countries for all youth exchange programs **gave us this excellent attendance result**.

Seville will hopefully attract a lot of attendees as Spain is an important sending and receiving country where we have a growing number of members.

WETM-IAC Attendance



AU PAIR OF YEAR

French au pair **Georgina Pinson (19)** was presented with the IAPA Au Pair of the Year 2017 Award during our Opening reception held at the Künstlerhaus in Munich during the **Work Experience Travel Market and IAPA Annual Conference (WETM-IAC)** 2017.

An international jury of five people had selected her from 50 nominations. Georgina was placed by receiving agency **Lopair** from China. Her sending agency had been **Solution Au Pair & +** from France. Her Chinese host family Zhao from Beijing – where she had lived for 6 months – had nominated her for the award.

During her passionate and moving speech she proved what an exceptional person she is and how she had grown from her once-in-a-lifetime au pair experience in China.

The audience was thrilled with her speech and when Georgina was presented with the award and a short **greeting video** from her "little sister" in China no one – including the happy winner – could stop their tears.

"Every day was different and exciting and had its challenges, but every day was new opportunity to teach and be taught something incredible or something completely normal. China is home to one of the seven wonders of the world, the Zhao family (and there's the Great Wall too!). I know today that I am a much better person than before I became an Au Pair and for that I am so grateful.

– Georgina Pinson



Well done Georgina! The whole au pair community is proud of you!

Read Georgina's [au pair of the year essay](#)

Opening Reception at the Künstlerhaus Munich



Georgina with Delphine Vaills, Michael Xie (Lopair) and Annie Deroo (Solution Au Pair & +)



Read more about the Au Pair of the Year award in 2017 and the two runners up here:
<https://www.iapa.org/events-2/au-pair-of-the-year/au-pair-of-the-year-winners/>

NETWORKING

Highlight of the of the whole conference was certainly your Bavarian Night. Delegates had a fun night and a networking opportunity at its best. It was a true Bavarian experience just like during the Oktoberfest from opening the beer barrel upon arrival to great Bavarian food, beer and dancing to the music from an Oktoberfest band who surely knew how to motivate everyone to get up to dance and sing along.

Everyone enjoyed themselves and we were sad to leave when the buses came to pick us up.

But of course, there was a work day with business meetings and seminars ahead of us.

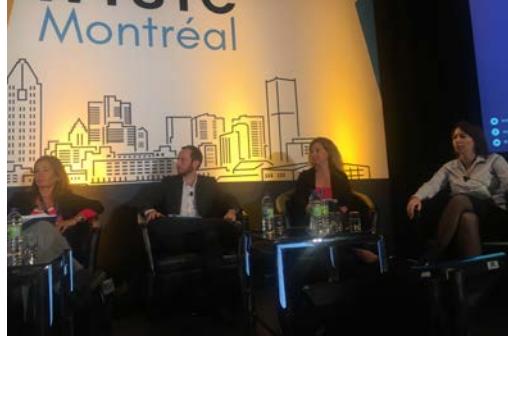


8. Representation

WYSTC 2017 MONTREAL, CANADA

Managing Director Patricia Brunner visited [WYSTC Montreal](#) on behalf of IAPA. During numerous business appointments and networking sessions she presented IAPA and the au pair program in general to cultural exchange organizations and potential members. Interest in our association was great as many organizations are looking for alternatives to the US J1 programs.

We hope to be able to welcome some more new members soon as a result of this event.



9. Workshop Shanghai, China

One of the goals the IAPA board has set itself is to be more in touch with its members not only during WETM-IAC but also by visiting them in their home countries. We want to better understand the conditions under which agencies work in their respective countries and seek to identify issues or to give support where necessary and possible.

Of course, it is also a great way to spread the word about the program in general, about IAPA and its goals and work.



In the second week of November the IAPA Board travelled to Shanghai to hold a workshop for Chinese and Asian au pair agencies. It was also a good opportunity to hold an in-person Board meeting which is important as many topics can't be discussed properly during the monthly calls and therefore the Board and IAPA's Managing Director always welcome these rare opportunities to be able to exchange thoughts during a face-to-face interaction.

WORKSHOP OBJECTIVES

On the 9th and 10th of November we held a 1,5-day workshop with **40 agents** from **20 agencies**. Apart from many Chinese agents our Nepalese member and an agency from the Philippines joined us as well.

The workshop's goals were:

- to bring Chinese and other Asian agencies together for **networking and exchange of ideas** and to **support cooperation** amongst each other
- to help the IAPA Board to **learn more about the au pair program in China**, the work of agencies there, challenges they face in their daily work
- to show the agencies in Asia **IAPA's goals and mission including the benefits of cooperation and membership** within this international community of au pair and cultural exchange professionals
- to explain **expectations of partner agencies** in Europe, USA, South America from a cooperation with their partners with the goal to **support mutual understanding between Chinese agencies and their counterparts** abroad
- to **work with participants on solutions** for the challenges and problems they face in their daily work with partners, host families and au pairs



Every Board member covered a **different topic** and worked in small groups with the participants.

- The perfect candidate
- Preparing au pairs and host families
- Managing conflicts and difficult situations
- What makes a good partnership?
- Cultural differences



The second half of the first day was reserved for information on quality standards, regulations, influences on au pair programs, compliance and there was also enough room for the attendees' questions and comments.

On the second day the Board presented the results of the discussions of the previous day. Linda James gave the participants some very practical advice how to prepare best for WETM-IAC to benefit from it.

Afterwards the group was split in two. One group talked Linda and Goran about "managing outbound programs", the other group with Delphine and Ellen about the importance of National Associations.

COMMUNICATION AND NETWORKING

During lunch in the restaurant and during drinks in the evening, the participants had the opportunity to get to know each other in a more relaxed atmosphere. It was also a very good opportunity for the Board to have a one-on-one conversation with some of the participants.



PARTICIPANTS' FEEDBACK

The very positive feedbacks and reactions of agencies and individuals who joined us for this event in Shanghai strengthen our firm belief that these workshops are very valuable and helpful to our members and the au pair community in the countries we visit and that we will keep offering these also in the future.

- *Thanks for the wonderful workshop!*
We are looking forward to learning more from you and other au pair agencies from all over the world to promote the program. We believe IAPA is great to connect us together. (Candy Ge AUPAIRIA)
- *I really want to say thank you again for bringing me to your amazing event. So that I could have the chance to meet our domestic companions and discuss about practical problems and future development of au pair program in China.*
(Elaine Song, Loveaupair)
- *Thanks to all (IAPA) Board members for this fantastic workshop, the Chinese market is still a “baby” now, we have a lot of work to do in the future.*
(Roni Yan, Au Pair Shanghai)



10. IAPA and National Associations

IAPA MEETS CAPA

On the evening of the 8th of November, the Boards of IAPA and CAPA (Chinese Au Pair Association) had a joined Dinner which gave us the opportunity to get to know each other and learn more about CAPA.



ECAPS

The European Committee for Au Pair Standards had a meeting the morning after WETM-IAC in Munich. Annie Deroo (Solution Au Pair&+) who had been chairing the committee for many years, stepped down as chair. IAPA as well as all ECAPS members thank Annie for her commitment and work over the last years. The representatives who were present voted for Lorena Martinez (Au Pair Mallorca and Chair



of the Spanish Association AEPA) to follow Annie in her position as chair. The delegates updated each other on news and developments in their countries.

Another ECAPS call was made on July 4, 2017. The next meeting will be held in person before next WETM-IAC in Seville. IAPA will continue to support the cooperation of National Associations in ECAPS.

11. Marketing and Communications

Website

In 2017 we changed the Member search area and added logos of our member agencies to every entry in order to make them more distinguishable and enable easier search for end customers.

The enquiry tool was used a lot especially by au pairs looking for an agency.

In 2018 the website will be revised completely and will receive a completely new look according to the rebranding process we started end of 2017.

Leads

As explained above we obtained valuable statistics on who is using the enquiry tool and which countries are strong as destination countries - or where enquiries come from.

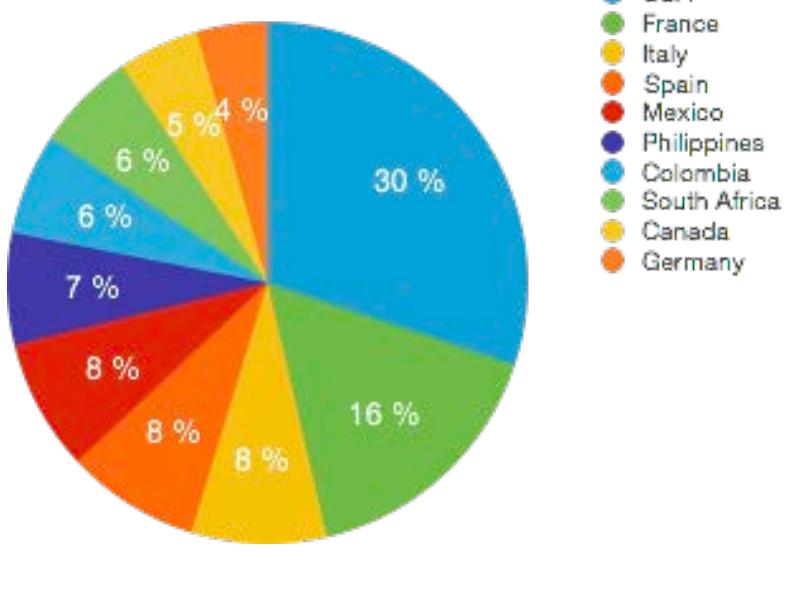
In 2017 we sent 1513 enquiries to our members organizations.

1264 Au Pair enquires (630 in 2916).

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



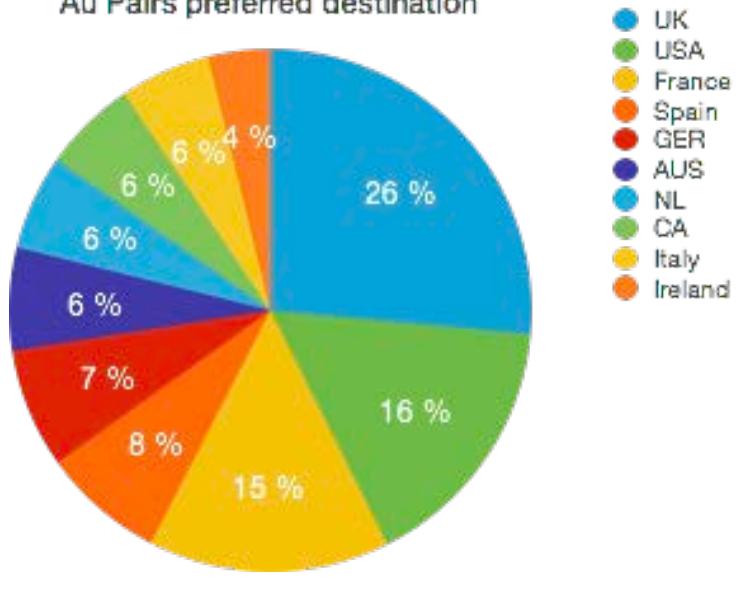


Preferred countries of **destination were the UK and the US** followed by France, Germany, Australia, Spain and Italy as well as the Netherlands and Canada.

Top 10 Countries preferred destinations

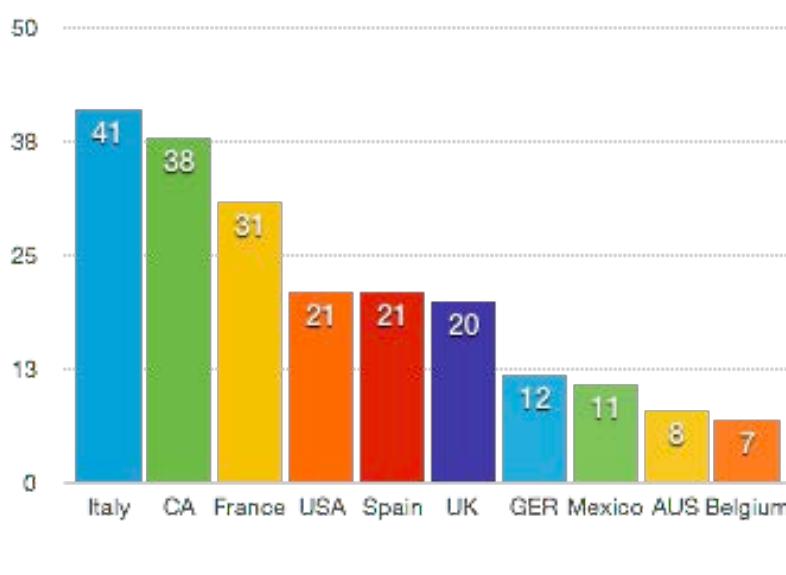
UK:	283
USA:	173
France:	160
Spain:	81
Germany:	79
Australia:	68
Netherlands:	63
Canada:	62
Italy:	60
Ireland:	41

Au Pairs preferred destination



We received **249 Host family enquiries (96 in 2016)**. Top countries were: France, Canada, US, UK, Spain

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

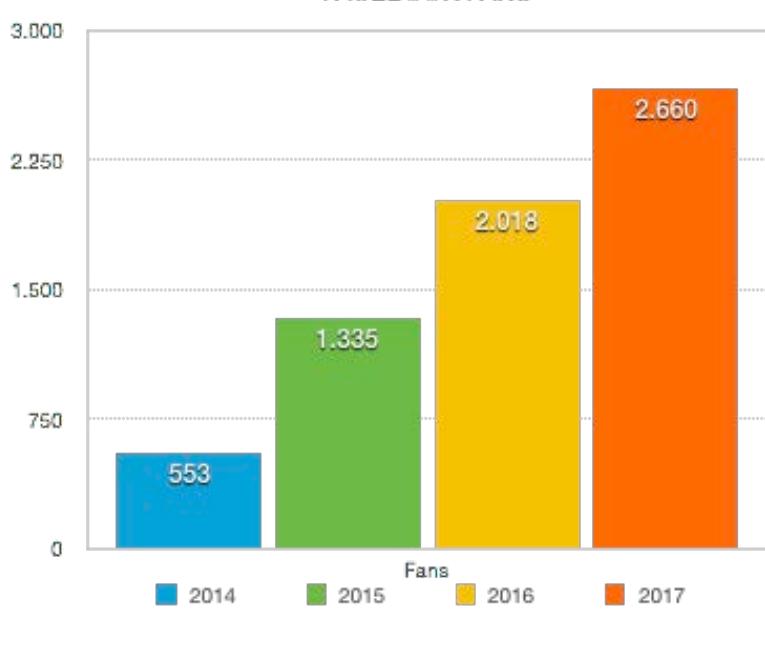


Newsletter

2 newsletters and about 10 further information mails were sent to all members including the call to action for J1. Further notifications went out to particular groups of members like Chinese and Asian members to invite them to the Shanghai workshop. And of course, we always communicate directly on a one-to-one basis with our members, as well. On top of that a lot of information is also being spread via social media and through our webpage.

Social Media

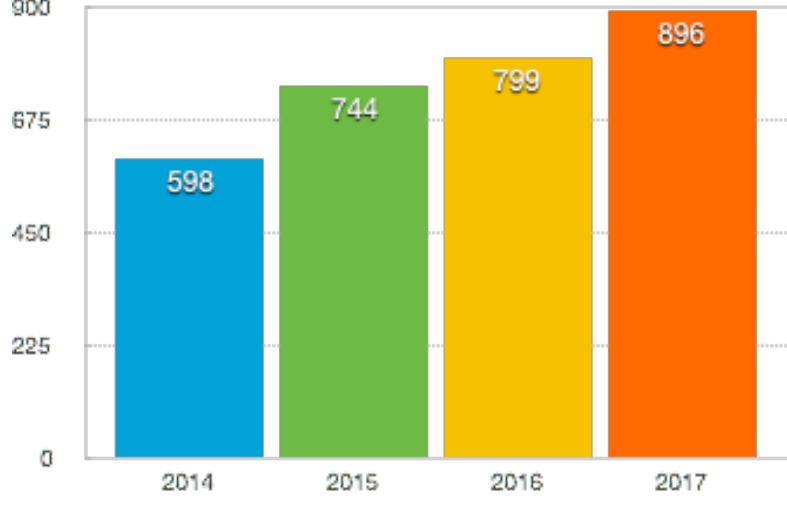
IAPA has a presence on the following social media channels - Facebook, LinkedIn and Twitter. All member organizations are invited to connect with IAPA via LinkedIn, Facebook and Twitter. In 2017 we raised the communication through social media and receive for traffic, likes, comments and retweets steadily growing awareness. These platforms can be used to share updates and information. Please help us spread the word of IAPA´s mission by following us on Social Media



<https://www.facebook.com/IAPAwyse/> Like us on facebook !!!!!!!



TWITTER FOLLOWER



https://twitter.com/I_A_P_A



Group members 300

New IAPA profile since June 2017: 114 Followers

<https://www.linkedin.com/company/iapa—international-au-pair-association/>

12. Membership

At the end of the year 2017 IAPA had 163 members.

counted members

YEAR	TOTAL	FULL	FULL NON-VOTING	AFFILIATE	ASSOCIATE	NATIONAL ASSOCIATIONS
2014	180	139	10	16	2	13
2015	172	120	9	28	2	13
2016	168	129	10	13	3	13
2017	163	119	10	17	6	11

New Members

YEAR	TOTAL	FULL	FULL NON-VOTING	AFFILIATE	ASSOCIATE	NATIONAL ASSOCIATIONS
2013	19	8	-	10	-	1
2014	16	7	-	9	-	-
2015	14	5	1	7	-	1
2016	12	4	1	6	1	-
2017	18	4	-	11	3	-

In 2017 we were able to welcome 18 new members.



Unfortunately, we also lost a lot of members who were facing problems with low placement numbers. Some we also had to disaffiliate. We hope to see some of the agencies who left us back soon

More agencies who have joined in the first 3 months of 2018 will be ratified at the AGM 2018 in Seville

Resignations and Disaffiliations

12 members have resigned with effect from 01.01.2018 for various reasons. Some closed down or sold their businesses or had to cut down on costs as business was going down. Others gave up the au pair branch and offer other programs.

At the AGM in Seville we will have to **disaffiliate 11 agencies for non-payment** of membership fees.

13. FINANCE

Audited Accounts 2016

The **2016 audited accounts** were presented and approved at the 2016 AGM in Munich and can be found on the Website here

<https://www.iapa.org/wp-content/uploads/2017/02/audited-accounts-2016-and-budget-2017.pdf>

Audited Accounts 2017

The 2017 accounts have audited and published on the IAPA Webpage. They will also be presented at the 2018 AGM in Seville. They can also be downloaded from our website <https://www.iapa.org/2018/02/16/invitation-to-iapa-annual-general-meeting-2018-march-18-seville/>

Due to having lost several members over the past year and due to unexpected costs for a legal help to assist us in a subpoena we are facing a **loss of -6986 €** this year. However, the **cash flow and reserves are very good**. IAPA did not have to touch any of the reserves. The Association is in **financially good shape** with enough reserves.

Budget 2018

The 2018 budget will be presented at the AGM in Seville based on the experiences and cost development the Managing Director and the Board were able to identify in 2016/2017. After the full first year of our own financial management it is easier now to make a budget.

Membership fees 2018

Membership fees were not raised during the IAPA AGM in Munich and stayed at the same level.

14. OUTLOOK 2018

Workshops

In 2018 the IAPA Board will plan another workshop but the destination is not decided yet. This year, the Board plans to combine the in-person Board meeting with a workshop in Europe.

There is no final decision yet as where the next workshop in fall will be held. This decision will be taken in spring.

Rebranding and Website

IAPA is undergoing a rebranding process together with a brand and design expert. The IAPA Board is very excited to be able to show the members during WETM-IAC the new logo and brand identity.



The goal was to properly work out what IAPA stands for, what we want to communicate with our name and communication tools and to find the matching look for our mission.

The a second step we will work on, is a completely new website that should offer members, au pairs, host families and other stakeholders easy access to information they are looking for and to promote IAPA and its members as experts and trustworthy partners when it comes to au pair and cultural exchange programs. The page will be younger, fresher and reach young people to make them understand the benefits of using professional organizations to realize their dreams.

Internet presence and Social Media

We will continue to expand our social media presence. This goes also hand in hand with our rebranding project. (See below). Please support us by following us on the various social media platforms: I

like, comment and share our posts

Membership Growth

Growing our membership is an ongoing goal.

Having lost a lot of agencies in 2017 IAPA needs to concentrate more on membership growth and membership retention.

We call on members to support our association by recommending IAPA to agencies that you feel should belong to our community and who meet our standards and requirements.

GDPR

In May the General Data Protection Regulations (GDPR) will start to be in effect. Also, IAPA has to make sure to follow these regulations and we are working on going through our processes to make sure we abide by the law. There is still work to do and we also want to support our members to be in compliance. One step is to offer a session during WETM-IAC where we hope to be able to break down the topic for you.

Survey and research

IAPA will from now on hold an annual survey among its members. The survey is finally ready and will go out before WETM-IAC. From now on it will be easier to have regular surveys to provide you with data and knowledge to be able to benchmark yourself, recognise trends and be able to react to them.

We also need data when talking to governments in order to support our arguments.

Lobbying

Lobbying is and remains an important pillar of IAPA´s work. We will keep on supporting the agencies in working towards a safe and well organised programme that offers great cultural exchange experiences to au pairs and host families alike.

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

**BECOME
A
MEMBER**

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MESSAGE FROM THE CHAIR

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 Vails

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 ...](#)) 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 Vailis** represented IAPA on the WETM-IAC subcommittee for WETM-IAC 2015. **Linda James** replaced Michael McHugh and joined **Delphine Vailis** 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 at the end of 2016.

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 to IAPA directly.
- As a founding Association member of WYSE Travel Confederation, IAPA has one seat on the 'Work and Cultural Exchange' Advisory Panel and a few further benefits that are in the process of being defined in return for an annual payment of EUR 10,000
- 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
- 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 Vaillys, 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 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 currently exist.

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.

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

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.

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.

2014

2015

FACEBOOK	553 likes (mainly consumers)	+ 241%	1,335
TWITTER	598 followers	+24%	744
LINKEDIN	302 members	stable	300



The screenshot shows the IAPA website's homepage. The top navigation bar includes links for Home, About, Membership, Our members, Policy work, Research, Events, News, and AU PAIRS. Below this is a sub-navigation for AU PAIRS. The main content area features a section titled 'AU PAIRS' with a sub-section 'What is an au pair?'. It includes a photo of a young girl and text explaining the origin of the term. To the right, there's a sidebar with links for 'TOP 5 REASONS TO USE AN IAPA AGENCY', 'DO YOU WANT TO BECOME AN AU PAIR?', '10 REASONS TO USE AN IAPA REGISTERED AGENCY', '10 QUESTIONS TO DETERMINE IF THE AU PAIR PROGRAMME SUITS YOU', 'SETTING YOUR EXPECTATIONS - PRACTICAL THINGS TO CONSIDER', and 'NEXT STEPS TO TAKE TO BECOME AN AU PAIR'. Social sharing icons for Facebook, Twitter, and LinkedIn are at the bottom of the sidebar.

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					

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
EstudiemosAbroad 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 7 provisional members are to be ratified at the 2016 AGM together with the 6 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 2015 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 2015

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 Conferation.

- 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