



**IAPA**  
International  
Au Pair  
Association

# **IAPA**

# **Annual Report**

# 2018



*The Trusted Voice for the Au Pair Community*

# Problems solved:

## A month to month US mobile solution for all Aupairs

- **Aupairs** arrive at all hours of the day
- **Aupairs** have problems satisfying SEVIS, credit, & banking requirements
- **Aupairs** are on a budget
- **Host families** get stuck with **large mobile bills**

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#### STEP 2

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#### STEP 3

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receives +1 US number

#### STEP 4

You receive access  
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- No cost to your organization or the Host Family

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# IAPA ANNUAL REPORT 2018

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## 1. MESSAGE FROM THE CHAIR

Dear Members

We are happy to say that despite today's unpredictable economic and political climate, **IAPA is celebrating another rewarding year, full of exciting challenges and new opportunities.**



**WETM-IAC in Seville was a great success**, with high attendance from our members and the presentation of our new logo and rebranding project. Since then, we have been very busy redesigning the style and content of **our new website** which launched in December. **We hope you like the new look!**

In November, the IAPA Board held a **workshop in London to meet British agencies and discuss concerns surrounding the uncertainty of Brexit**. While it's still impossible to predict how the au pair industry will be affected, we were able to gain understanding of the potential issues in order to work together going forward.

IAPA continues to foster a supportive relationship with national au pair associations worldwide. Recently we received **positive news from the French Ministry in the form of a newly approved Au Pair Visa** after close collaboration with UFAAP to transpose the EU Directive. We hope this serves as **encouragement to other EU countries** wishing to explore similar solutions with regard to entry conditions for Au Pairs in Europe.

It's been a pleasure to welcome 18 new members from 12 different countries to the IAPA community. **We are happy to increase the strength and diversity of our global family with new agencies willing to work together for the good of all.**

As 2019 marks our **25<sup>th</sup> anniversary** I think we can feel proud to celebrate the long history of our association.

**It is our members who make IAPA strong and we want to thank you for all your continuous support.**



Delphine Vaills  
IAPA Chair



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## 2. ABOUT IAPA

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

We are dedicated to supporting au pair and cultural exchange opportunities for young people, protecting the rights of all au pairs and host families and establishing internationally approved guidelines for au pair exchange programmes.

IAPA is a global not-for-profit organisation with 25 years of history. We currently have more than 170 member organisations in over 45 countries worldwide. We ensure that our member organisations meet strict business and ethical standards, agreeing to abide by the IAPA code of conduct, signifying competence, fair dealing and high integrity.

## 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 in different forums and at 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 and webinars we strive to not only help our members but also continually work on improving standards and quality of services together with our members.

## **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 2018 - 2021



Linda James,  
Au Pair in America (USA)  
Board Member 2018 - 2021



Ellen Heesen-Hiemstra  
House-o-Orange  
Board Member 2016 - 2019

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During the Annual General Meeting in Seville the positions of **Treasurer and Board member** were voted for. **Linda James** was re-elected in her position as Board member and **Goran Rannefors** was also confirmed as IAPA 's treasurer.

IAPA members are eligible to be voted on the Board. The Chair and Treasurer position can only be held by Full Voting members. Information regarding duties of Board members can be received from IAPA Managing Director Patricia Brunner [patricia.brunner@iapa.org](mailto: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 2018 the Executive Board had **8 Board calls**.

At the same time the Board used the time spent together in Amsterdam during a meeting with WYSE Travel Confederation to also hold a Board meeting. In addition 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-IAC18 in Seville, Spain
- Goran Rannefors and Linda met MD Patricia Brunner in Edinburgh during WYSTC in September for a short lunch meeting
- October, 2-3 the Board held a meeting to prepare the UK workshop
- November 15 pre workshop meeting in London, UK

Aside from this, the Board exchanges numerous e-mails and hosts a WhatsApp group "IAPA Board" where news and messages are exchanged as an alternative fast and effective way to keep in touch.

## 5. ASSOCIATION MANAGEMENT

2018 was the second year that Patricia Brunner handled the management of IAPA as Managing Director independently. With the knowledge and experience of previous years, many processes became smoother. This allowed her to concentrate more on areas such as social media, handling membership applications, organising the event in London and communicating with members as well as taking care of the new website and organising our new member benefits webinars.

Of course, Patricia was also very much involved in managing WETM-IAC 18 in Seville as well as WETM-IAC 2019 in Luxembourg 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
- 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 programme
- Representing IAPA (e.g. at WYSTC)
- Advocating for the au pair programme
- Writing the annual report and other documents

Patricia also 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

### 1. FOUNDING ASSOCIATION MEMBER

IAPA's agreement with WYSE Travel Confederation from 2016 ended in December 2018. However, after negotiations with General Director David Chapman and the WYSE Executive Board, both parts came to the agreement that



IAPA will continue to be a founding member of WYSE Travel Confederation and will pay WYSE an annual membership fee of 3.500,- €.

In return IAPA will remain on WYSETC 's Cultural Exchange Panel and IAPA 's Managing Director will represent IAPA at WYSTC at no cost.

## 2. WETM-IAC

WYSE Travel Confederation and IAPA continue to offer this event to their members jointly and have signed an agreement for 2018 for future years.

The events team in Amsterdam is responsible for the delivery of the event. IAPA is involved in decisions regarding venues, programme, 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 and according to the new agreement the IAPA chair will continue to hold this position.

In 2018 there were several calls and a personal meeting during WYSTC in Edinburgh where Delphine was substituted by Patricia Brunner.

In 2018 the panel was led by Polina Jones, Sector Manager for Cultural Exchange and Study Abroad. Apart from the IAPA representative the panel consists of four persons from the WYSE Cultural Exchange sector. Find out more about the panel and its work here <https://www.wysetc.org/sector-panels/cultural-exchange/>

## 7. WETM-IAC 2018 Seville

Our annual event **Work Experience Travel Market – IAPA Annual Conference (WETM-IAC)** is organised jointly with the Cultural Exchange 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, cooperation and learning 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 therefore further contribute to the shape of the association.

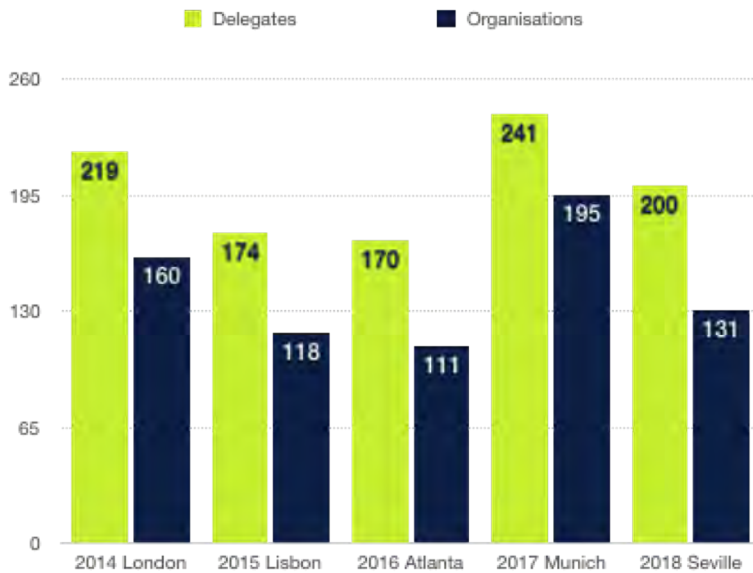


IAPA organises [educational seminars and workshops](#) at WETM-IAC to provide attendees with relevant industry updates and information. They also serve as an excellent opportunity to showcase the association.

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

The Seville Conference saw a high turnout and attracted **200 delegates** from **131** organisations. We hope that Luxembourg will also attract high numbers of attendees..

**WETM-IAC Conference attendance over the years**



**24<sup>th</sup> ANNUAL GENERAL MEETING (AGM) Seville**

The 24th International Au Pair Association Annual General Meeting (AGM) was held during [WETM-IAC 2018](#) on Sunday 18th of March, 2018 from 11:20-13:00 at the NH Hotel Seville, Spain.

**34 Full Voting members were present** in the room, with five organisations holding a proxy vote for members unable to attend.

During the AGM we presented an **overview of the activities throughout the last year** and provided our **outlook for the year 2018**. Chair Delphine Vaills welcomed all members and gave a brief overview of last year’s achievements.

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

Treasurer Goran Rannefors presented the **Annual Accounts of the Association**. IAPA is financially stable with good cash flow and bank reserves remaining untouched. Even though IAPA's end result for 2017 did show a loss caused by unforeseen legal costs, the organisation is in good standing and will invest to create benefits for its members.

When presenting the **budget**, Goran Rannefors explained that in 2018 there will be higher costs involved for the rebranding and new website, therefore a loss will again be expected.

The members **approved the Annual accounts 2017 and the Budget 2018**

Members also voted on the **raising of membership fees from 2019**. The fees had not been raised in 15 years.

Full financial annual report and budget can be found on our website.



### **IAPA International Workshop Shanghai 2017**

Ellen Hessen-Hiemstra reported on the **Board's trip to Shanghai** where a 1.5 day workshop for 40 Chinese agents was held. The event was a big success. Read more about the workshop on our website.

### **Membership Statistics**

Linda James presented the **actual membership statistics**:

IAPA had 163 members by the end of 2017 which is a slight decline against 2016. However by March 2018 the numbers were back to 171.

16 new members were ratified by the members present.

Seven members resigned in 2017 and nine members had to be disaffiliated.

One of IAPA's goals is of course to grow the membership, therefore Linda James called on the existing members to help recruit new members.

A new initiative, **Members get Members** should animate members to recommend new potential member organisations to the management. **For every successful application they will receive a deduction on their next year's membership fee.**

### Honouring Long standing members:

This year we were able to honour the following long standing members:

#### 20 years

- Oliver Twist Work & Study France

#### 10 years

- Au Pair International USA
- InterculturadeCentroAmerica Costa Rica
- VAS! Mexico Mexico

Chair Delphine Vaills called all those long standing members present on stage and thanked them for their ongoing support and loyalty.



### EDUCATION

IAPA hosted the following sessions at WETM-IAC 2018:

1. **Politics and placing au pairs:  
How can we influence government's view of au pair programmes?**

Panelists in this session:

- Sandra Landau Childcare International
- Wendi Aylward CAPAA
- Sophie Hertzog President UFAAP
- Lorena Martinez President AEPA
- Mark Overman Vice President External Affairs Interexchange
- 

Moderated by Linda James the panelists updated participants on the status of their au pair programmes, individual country issues and their approach to governments with regard to advocacy for au pair programmes in their countries.

It was an interesting round. The **US often uses the voices of their host families** to achieve something and lets stakeholders address their politicians. In **France** there is movement towards a possible Visa for au pairs. The Macron government is working on **establishing the European Directive to create a French Au Pair Visa**. The **Australian National Association** has been very active in lobbying for their own au pair Visa. The future of the **UK au pair programmes** is still



unclear as there remains little clarity regarding the outcome and consequences of BREXIT. AEPA, the Spanish association has been trying to knock on the government 's doors, yet so far they seem to just be sent from one place to the next.

Everyone agreed that it was important to stay on the ball and keep looking for a chance to further the conversation. It is important to find the right key players who are committed to the topic and willing to support the au pair cause.

## 2. China – an emerging market: Challenges and opportunities

Moderated by Ellen Heesen-Hiemstra in this session panelists

- Delphine Vaills,
- Michael Xie and
- Bing (Wendy) Wu

discussed topics such as cultural differences and the challenges involved for au pairs and host families in understanding each other as well as literal language barriers, the growing interest in Chinese families from au pairs in other countries, the importance of cooperation between sending and receiving agencies and the need to prepare all parties well for their experience of a different culture.



## 3. “Is your business ready for GDPR? What do Au Pair Organisations have to do to comply?”

This very important and informative session was held by Richard Howell of AIFS

He informed attendees in a very clear way about the basics of GDPR and which steps to take to comply.





**NETWORKING**

The highlight of the whole conference was undoubtedly our **Andalusian Night**.

Delegates experienced a truly magical evening enjoying the beautiful surroundings of the **Andalusian Hacienda El Vizir** and some impressive performances.



The atmosphere was perfectly set for excellent networking opportunities, while everybody loved the authentic Spanish feel to the night. Memorable moments include the flamenco dance show and Andalusian horse dressage in the amphitheatre.

The audience was thrilled, despite the rather chilly evening. The gala dinner in the beautiful hall gave us all the opportunity to network, make new contacts and deepen existing friendships.



## 8. AU PAIR OF THE YEAR AWARD 2018

*Hungarian au pair Martin Tóth (25) was presented with the IAPA Au Pair of the Year 2018 Award during our opening reception held at the Metropol Parasol in Sevilla during the Work Experience Travel Market and IAPA Annual Conference (WETM-IAC) 2018.*

An international jury of five people had selected him from over 30 nominations.

Martin was placed by receiving agency [Au Pair International](#) from the USA.

His sending agency had been [Smaller Earth](#) from the UK.

His American host family, Bernosky from Houston, TX had nominated him for the award. His time with the Bernosky family in Texas got off to a rough start when the **family's neighborhood was hit by Hurricane Harvey. Martin had been the "rock" of the family:** he didn't have to think twice and simply did what needed to be done. During this difficult time Martin proved what a great personality he has and how much he immediately became part of the family.

Martin gave a **very passionate speech** without any notes and told the rapt audience about his first weeks in Texas, his au pair experience in general and his wonderful, loving host family who have such big hearts that they helped the whole neighborhood during the disaster, simply letting people stay with them even though their own house was partly destroyed.

*"How the Bernosky family took in two friends of (their daughter) Hanna and cared for them just like they were their own, taught me a lot about sharing and unconditional care for others.. This whole au pair experience taught me endless life lessons that I am proud to take with me wherever my future takes me. Besides gaining confidence in speaking and writing in English, visiting amazing parts of this beautiful country, I discovered my true passion for childcare"*



Following Martin's speech, his host mother, Missy Bernosky, who had accompanied him to this important event in Seville, also spoke. Her emotional speech and description of the relationship her family has built with Martin over the last year, made it abundantly clear that Martin was indeed a well deserving winner of the Award.

*“There is so much more we could say about Martin, but overall, he has shown us a loyalty and love for our family that is like no other we have felt from any au pair before. We are truly humbled by his giving nature and our family will forever be grateful for his assistance and care during the most difficult time of our lives. We feel so lucky and blessed to have had this opportunity to host Martin for his extension year!”*

*Missy Bernosky*

The audience were thrilled with the speeches and when a surprise video was played, made by the teenage children and host father to congratulate their beloved au pair, everyone was moved to tears.

### **Congratulations Martin!**

Read Martin’s Essay on our website: <https://www.iapa.org/wp-content/uploads/2018/03/Martin-Toth-au-pair-of-the-year-contest-2-002.pdf>

Read more about the Au Pair of the Year award in 2018 and the two runners up here: <https://www.iapa.org/2018/03/05/au-pair-of-the-year-2018-meet-our-three-finalists/>

## **9. REBRANDING AND NEW IAPA WEBSITE**

The biggest project this year, which also tied up a large amount of time and resources, was our **rebranding and creation of the new IAPA website**. As is often the way with big projects, the implementation can take longer than desired.

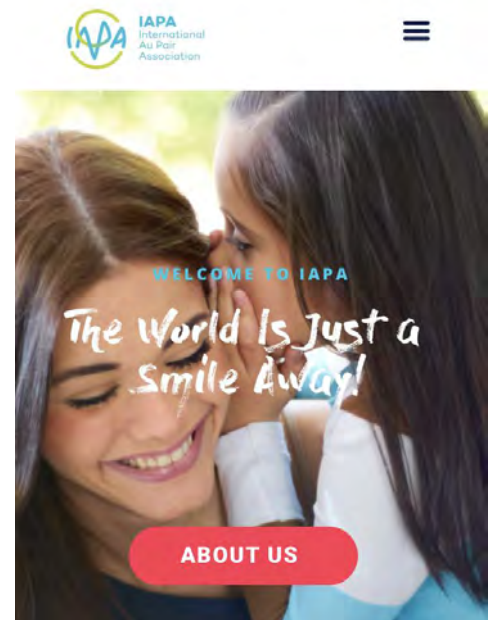
During AGM in Seville, the Managing Director and the IAPA Board told members about the rebranding process and presented the new logo. **The reaction was extremely positive.**

The logo symbolizes a roof, a friendly smile and the connection between cultures and countries that IAPA wants to provide for.

Finally, shortly before the Christmas break, we were able to announce that the site had gone live wrapping the news as a gift to our members.



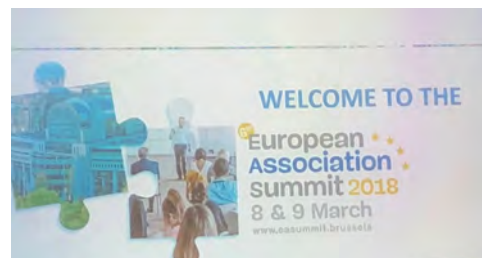
A website is always a work in progress and so we will continue to work on improvements over the coming year, hoping to make it as informative and attractive as possible. [www.iapa.org](http://www.iapa.org)



## 10 REPRESENTATION

### EUROPEAN ASSOCIATION SUMMIT EAS BRUSSELS 2018

Managing Director Patricia attended <https://visit.brussels/en/sites/eas> for the first time in order to meet and exchange information with peers on an association level and learn about association management. The event is attended by European and international association leaders, professional association advisors and event organisers.



Attendees exchange their knowledge about advocacy, association growth, membership retention and legal issues. This year the topic GDPR was of course very important and the GDPR session run by several lawyers was extremely helpful.

The event included round tables on advocacy, membership, events and other topics. Of course networking and exchanging knowledge with peers is an integral part of the experience.

### WYSTC 2018 EDINBURGH, UK

Managing Director Patricia Brunner visited [WYSTC EDINBURGH](#) on behalf of IAPA. She presented IAPA and the au pair program in general to cultural exchange organisations and potential members during numerous business appointments and networking sessions. The event also presented a good opportunity to learn more about other youth travel programmes.



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

## 11. GENERAL DATA PROTECTION REGULATION GDPR

One of the projects in 2018 was to **make IAPA GDPR compliant**. IAPA informed members about the implications of GDPR through newsletters and also by offering a GDPR session during WETM-IAC as well as presenting the same session again as the first in a series of Webinars.



In May 2018, the General Data Protection Regulations (GDPR) took effect. IAPA must ensure it follows these



regulations and we are working on assessing our processes to make sure we abide by the law. It's a work in progress and new processes have to be evaluated all the time.

## 12. WEBINARS

In 2018 IAPA introduced new and exclusive Webinars for members.

### 1. "Is your business ready for GDPR? What do Au Pair Organisations have to do to comply?"

We offered the first webinar in May on the topic of GDPR. It was important to us that all members, not only those who had attended WETM-IAC, had the opportunity to receive important information and tips on the implementation of GDPR regulations.

**Richard Howell of AIFS** held a very informative webinar.

The participants had the opportunity to ask questions at the end, which Richard answered comprehensively.

The response to this webinar was so positive that the IAPA Board decided to offer further webinars in the future.



### 2. "How to talk to the press"



The 2nd webinar dealt with the handling of press enquiries and stressful interview situations. **Sabine Appelhagen**, an experienced journalist and coach gave valuable advice on how to react when journalists ask for a statement and on how to prepare for an interview or TV show.

Members who missed the webinars can get access to watch these webinars. Please contact our Managing Director [patricia.brunner@iapa.org](mailto:patricia.brunner@iapa.org)

## 13. IAPA INTERNATIONAL WORKSHOP LONDON

One of our goals at the IAPA Board is to keep in closer touch with our members, not only during WETM-IAC but throughout the year by visiting them in their home countries. We want to better understand the conditions under which agencies work in their respective countries, identify issues and offer possible support where necessary.

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

This year the IAPA Board travelled to London in November to hold a workshop for British au pair agencies.

## WORKSHOP OBJECTIVES

The workshop 's goals were:

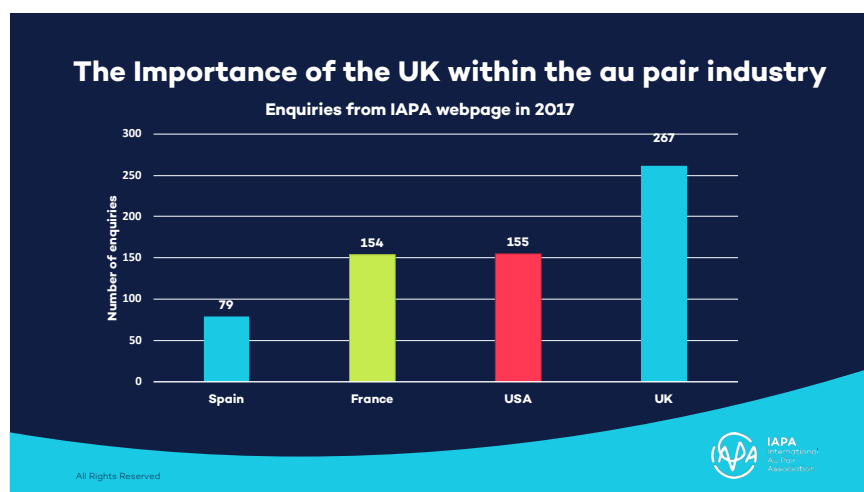
- Increasing the participants understanding about IAPA
- Confirming the importance of the UK within the au pair industry
- Identifying issues and challenges UK agencies are facing
- Exploring solutions
- Developing goals for the future

## SMALL SURVEY AMONG AGENCIES SENDING TO THE UK

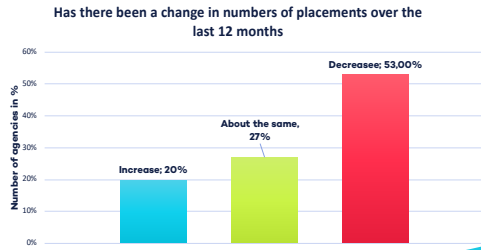
In preparation for the workshop, IAPA had contacted members who send au pairs to the UK with a small survey, the results of which the Board then presented to the British agencies present.

Here some of the key findings:

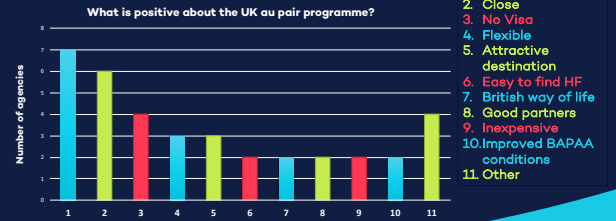
- The overall cooperation between British agencies and sending agencies was rated with 4,5 stars
- Enquiries from the IAPA webpage show that the great importance of the UK as destination for au pairs
- 2/3 of the agencies who participated in the survey saw a decline in applications for the UK over the last 12 months
- The opportunity to learn English there as well as the convenience of travelling there quickly and without Visa were seen as main reasons for au pairs to choose the UK
- Asked what improvements they could see for the programme better screening, more regulations and a better Follow Up once the au pair is in the country were mentioned



**Survey among IAPA members sending to the UK**



**Survey among IAPA members sending to the UK**



**Survey among IAPA members sending to the UK**

How could the UK Au Pair programme improve?

- Better Screening of Host Families
- More Regulation
- Better Follow Up
- Better documentation of HF in the application
- Insurance (travel, liability, health) by HF
- Financial support for language classes

But the sending agencies also mentioned that BAPAA agencies are already doing a very good job and that there are constant improvements implemented by BAPAA

The second half of the day was spent working in groups to do a S.W.O.T Analysis of the situation and the programme. The results were presented by the groups to the rest of the participants afterwards.

**Key findings**

- BREXIT is a threat and no one can predict what will happen at this point
- Instead of waiting for the government to decide agencies should rather concentrate on the things they themselves can influence and improve to make the programme attractive to potential candidates
- marketing the programme, doing lobbywork towards the government, setting standards as



well as. educating host families better and making sure standards are adhered to are key to an attractive au pair programme

- BAPAA is a very active community who has already done a lot of the above and keeps doing so
- BREXIT may even be an opportunity as possibly at some point the UK may be able to also welcome non -EU citizens as au pairs.



## COMMUNICATION AND NETWORKING

The evening before the workshop all attendees were invited to the hotel bar for a reception with drinks and food. The idea was to get to know each other better and network in a relaxed atmosphere.

It was also a great opportunity for the Board to have one-on-one conversations with some of the participants.

Also during lunch attendees had to chance to talk to their peers and the IAPA Board members.



The very positive feedback and reactions of agencies and individuals who joined us for this event in London, strengthen our firm belief that these workshops are extremely valuable and helpful to our members and the au pair community in the countries we visit, and therefore we will continue to offer them in the future.



- A big "Thank You" to the IAPA Board for taking the time to meet with us in London last week. All those attending from BAPAA felt it was a really good day with a great exchange of ideas on how to go forward in such difficult times!

Sandra Landau (Childcare International)

- It was wonderful to meet you finally at the Conference on Friday. I found it really inspiring and have come back with lots of fresh ideas and positive thoughts! It was great to put some faces to people I have spoken to over the years too. I thought you and your colleagues worked tremendously hard to put on such an excellent event! I hope we will see each other again in the near future!



Beryl Glass  
(International Helping Hands Agency and  
North Leeds International School of English)



## 14. IAPA and National Associations

IAPA is in regular contact with national associations in different countries. We always ask associations to send us their updates, information about meetings or anything that's happening in their country so that we can inform our members about latest developments.

**ASCAAP** in Colombia has a new Board and has started several initiatives to promote the programme among young people.

The Australian Association **CAPAA** also sends regular updates on their activities advocating for an au pair Visa to Australia CAPAA.

We are supporting **BAPAA** in the UK who is advocating with their [saveaupairs](#) campaign.

**UFAAP** in France seems to be well on the way to receiving an au pair visa with new regulations and is in constant discussions with the government. We'll be able to inform our members on these developments during WETM-IAC in Luxembourg.

The **European Committee for Au Pair Standards ECAPS** had a meeting the afternoon before WETM-IAC took place in Seville. Lorena Martinez (AEPA Spain) chaired the meeting. The delegates updated each other on news and developments in their countries.

Another ECAPS call was made on October 29, 2018 to update each other on the latest developments and exchange ideas and thoughts. IAPA will continue to support the cooperation of National Associations in ECAPS.



## 15. MARKETING AND COMMUNICATIONS

### Website

See point 9 regarding Rebranding and Website

### Leads

Due to the changes on the website and GDPR regulations we had to remove the enquiry tool for several months as we needed to clarify if and how we could still offer this member benefit in the future.

We have now found a solution and the tool is back on, however it did take a while to receive leads again after being off for a while.



The good news is the re-designed website and better positioning of the enquiry tool has now resulted in more leads and enquiries that we can pass on to our members again. We can give proper statistics again by the end of the year.

**Newsletters and communication**

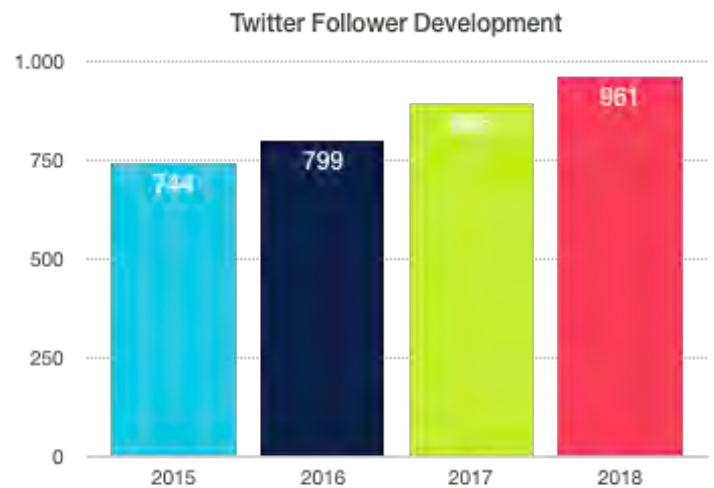
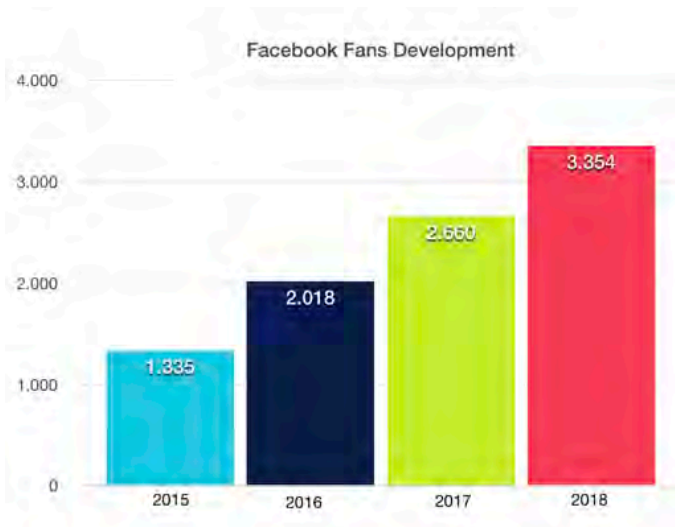
Two newsletters and about ten further information mails were sent to all members. Further notifications went out to particular groups of members of British agencies to invite them to the London workshop and of course, we always communicate directly on a one-to-one basis with our members, as well. On 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, TWITTER and **since November 2018 also on INSTAGRAM.**

All member organisations are invited to connect with IAPA via these social media channels. In 2018 we raised the communication on social media and received more traffic, likes, comments and retweets. Awareness has been growing steadily. 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



FACEBOOK: IAPAAupair

TWITTER: @I\_A\_P\_A



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

New IAPA profile since June 2017: 114 Followers

End of 2018 : 135

INSTAGRAM: @iapa\_au\_pair

In November we started our Instagram accounts [iapa\\_au\\_pair](#). The community is still growing but feedback is very positive. We hope to reach more young people as well as agencies in order to spread the word about the au pair programme.

*Follow - Like - Comment*

## 16. Membership

Members total by category

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
2018	172	119	12	21	9	11

At the end of the year 2018 IAPA had 172 members.

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	-
2018	18	2	-	15	1	-

In 2018 we were able to welcome 18 new members.



Unfortunately, we also lost a few of members who resigned. This year we only had to disaffiliate very few members.

More agencies who have joined in the first 3 months of 2019 will be ratified at the AGM 2019 in Luxembourg

**New agencies in 2018** chronologically

<b>AGENCY</b>	<b>COUNTRY</b>	<b>MEMBERSHIP TYPE</b>
<b>AUPAIRIA</b>	<b>China</b>	<b>Affiliate</b>
<b>Shenzhen Qixing International Cultural Communication Co.Ltd</b>	<b>China</b>	<b>Affiliate</b>
<b>Eduinteligente Unipessoal Lda (VidaEdu</b>	<b>Portugal</b>	<b>Affiliate</b>
<b>Chile Inside SpA</b>	<b>Chile</b>	<b>Affiliate</b>
<b>Ukrainian Au Pair Association</b>	<b>Ukraine</b>	<b>Full</b>
<b>Thai &amp; American Cultural Exchange</b>	<b>Thailand</b>	<b>Affiliate</b>
<b>Easy Access English/The French American Center</b>	<b>France</b>	<b>Affiliate</b>
<b>Hellopair Culture Exchange Co. Ltd</b>	<b>China</b>	<b>Affiliate</b>
<b>Andar por el Mundo</b>	<b>Columbia</b>	<b>Affiliate</b>
<b>Global Exchange International</b>	<b>Colombia</b>	<b>Affiliate</b>
<b>J1 SIM</b>	<b>USA</b>	<b>Associate</b>
<b>Au Pair Belgium</b>	<b>Belgium</b>	<b>Affiliate</b>
<b>Marco Polo Culture Exchange Program</b>	<b>China</b>	<b>Affiliate</b>
<b>Wanderlust Exchange</b>	<b>China</b>	<b>Affiliate</b>
<b>Au Pair Avec Vous Agency</b>	<b>Mexico</b>	<b>Affiliate</b>
<b>Square Au Pair</b>	<b>UK</b>	<b>Affiliate</b>
<b>Vision International Philippines</b>	<b>Philippines</b>	<b>Affiliate</b>

## Resignations and Disaffiliations

Eight members resigned in 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 are offering other programs.

At the AGM in Seville we had to disaffiliate one agency for non-payment of membership fees.

## 17. FINANCE

### Audited Accounts 2017

The 2017 audited accounts were presented and approved at the 2018 AGM in Seville and can be found on the Website here... [Link](#)

### Audited Accounts 2018

The 2018 accounts will be audited and published on the IAPA Webpage. They will also be presented at the 2019 AGM in Luxembourg.

The rebranding and new website incurred higher costs therefore we are facing a loss of -17.626,00 € this year. This loss is mainly due to the final deduction of receivables against a membership fee to WYSE Travel Confederation of 15.551,00 €. But since no actual payment had to be made this did not lower the cash flow. For that reason the cash flow and reserves are very good, IAPA did not have to touch any of the reserves and the Association is in financially good shape.

### Budget 2019

The 2018 budget will be presented at the AGM in Luxembourg based on the experiences and cost development that the Managing Director and the Board were able to identify in 2018.

### Membership fees 2019 onwards

Membership fees were raised during the IAPA AGM in Luxembourg.

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

## 18. OUTLOOK 2019

### 25<sup>th</sup> Anniversary

IAPA is proud to be able to celebrate its 25th anniversary in 2019. This will of course be celebrated during a party at WETM-IAC. With our new brand identity and the launch of the website we demonstrate how ready we are for any challenges the future will bring. We embrace inevitable change and call on our members to never stand still but rather to modernise and adapt without ever compromising ethics or quality.



### International Au Pair Day

We also want to take our 25th anniversary as an opportunity to introduce the **International Au Pair Day**, to be celebrated in fall for the first time this year.

We chose the date of **November 24** as it marks also the historical date when **exactly 50 years ago** the **Council of Europe** introduced the **European Agreement on "au pair" Placement**.

Informing people about the day and marketing it will be one of IAPA's projects this year..



We ask all our agencies worldwide to support us in this and to celebrate the day by organising activities for Au Pairs worldwide on or around the date.

### International Workshop 2019

In 2019 the IAPA Board will plan another workshop. The destination will be announced at the AGM during WETMIAC in March. It will again take place in November and will be combined with an in-person Board meeting

### Education

Also in 2019 we plan to offer at least two Webinars on relevant topic. Please contact us if you wish us to offer a webinar about a certain topic or if you can contribute yourself to the community by holding a webinar. We'll be happy to consider it.

## Internet presence and Social Media

We will continue to expand our social media presence. The website is a work in progress and we will continue to update and improve it in order to offer better services to our members. Please support us by following us on the various social media platforms:

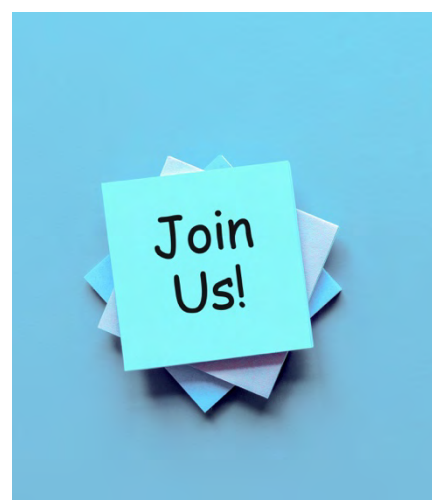


## Membership Growth

Growing our membership is an ongoing goal.

In 2018 we were able to grow the membership again after a small loss the year before. We strive to continue this growth and are aware that the best tool to win and retain membership is to offer benefits and strengthen the community. Another way to keep IAPA growing successfully is to ensure that IAPA and its members stand for quality and safety in the Au Pair program.

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



## Lobbying

Lobbying is 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 for au pairs and host families alike. Wherever we can we support national associations in their work.

We have also started to form an **advocacy group comprised of several IAPA members**. This group has only just has been created. The aim is to produce a white paper with a roadmap and instructions on how to approach governments when lobbying for certain goals to support the au pair programme..

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



# CELEBRATING 25 YEARS 1994 – 2019

We would like to thank all our members for their ongoing support and commitment over the past 25 years.

Our special thanks go to our founding members who have remained loyal to our community over all those years.

We still have many plans and look forward to the future in which we want to further strengthen IAPA and its role as “The Trusted Voice for the Au Pair Community”.

**Delphine Vaills** | Chair  
IAPA International Au Pair Association

*The Trusted Voice for the Au Pair Community*

IAPA is a Founding Sector Association member of WYSE Travel Confederation



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