



aall

**ASSOCIATION FOR
ACADEMIC
LANGUAGE AND
LEARNING**

Annual Report

NOVEMBER 2024

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1. President's Report – AALL Highlights 2024



Andrew Kelly

1.1. Introduction

2024 was an exciting first year for the new AALL Executive. Under a revised governance structure, we prioritised building new ways of working across Portfolio Leads to enhance opportunities for members to lead and get involved with the Association. This AGM report outlines some of the key initiatives AALL delivered this year, its financial position, its current membership numbers, and previews some of the initiatives planned for 2025.

This year was the first time in which AALL had Portfolio Leads—designated executive roles that led specialised focus areas in conducting the Association's core business. The concept also enabled scope for Deputy Leads to support these roles, which enabled new leadership opportunities and to assist with succession planning. In addition, the Executive finalised a process for creating a new Advisory Committee. This Committee will sit separately with the Executive and provide strategic advice and direction for the Association. We hope to launch an EOI for this Committee at the end of 2024, and deliberate on the inaugural Committee members in early 2025.

Increasing engagement with other members remains a high priority. This year, we revamped the AALL newsletter. These were sent quarterly to members, sharing the latest updates, relevant scholarship, and other interesting AALL-related information. We are also actively promoting an AALL LinkedIn group as a way in which both members and non-members can connect, share relevant articles, and participate in professional conversations that impact our work.

AALL's Connect Inspire Share sessions continue to go from strength to strength. This year we increased average attendance rates across all sessions, covering important topics such as



neurodiversity and hearing from student representatives. Steve Campitelli, the AALL Professional Development Lead, also launched *Talking AALL*, a short podcast-style series that interviewed people in the field about language and learning topics. Two episodes were released this year, with more to come in 2025.

Looking ahead, artificial intelligence, curriculum transformation, and the increasing diversity in university student cohorts across Australia will all shape how we work. To respond to these key challenges, the executive hopes to build on this year's initiatives with more opportunities for members to participate in professional development, undertake ALL-related research and get involved in new leadership challenges.

1.2. Memberships

Membership numbers have remained relatively steady, totalling 173 in 2024 (with an additional 13 members currently being processed). The treasurer's report provides further information on membership numbers in comparison to previous years.

1.3. Executive roles and contributions

The Executive Team for 2024 and their roles are listed below.

Office Holders:

- President – Andrew Kelly
- Vice President – Debi Howarth
- Treasurer – David Rowland
- Secretary – Lisa Amerikanos
- Public Officer – May Kocatepe

Portfolio Leads:

- Research and Scholarship Lead – Anna Podorova
- Professional Development Lead – Steve Campitelli
- Communications Lead – Sarah Irvine
- National Practice Lead – Guido Ernst
- Grants and Awards Lead – Michael Stein
- Conference and Events Lead – Grace Chipperfield
- Website and IT Lead – Shane Rigby

2. 2.0 Portfolio Lead Reports

Steve Campitelli



Alice Lee



Huifang Li



Alex Garcia



Sue Gollagher



2.1. Professional Development

The AALL PD Committee for 2024 consisted of Steve Campitelli, Alice Lee, Huifang Li, Alex Garcia, and Sue Gollagher. The focus of PD for 2024 was the continuation of the [Connect Inspire Share \(CIS\) series](#), now in its fifth season, the offering of a Symposium in December, and a fresh initiative, Talking AALL.

As a result of feedback provided by AALL members, the Committee made some alterations to CIS for 2024:

- Participants were expressing difficulty with the later afternoon time slot, so we brought it forward to a lunchtime session at 1-2 pm.
- We also heard that people would prefer a standing time and day, so we kept all sessions on Wednesdays from 1-2 pm to provide some certainty and predictability to the program.
- People expressed the feeling that the sessions might have been a bit long at 90 minutes and suggested we might let go of breakout rooms in Zoom, so we adopted both of those ideas, opting for one-hour, presentation-style sessions with Q&A.
- We also encouraged an opening up of the sessions to non-members, i.e. we encouraged people to forward CIS invitations to interested parties who may have not been AALL members, with a view that educative content is good for everybody and, hey, they might join AALL!

The impact seems to have been positive as we saw a total of **442** attendees at an average of **88** per session, up from 2023 figures of 315, an average of 63 - a great result.

In terms of content, the Committee made the deliberate decision to try to cover a continuum of relevant content to an audience of Academic Skills Advisers and this year's offerings saw sessions covering how ALL services work at a range of universities; facilitating discipline-specific workshops; 1-1 pedagogical approaches; inclusivity/diversity; and a student panel. The Symposium in December seeks to add to these offerings with sessions on a vision for programmatic assessment; harnessing EdTech and Gen AI tools to maximise student learning and engagement; online resource development; and the embedded support continuum.

Another initiative this year was [Talking AALL](#), a podcast-style presentation showcasing brief chats between a committee member and a guest. The two podcasts so far have been with AALL President Andrew Kelly outlining some of his visions in the role, and Kevan Jones on working with ADHD students. We have another podcast forthcoming hopefully soon.

Taken together, the CIS, Symposium and Talking AALL offerings represent a truly all-embracing collection of themes and topics. We hope to continue to offer this level of program in 2025 and look forward to the continued support of the AALL community.

2.2. Grants and Awards

In 2024, AALL moved to a single grant round structure, which is currently open at the time of writing (the AALL Annual AGM). In 2024, the funding for grants has increased up to \$8000 per application.

In addition to this, an online session entitled 'Preparing for your AALL grant submission' was delivered on October 16th 2024, with the intention to provide tips and suggestions for AALL grant submissions. A recording of this session, as well as the slides used, are available on the [AALL Grants page](#).

Please feel free to [email](#) the AALL Grants and Awards lead, Dr. Michael Stein, if you have any further queries or suggestions about AALL grants.

2.3. Communications

2024 is the first year that AALL has had a Communications Lead. This role has aims to improve engagement and communication with AALL members. There have been 3 major areas of focus for AALL communication; establishing a regular AALL newsletter, an active AALL LinkedIn page, and welcome emails for new members. The AALL communications lead maintains our existing Facebook and X (formerly Twitter) pages.

AALL newsletter

Two AALL newsletters have been distributed to members so far this year, in May and August, with the final newsletter planned for distribution in November 2024. An average of 52% of members opened the email newsletters, indicating that most members are interested in the newsletter and what is happening in the AALL space. The most popular links in the newsletter have been interesting reading articles, closely followed by AALL PD links and content (e.g. links to the AALL Podcast).

AALL Social media

During this year, an active AALL LinkedIn page has been established and has been growing steadily. As of 23 October 2024, we have 35 members in the LinkedIn group, however, a key goal for next year will be to increase this engagement with both AALL members and anyone interested in AALL work both nationally and abroad. Meanwhile, the AALL Facebook page remains quite active, with 333 members and a total of 67 posts by members.

Goals for 2025

- Continue the delivery of a quarterly newsletter to members.
- Increase engagement on the AALL LinkedIn page.

- Establish a process for sending out a welcome email to new members.

2.4. Conference and Events



Grace Chipperfield

What has been achieved:

We are still pending confirmation of a host institution for the 2025 AALL Conference. We are expecting this to be a return to an in-person conference. More details will be provided as soon as they become available.

This year, I have developed a comprehensive AALL Conference Handbook. With permission and thanks to the Australasian Association of Writing Programs, this document has been adapted to offer a complete and detailed guide on organising and delivering an AALL conference. It is designed to assist future organisers from start to finish, making the process straightforward and transparent.

The goals for 2025 are:

Between now and November next year, the key delivery is the AALL Conference. After this, I will be looking to receive feedback and reflections from the host university so we can continue to improve our processes moving forward.

2.5. Research and Scholarship Lead



Anna Podorova

This has been a productive year for the R&SD portfolio as we have started exploring AALL members' R&S interests and preferences. The initial R&SD survey response rate was lower than anticipated, but the data provided important insights into the role of R&SD in the professional lives of AALL members. My sincere thanks go to David Rowland, Rosalie Goldsmith, Martin Davies, Tao Bak and Bronwyn James, who have volunteered their time as part of the R&SD task force to identify directions for future exploration and action.


We have recently started investigating the idea of reviving the AALL database, where members could find relevant research evidence and add their contributions to the field of Academic Language and Learning (ALL). We are also looking for ways to provide practical professional learning to help ALL practitioners with strategies to use R&S for appropriate purposes including evaluation of practice, increasing the institutional and national status and impact of the ALL profession, and so on.

David Rowland has been outstanding in his work as a JALL editor and mentor for the new R&SD Lead. A special JALL issue is being prepared, and we hope to explore more topics in greater depth shortly. David has tirelessly worked on managing the JALL activities throughout the year - server updates, mentoring new editorial team members, updating Publication Ethics and Publication Malpractice Statement, redesigning JALL article layouts, adopting copyright licence changes, and exploring JALL indexing with SCOPUS, EBSCO and other databases.

We hope to provide more tangible outcomes as we shape the R&SD activities in 2025. Please fill in the R&SD quick survey bit.ly/AALLRSD or contact anna.podorova@monash.edu to share ideas and suggestions.

2.6. Website and IT

2024 has been a rocky year for the website with necessary integrations and updates creating unplanned downtime for both the AALL website and the journal. While these issues were quickly resolved, they did impact AALL members' ability to access those items for 3 days.



The testing for the integration of MailChimp into the ALL website has been completed, which now allows for more streamlined communications for AALL members. The integration has caused some issues with membership welcome emails which are currently being worked on by our external website provider Cre8ive.

We would like to acknowledge Lesley Cioccarelli, who has been assisting the Website Lead, by ensuring that events, news, and professional development are updated on the site, particularly the recordings and announcements for the Connect, Inspire, Share (CIS) series.

3. 3.0 Treasurer's Report

David Rowland has been the Treasurer this year, assisted by Alex Barthel and Shane Rigby as co-signatories to the account. The Association continues to be in a very healthy position financially.

3.1. Financial Statements

Table 1. Statement of Income & Expenditure for the financial year ending 30 September 2024.			
	AALL last year	AALL This year	SA-AALL Sub-Account
INCOME			
Membership Fees	12,940.00	12,268.63	
Profits from 2023 AALL Conference	-	17,381.00	
ATO Interest from early payment of 2021-22 tax.	81.97	-	
PAYGI Refund		1,496.00	
Copyright Agency payments	39.85	231.41	
TOTAL	13,061.82	31,377.04	-
EXPENDITURE			
Accountant fees (tax advice / tax return preparation)	638.00	682.00	
Lodgement fees with the NSW Office of Fair Trading: Annual Statement etc.	50.22	114.50	
Internet banking business fees	36.00	143.15	
Web services (maintenance and upgrades of AALL and JALL websites; domain name renewal etc.)	1,027.50	7,271.00	
PKP Web hosting of JALL ^a	1,331.36	1,347.54	
State and Territory meeting grants (Conference catering)	1,299.71	2,514.31	
Grants ^b	11,879.65	4,933.40	
Stripe merchant fees	264.18	241.31	
Other licences and subscriptions ^c	224.31	1,342.31	
Step Up, Step In AALL Exec training	-		
SA-AALL Sub-Account Expenditure			-
TOTAL	16,750.93	18,589.52	-
BEFORE TAX SURPLUS (DEFICIT)	- 3,689.11	12,787.52	-
TAXATION			
Income tax for 2022-23 / 2023-24 taxation years	5,870.25	3,604.03	Estimated tax bill.
PAYGI tax instalment ^d	1,496.00		
AFTER TAX SURPLUS (DEFICIT)	- 11,055.36	9,183.50	

Notes:

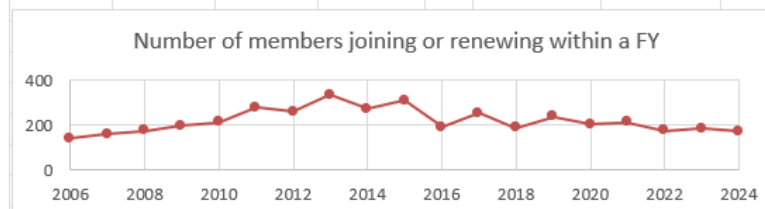
- Note that the journal hosting fee is influenced by the exchange rate as the fee is in USD.
- Round 1 grants for 2024 are yet to be finalised.
- Includes: (i) Teams for WooCommerce Memberships annual subscription; (ii) Monthly MailChimp subscription; (iii) web hosting renewal.
- As AALL's assessable income was less than \$416 for the 2022-23 taxation year, AALL was refunded this PAYGI instalment.

Table 2. Balance Sheet for the financial year ending 30 September 2024.

	AALL	SA-AALL sub-account	
ASSETS			
Cash at bank	61,560.67	3,582.56	
WooCommerce Balance	-		
TOTAL	61,560.67	3,582.56	
GRAND TOTAL	65,143.23		
LIABILITIES			
Accruals and committed funds		Notes	
Lodgement of annual statement of financial affairs with NSW Fair Trading	56.00		
Lodgement of Change of Rules form with NSW Fair Trading	-		
PKP Web hosting of JALL (US\$850)	1,357.03	Actual amount will depend on exchange rate at time of payment.	
Cre8rive: Website software updates; implementation of "Teams for Woo Commerce Memberships" & MailChimp	-	Estimated amount. Actual amount might vary.	
2024 Grants Round 1	24,000.00	Total amount budgeted. Applications not due yet.	
Zoom licence	333.99		
Accounting fees (Preparation of company tax return	682.00	Estimated amount. Actual amount might vary.	
TOTAL	26,429.02	-	-
GRAND TOTAL	26,429.02		
NET ASSETS	35,131.66	3,582.56	-
GRAND TOTAL	38,714.22		

Table 3. Annual membership renewals.

Year	Number of Members	Year	Number of Members	
		2015	309	
2006	142	2016	191	
2007	161	2017	253	
2008	177	2018	189	
2009	198	2019	237	
2010	215	2020	203	
2011	280	2021	212	* An additional 13 institutional memberships due to be renewed in September were renewed in October.
2012	260	2022	177	
2013	334	2023	185	
2014	273	2024	173*	



Note the boost in renewals in several odd numbered (conference) years.

3.2. 3.2 Proposed Budget for 2025

Assumption:

It is desirable to aim to have a minimum of \$6,000.00 in the bank at all times to ensure expenses can be paid for in the event of shortfalls in income or in case of unexpected expenses.

Cash balance carried forward from the 2023-24 financial year less grants	59,131.66	
Maximum amount committed to the second 2024 grants round:	24,000.00	
Income^a		
Membership fees (estimated*)	14,200.00	
Tax refund		
Conference profit (projected) ^a		
Total available:	49,331.66	
* Assumed number of renewing members:	200	
with a relative proportion of full-time to part-time members of 70% to 30%.		
with assumed fees of \$80 p.a. for full-time and \$50 p.a. for part-time and casual staff.		
Item		
AALL Operation and Incorporation Expenses		
Lodgement of annual statement of financial affairs with NSW Fair Trading	56.00	
Internet banking business fees	144.00	
AALL Teams for Woo Commerce Memberships license (USD129.00 p.a.)	205.95	
MailChimp licence (approximate)	276.00	
Annual Zoom licence	333.99	
Accountant fees for company tax return	700.00	
Tax on conference profits (maximum)	-	
AALL Website		
Annual hosting and maintenance fees (\$825 + GST)	907.50	
Stripe fees (online membership payments: 1.75% + \$0.30 per domestic payment)	308.50	
JALL		
Annual hosting fee (based on PKP Basic Package USD850)	1,357.03	4,288.96
State/Territory-level Funding		
Funding to support state/territory activities	4,000.00	
Research and Resource Development, and Event Grants		
Round 1	24,000.00	
Round 2	-	
Strategic funds for emerging needs^a	10,000.00	
TOTAL:	42,288.96	
Projected carry forward:	7,042.69	

Comments

Strategic funds for emerging needs will cover updating IT systems and/or the AALL website, as well as projects and costs yet to be determined by the committee that address upcoming needs for AALL. May need to be decreased if there are shortfalls in expected income, especially conference income.

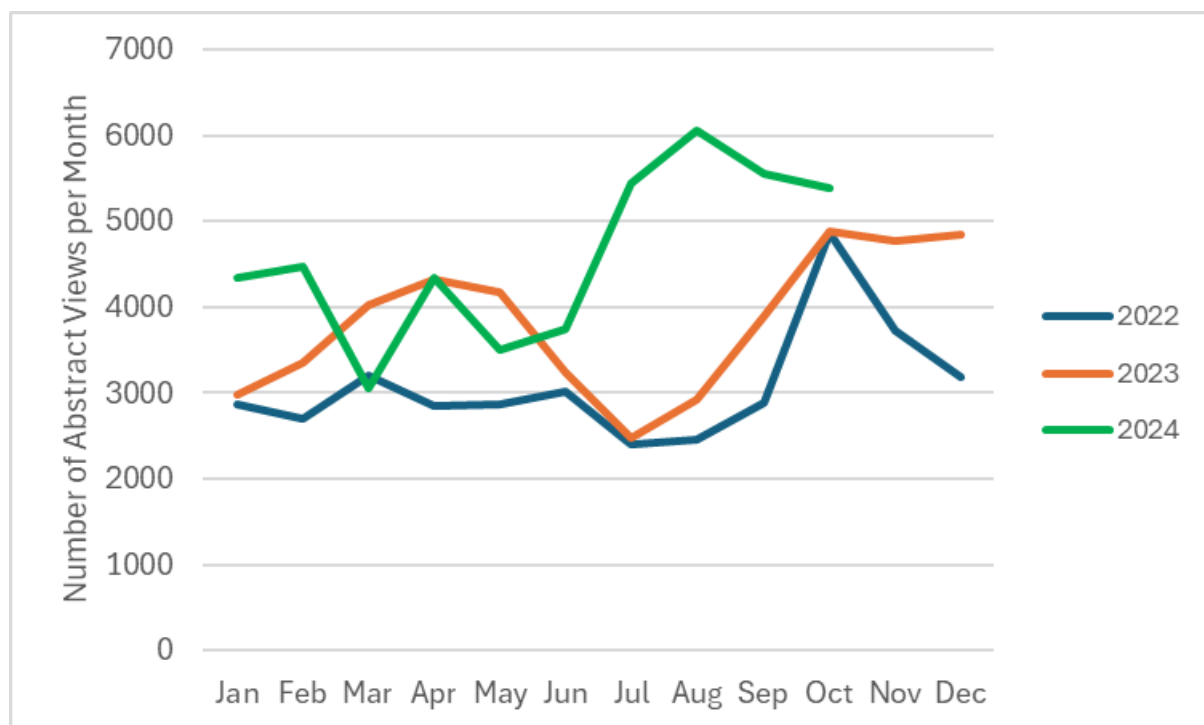
4. Journal report

The first part of 2024 was rather quiet for the [journal](#), with only three articles published so far and a further two still under review. Across the year, the authors of a further two articles decided to withdraw their submissions for a variety of reasons, and ten submissions were either desk-rejected as being outside the focus and scope of the journal or were rejected by reviewers. In the latter part of the year, Vittoria Grossi and Tao Bak proposed a special issue on individual consultations which we hope to publish in mid-February 2025. There have been a pleasing nine submissions to this special issue.

View traffic for the journal remains strong, and has been growing steadily over the past three years (Figure 1), with 2024 seeing an average of 4592 abstract views per calendar month as at 31 October.

Figure 1

Monthly abstract views have been growing steadily over the past three years



In other journal developments during the year, the editorial team reviewed the journal's licencing agreement and decided to adopt the international standard [CC BY-NC 4.0](#) licence. We also reviewed and updated the journal's [Publication Ethics and Publication Malpractice Statement](#), formally bringing it in line with the expectations of best practices as indicated in the COPE [Publication Ethics and Publication Malpractice Statement](#).

During the year, Averil Grieve left the editorial team and Anna Podorova joined it. I thank Averil for her service to the journal over her tenure, and the rest of the editorial team for their efforts to make JALL a successful, high-quality journal: Kate Chanock, Andrew Johnson, Bronwyn James, and Alexandra Garcia Marrugo.

An ongoing challenge for the journal is finding willing reviewers in a timely fashion, so if you are willing to review one or a maximum of two articles per year for JALL and are not already in our reviewer database, please consider registering.

Registering as a reviewer is a two-step process:

1. First, [register](#) with the journal.
2. Second, modify your profile:
 - a. Log in to the journal, click on your username in the very top right-hand corner of the web page and select, **“View profile”**.
 - b. Under the **“Roles”** tab, select **“Reviewer”** and enter your reviewing interests.
 - c. Click **“Save”**.

Once again, a big thank you to all the reviewers who have volunteered their time and expertise across the year to ensure JALL continues to publish high-quality work of value to the academic language and learning community.

5. Mathematics Advisor Special Interest Group

Established by Debi Howarth in late 2021, the AALL Mathematics Advisor Special Interest Group (SIG) has grown into a vital hub for fostering open dialogue, advancing professional skills and promoting research with the Math and Numeracy advising community. In 2024, it remained dedicated to its purpose, offering Advisors targeted opportunities to connect, collaborate and interact with their cross-institutional colleagues, and deepen their practice with their specific discipline.

Membership

Membership in the SIG has seen steady growth throughout the year, reaching 48 members in November, up from 39. This encouraging increase reflects the valued connections with the group, with word spreading through enthusiastic member referrals and the added spotlight from items in the AALL newsletter.

SIG Meetings and Sessions

This year, three SIG meetings were convened. The initial meeting, held in April, was dedicated to collaboratively brainstorming topics for subsequent sessions. The two following sessions adhered to a structured format:

- a preliminary segment for updates and announcements from both the AALL Executive and SIG members,
- followed by a professionally focused discussion in breakout rooms. These discussions centred on predetermined topics, with prompts provided via Padlet to foster engagement.

Members were encouraged to contribute to the Padlets, enabling a lasting record of the rich, informed, and practical discussions for future reference.

In August, discussions concentrated on the nuances of embedded numeracy support across institutions, along with the challenges Advisors face in implementing such support. For the October meeting, the SIG shifted its focus to examining the structures and funding mechanisms underpinning numeracy support at our institutions, as well as exploring the factors contributing to the rising demand for numeracy support.

These sessions have proven to be an invaluable forum for collegial exchange, fostering a vibrant community of practice where SIG members can share insights, learn from diverse institutional approaches, and collaboratively address shared challenges. Beyond knowledge exchange, these discussions have supported the professional development of participants, strengthened inter-institutional networks, and encouraged the collective advancement of strategies for enhancing numeracy support. By facilitating these rich dialogues, the SIG has contributed to a more cohesive and well-informed community dedicated to meeting the evolving needs of academic support services. The initial SIG meeting for 2025 has been tentatively scheduled for late January.

Finally, a big thank you to the Math SIG members for their unwavering willingness to share their extensive knowledge, insights, and experiences. Their openness and collegial spirit have been instrumental in fostering a culture of collaboration and professional growth, which has significantly enriched our professional community.