



IAPA
INTERNATIONAL
AU PAIR ASSOCIATION

The global trade association
for the au pair community

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

DRAFT MINUTES

23st IAPA Annual General Meeting 2017
Sunday, 26 March 2017 | 15:40 – 17:20

H4 Hotel (RAMADA) München Messe | Ballroom | Konrad-Zuse-Platz 14 | 81829 Munich | Germany

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

Full voting members (28)

1. Abroad Connection
2. Acceuil International Services
3. Active Abroad & Au Pair Agentur Maria Theresia
4. AFJ Association Familles & Jeunesse
5. APITU
6. Fée Revée
7. Au Pair 4 Me
8. Au Pair in America
9. Au Pair International
10. Au Pair Link
11. Childcare International
12. Club de Relaciones Culturales Internacionales
13. Cultural Care Au Pair
14. DRK Volunta
15. EurAupair Intercultural Child Care Programs
16. Europair Services
17. GoAupair Operations LLC
18. Henan Aupair Cultural Communication Co.Ltd.
19. House o Orange Au Pairs NL
20. InterExchange
21. LoPair Education
22. Naturschutz Mongol
23. Playschool
24. Rainbow Au Pairs Ltd
25. SK Dublin
26. Solution Au Pair & +
27. STS Au Pair Sweden
28. Wind Connections



IAPA
INTERNATIONAL
AU PAIR ASSOCIATION

**The global trade association
for the au pair community**

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

Proxy votes (4)

- | | |
|-------------------------------------|----------------------|
| 1. A2Z Au Pairs | Childcare Int. |
| 2. Experimento Intercambio Cultural | Au Pair in America |
| 3. Fundacion Mundo Colombia | House o Orange |
| 4. Globus | Solution Au pair & + |

1. Call to order

Roll call and Constitution of meeting

PB confirmed that with **32 full-voting members quorum** (20% of full voting members, 25 members) **was reached** the IAPA 23rd AGM could be started. PB reminded full voting members to make sure that they registered at the door and received their voting card and ballot sheet.

Welcome by IAPA Chair

DV welcomed the attendees to the 23rd IAPA AGM with a brief outline of the year 2016. She pointed out that the last year was a year of changes and challenges now that IAPA is being managed independently from WYSE Travel Confederation. But she also stressed that as **founding member** IAPA is still connected to the Confederation through the **joint organisation of WETM-IAC** and has a **seat on their Cultural Exchange Panel**. She described the positive and future oriented working atmosphere within the board and with the Managing Director who is highly dedicated to the Association and its members. She elaborated about the Workshops the Board offered members and Non-members in Brazil and Colombia in November 2016 and how important it is to visit agencies in their countries. The Board is proud to say that despite the investments in an independent office with its own Managing Director, plus the travel to South America, IAPA is in stable financial state.

2. Adoption of the draft agenda

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

3. Approval of the 2016 AGM minutes

PB asked for a motion to adopt the draft minutes of the IAPA AGM in Atlanta, USA on 20th March 2016. The motion was made, seconded and approved.

4. Appointment of tellers (for elections)

An appointment of tellers was not necessary as no elections were to be held.

5. Annual Report

PB outlined the Highlights of the Board's and Managing Director's work.



IAPA
INTERNATIONAL
AU PAIR ASSOCIATION

The global trade association
for the au pair community

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

IAPA Office Munich

PB reported about the handover from WYSE Travel Confederation to herself and the challenges of setting up the new structure, transferring the website, accounts and detangling everything from WYSE. A CRM system had to be selected and implemented (Salesforce) to be able to handle and monitor all membership data, payments etc. Now it is all in place and the second year will be easier as all the processes are now known.

Representation

WYSTC Belgrade

PB visited WYSTC Belgrade on behalf of IAPA. She was able to represent our association and take the opportunity to make appointments with potential members and present our association's goals and work to interested participants. PB also replaced DV during the Cultural Exchange Panel meeting prior to WYSTC.

ICEF Berlin

For the first time IAPA was also represented at ICEF in Berlin holding a presentation on the challenges Au Pair agencies face nowadays. The lecture was well attended and PB had the opportunity to meet several members but also talk to potential members.

From both events some new members could be recruited.

IAPA Website Enquiry Tool

A very important member benefit which IAPA offers its members is the enquiry tool on the IAPA website. It has been revised and connected to Salesforce so that we can draw interesting statistics showing where enquiries come from or where au pairs prefer to go.

The enquiry tool is a free service that IAPA offers to all its members. Enquiries/leads from interested au pair applicants and host families are being sent to all agencies in the country of origin.

PB asked members for feedback if they work with these leads and were able to convert some of them.

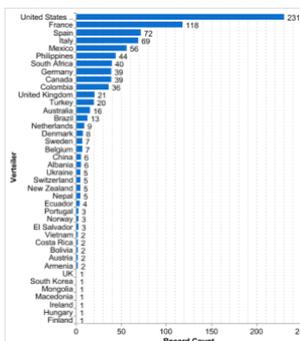
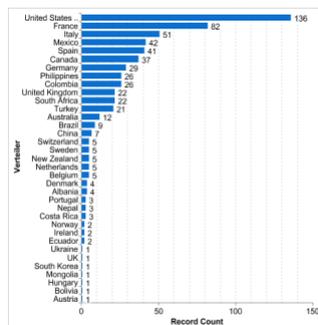
She stressed that this is a powerful membership benefit as already one or two converted leads could pay the annual membership fee.



ANNUAL REPORT 2016 - Leads

From Aupairs
08/16- 12/16

And 03/17



www.iapa.org



IAPA
INTERNATIONAL
AU PAIR ASSOCIATION

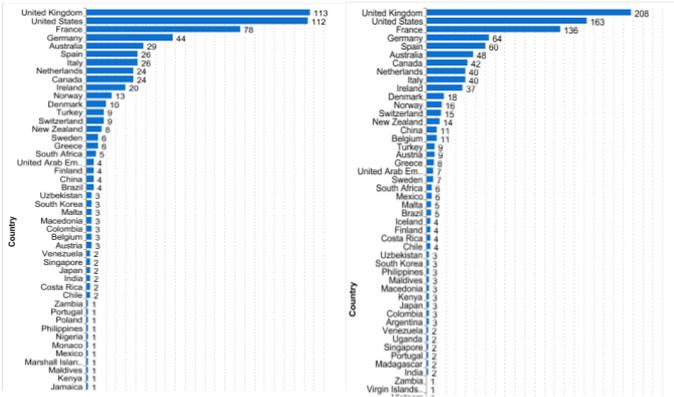
The global trade association for the au pair community

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



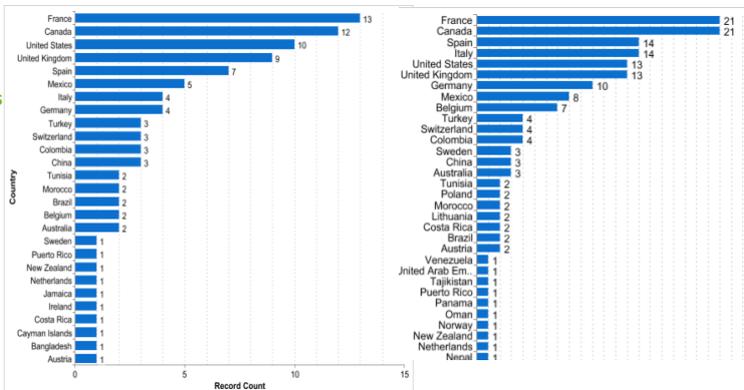
Leads

Au Pairs' Destinations
08/16-12/16
and
03/17



Leads

Host Families



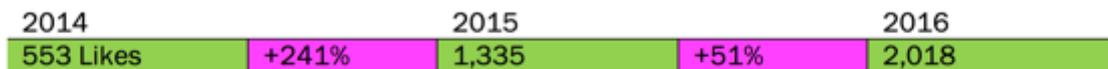
Flyer

IAPA has new flyers.
One is for interested potential members and the other one is directed at au pairs to explain them the benefits of placements carried out via IAPA member agencies.



Social Media/ Website

These platforms can be used to share updates and information.



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



https://twitter.com/I_A_P_A Follow us on Twitter!!!!



300 members stable since 2014

6. Workshops in South America

EH reported on the workshops that the IAPA board held in Brazil and in Colombia end of November / beginning of December 2016.

Both workshops were well attended: Sao Paolo 22 attendees from 11 agencies and Bogotá over 30 attendees from 16 agencies. Feedback from attendees was very good. Members and non-members appreciated very much that the IAPA board came to visit them in their country.

The groups in the two countries were different and the board also learned a lot from the attendees about the au pair agencies' situation in those countries.

It became clear that especially in Brazil but also Colombia there is a strong focus on the US. Some attendees were complaining that they couldn't place all their au pairs and asked for support. The board invited them to investigate more on opportunities in European countries or even China as alternative programmes and they also explained some of the differences between these programs. For some agencies these options seemed new or nothing they had ever thought about. Others already work with some European agencies.

The board invited all attendees to attend WETM-IAC 2017 in Munich as it is the best opportunity to learn more about programmes in other countries and to build and extend their partner network.

After the positive experience in South America the Board will continue to hold workshops worldwide.

7. Membership

Statistics

LJ presented details on membership and provided an update on the membership statistics per end of December 2016. In 2016 IAPA membership decreased slightly to 168 members. This was mainly due to disaffiliations as well as some members resigning. However, since Atlanta 5 new members were welcomed in 2016 and another 12 entered the association during the first three months of 2017.



Ratification

The following **20 members** were ratified:

Full Voting

1. Abroad Connection	Germany
2. Au Pair 4 Me	USA
3. Au Pair Vietnam	Vietnam
4. Chongquin Holiday Cultural and Tourism Exchange Centre	China
5. Cultural Travel Colombia Ltda	Colombia
6. Fair Pair	Germany
7. Geovisions	USA
8. Kazakhstan Council for Educational Travel	Kazakhstan
9. Servihogar	Spain
10. Smiling Faces	Netherlands

Associate

1. AVI Insurance – France	France
2. Lingoda GmbH Language Courses	Germany
3. Klemmer Insurance	Germany

Affiliate

1. Au Pair Poland	Poland
2. Au Pair Conecta	Spain
3. Au Pair Japanese Connection	Japan
4. House o Orange Au Pair RSA	South Africa
5. GX Intercambio e Turismo	Brazil

Full Non-Voting

1. Intercultura de El Salvador	El Salvador
--------------------------------	-------------

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

Disaffiliation

LJ provided the overview of the 7 members that were up for disaffiliation:

1. ABC languages	Ireland
2. AIEP /Interservice	Armenia
3. Au Pair Bolivia SRL	Bolivia
4. Euroma	Italy
5. Gap Year International Cultural Exchange Co Ltd	China
6. KA Au Pair	Ireland
7. Perth Au Pair Demipair	Australia

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



Resignations

LJ reported on the resignations in 2016. 7 agencies have resigned mostly because they closed, sold their business or reduced their activity in au pair programmes.

- | | |
|------------------------|-------------|
| 1. Aula Ingles Spain | Spain |
| 2. Au Pair Interactive | Netherlands |
| 3. Au Pair Network | Australia |
| 4. DoubleDutch | Belgium |
| 5. Equipeople | Ireland |
| 6. Key Education | Thailand |
| 7. Munichaupair | Germany |

LJ stressed how difficult it is to grow membership and that it can feel like taking 2 steps forward but 1 step back. It is a very time and energy consuming to chase non-paying members and IAPA loses a lot of money every year. Furthermore, she asked members to point out potential members to the Board and Managing Director so they can be contacted and possibly encouraged to join our community. The goal is to reach 200 members.

8. Honouring Longstanding Members

DV announced all the members who have been longstanding members of IAPA for 10 or 20 years and invited them up on stage to present them with their certificates of longstanding membership. DV was pleased to be able to honour 11 organisations and thanked them for their ongoing support and loyalty towards the association. The representatives of the following organisations were invited on stage to receive their certificate.

20 Years

- | | | |
|--|--------|------|
| 1. Experimento de Convivencia
Internacional do Brazil/
Viatrix Viagens e Turismo Ltd | Brazil | 1997 |
|--|--------|------|

10 Years

- | | | |
|---|-------------|------|
| 1. Cultural Care Austria | Austria | 2007 |
| 2. Cultural Care Germany | Germany | 2007 |
| 3. German Red Cross Volunta GmbH | Germany | 2007 |
| 4. SK Dublin | Ireland | 2007 |
| 6. Dr Walter GmbH | Germany | 2007 |
| 7. BAPAA British Au Pair Agencies
Association | UK | 2006 |
| 8. BONAPA Branch Organization
Netherlands Au Pair Agencies | Netherlands | 2006 |
| 9. Au-Pair Society e.V. | Germany | 2006 |
| 10. UFAAP Union Francaise des Agences
Au Pair | France | 2006 |



9. Finance

The IAPA Treasurer GR provided the annual update on the financial situation of IAPA. Even though the last year was a year of great changes and more investments to set up an independent management structure IAPA is in good financial health. He was happy to be able to present the audited Annual Accounts of 2016 and he was very pleased to be able to announce that the loss was only very small and IAPA could close the year more or less even. He explained again that IAPA has a separate savings account that no one but the board as a whole could touch.

The P & L, Balance Sheet as well as the Budget for 2017 can be found on the IAPA Website here.

Annual Accounts 2016

GR presented the IAPA Annual Accounts for 2016 There was only a very small loss of 451, -€.

GR had expected a greater loss of 6000, - € but the Conference in Atlanta had provided IAPA with a little surplus.

GR asked for a motion to approve the Annual Accounts 2016. The motion was made, seconded and approved.

Budget 2017

GR presented the budget based on the experience of 2016. Also for 2017 the Board and Management expect IAPA to make a very small profit.

GR asked for a motion to approve the 2016 budget. The motion was made, seconded and approved.

GR added that IAPA will face additional costs for legal advice. This hadn't been known about when the budget was made as IAPA will have to provide documents for a subpoena from a US court regarding a lawsuit against sponsors in the US.

Membership fees 2018

GR stated that since the association is in a good financial health, there is no need to raise the membership fees. However, the Board wants to look into the structure of the membership fees and possibly come up with a revised structure in 2018.

GR asked for a motion to approve the 2018 membership fees. The motion was made, seconded and approved.

Appointment of auditor

GR argued that with changes the association had gone through the board felt it was wise to stay with an auditor who has known the association for many years and is located in Denmark as this is where IAPA is still registered. Therefore, the AGM was requested to vote for having Thorvald Rein as the IAPA auditor for 2017 as well.

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



10. Outlook 2017

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

Workshops

After the very positive experience in Brazil and Colombia the board has decided to hold another set of workshops to meet existing members and show non-members what IAPA is about.

A final decision regarding the country has yet to be made. However, the decision will be made soon and the Board has already identified possible countries to visit.

Webinars

Even though it was planned to hold webinars in 2016 it wasn't possible to realize this plan as the organisation of the new management structure, websites, implementing a CRM etc. was more time consuming than expected. But for 2017 IAPA would like to at least hold 2 webinars. Possible topics are related to social media, Google AdWords, internet safety or data privacy protection.

PB also asked the members to contact her if they have a suggestion about what they would like to learn more about or also if they themselves have an expertise they would like to share.

Membership Campaign

The board would like to reach 200 members within the next two years. PB asked members to support her and the Board in identifying potential members and to spread the word among colleagues that are not members yet but who they would recommend.

Internet Presence and Social Media

PB acknowledges that a lot more could be done in this area. The website needs further improvement and IAPA needs to be more active on different Social Media channels. She asked members to follow IAPA on Facebook and Twitter by commenting, liking and sharing our posts.

Member Survey

Membership retention and creating membership benefits is a very central topic for the IAPA Board and PB. Therefore, PB is planning a survey to find out more about what members want, what their motivations and expectations are in order to derive strategies for the future. PB asked for support once the survey is out by filling it in and making themselves heard.

Advocacy

Lobbying and Advocacy will remain an important part of IAPA's work and we will support member agencies and associations in their country to promote the au pair programme worldwide and to help tackle arising issues and to open new markets.

11. Prize Draw

There was no prize draw this year.



12. Any other business

HONOURING SANDRA LANDAU (MBE)

DV declared that IAPA is very proud to be able to make a very special announcement: Long standing and founding member Sandra Landau from Childcare International will be rewarded with an MBE (Member of the Order of the British Empire). Thanks to her colleagues in BAPAA namely Rebecca Haworth-Wood and supported by IAPA as well as numerous agencies and national associations the jury has decided to award Sandra with this prestigious honour for all her work and commitment to the au pair programme and cultural exchange. DV asked Sandra up on stage and congratulated her.

In her speech Sandra Landau thanked DV and the Board and of course the people who had suggested her and worked so hard to convince the jury. She said she was very proud and honoured and that the award is not only an award for herself but also one for the whole au pair community as it shows that our good work is seen and recognised.

SCAMS

Darra Klein from the DOS asked whether IAPA was aware of all the SCAMS with which mostly young people but also host families are experiencing.

PB answered that IAPA is well aware of that and that she keeps warning people through Facebook, on our webpage. IAPA also has a video which touches on the subject of the importance of applying via a reputable agency.

PB receives many e-mails from young people who are being asked by fraudsters to pay large sums of money and has certainly saved already quite a few of them from doing so.

PB collects cases and there is exchange also between national associations and agencies regarding this topic. Unfortunately, it seems very difficult to stop the frauds but IAPA would be very interested in cooperating with the DOS to fight against the Scammers. LJ added that we all have a responsibility to keep young people well informed and educated about keeping their data private.

No further questions were raised.

DV and PB thanked the audience for attending the AGM and invited everyone to next year's conference and AGM during WETM-IAC 2018 in Seville

Meeting adjourned.