



UNSW Global
AUSTRALIA

Educational Assessment Australia

Never Stand Still

Prospectus

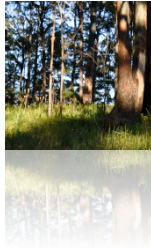


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About Educational Assessment Australia

Educational Assessment Australia (EAA) is an education group of UNSW Global Pty Limited, a not-for-profit provider of education, training and advisory services and a wholly owned enterprise of the University of New South Wales (UNSW).

EAA is recognised nationally and internationally as a leading educational assessment organisation, specialising in large-scale assessment programs for over 30 years in Australia and 20 countries in Asia, Africa, Europe, the Pacific and the USA.

EAA operates a Quality Management System which complies with the requirements of ISO9001:2008 as certified by SAI Global. At EAA, we are committed to excellence and endeavour to exceed the expectations of teachers, parents and students.

For more information about EAA, go to www.eaa.unsw.edu.au

About UNSW Global

UNSW Global Pty Limited is an innovator and market leader in the provision of education, training and advisory services to individuals, the community, business, government and non-government organisations.

UNSW Global comprises a number of internationally renowned business groups:

- Educational Assessment Australia
- Unisearch Expert Opinion Services
- UNSW Foundation Studies
- UNSW Institute of Languages.

UNSW Global is supported by a corporate services unit and is also responsible for the management of the UNSW overseas offices in Hong Kong, Singapore and various other offshore initiatives including the Hong Kong based recruitment company, aec Education Consultancy.

For more information about UNSW Global, go to www.unswglobal.unsw.edu.au





International Competitions and Assessments for Schools (ICAS)

The ICAS tests are skills-based annual assessments which provide schools with a unique opportunity to measure students' achievement across the core curriculum areas of Computer Skills, English, Mathematics, Science, Spelling and Writing. The tests identify individual and school-wide strengths as well as those areas which may benefit from a greater allocation of resources.

These tests cater for students of all abilities in both primary and secondary school and measure the performance of students in each area against their peers at school and national levels.*

ICAS tests are currently offered in the countries and at the year levels shown below:**

Year Levels and Corresponding ICAS Papers

Paper	Intro	A	B	C	D	E	F	G	H	I	J
Australia	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12
Brunei		P3	P4	P5	P6	F1	F2 & F3	F4	F5	PU 1	PU 2
Hong Kong		P3	P4	P5	P6	F1	F2	F3	F4	F5	F6
India		C3	C4	C5	C6	C7	C8	C9	C10	C11	C12
Indonesia		Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	N/A
Malaysia		Std 3	Std 4	Std 5	Std 6	F1	F2	F3	F4	F5 & L6	U6
New Zealand	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13
Pacific Region	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13
Singapore		P2	P3	P4	P5	P6	Sec 1	Sec 2	Sec 3	Sec 4 & 5	JC 1
South Africa		G3	G4	G5	G6	G7	G8	G9	G10	G11	G12

- Students enter ICAS through their schools. Schools enter their students in ICAS through their respective EAA country representative or directly through EAA for Australian, New Zealand and Pacific Region schools and International Schools located in countries where EAA is not represented.

Benefits of ICAS

- An independent assessment of student strengths and weaknesses.
- Understand student and school performance at cohort and State or International level.
- A high quality assessment prepared by educational and psychometric experts.
- An independent source of recognition for your students' achievements.
- Risk-free exam practice.

- The ICAS papers are developed by a highly qualified assessment team and are underpinned by world acknowledged research and methodologies in psychometric measurement and Item Response Theory.
- ICAS enables the tracking of individual student performance and progress annually from Year 2 to Year 12. With this depth of information, teachers and schools can tailor their teaching and learning programs to best meet the needs of their students. This also enables parents to know with confidence the level of their child's performance in comparison to their peers in their state, territory or country.*

*Reporting at a state, territory and national level varies from country to country. Please contact EAA for more information.

**ICAS is known as the International Assessments for Indian Schools (IAIS) in India and Schools International Assessment Test (SIAT) in South Africa.



ICAS Subject Areas and Skills Assessed

Computer Skills



Papers A-H

General computer skills drawn from a range of curriculum areas and focusing on a variety of computing contexts, including:

- Common operating systems and hardware
- Graphics and multimedia
- Internet and email
- Programming and scripting
- Spreadsheets and databases
- Word processing

English



Papers A-J and Introductory

Reading and language skills in a range of texts. Students are required to locate, identify, interpret, infer and synthesise information in and about texts, focusing on the aspects of:

- Reading for meaning in literary texts
- Reading for meaning in factual texts
- Syntax
- Textual devices
- Vocabulary

Mathematics



Papers A-J and Introductory

Mathematical skills in a range of contexts from the following areas:

- Algebra and patterns
- Chance and data
- Measures and units
- Number and arithmetic
- Space and geometry

Science



Papers A-J and Introductory

Scientific skills in the subject contexts of Earth and Beyond, Energy and Change, Life and Living, Natural and Processed Materials and including:

- Interpreting data
- Investigating
- Knowledge
- Measuring and observing
- Predicting/Concluding from data
- Reasoning/Problem solving

Spelling



Papers A-E

Spelling of words that range from simple spelling patterns to difficult or unusual spelling patterns, in four different contexts:

- Applying rules and conventions
- Dictation
- Error correction
- Proofreading

Writing



Papers A-J

Constructing an aspect of a narrative text or a form of persuasive writing, demonstrating:

- Language choices that enhance the writing
- Punctuation
- Spelling
- Syntax and grammar
- Text purpose and structure



Total Assessment Partnership (TAP)

Australian and New Zealand schools that enter full cohorts (80% or more) of students in one or more year levels in English, Mathematics, Science or Writing can join the Total Assessment Partnership (TAP).

TAP is an innovative program designed to provide the school with additional benefits when they enter full cohorts of students.

These benefits include:

- a 10% discount on enrolment fees, available on application
- additional report sections that track individual and full cohort progress each year
- invitations to accredited assessment conferences
- free return postage of answer sheets for processing.

Australian and New Zealand schools that currently enter full cohorts of students in one or more year levels in any of the TAP subjects can register for TAP at

www.eaa.unsw.edu.au/forms/online/register-as-tap

ICAS Reporting Results

The school report contains detailed breakdowns of students' responses to individual items and skill areas, as well as identifying areas of strength and weakness across the school.

The school's overall results are presented as a comparison against all other schools that participated. These reports are designed to enable targeted teaching and learning strategies for individuals and groups of students.

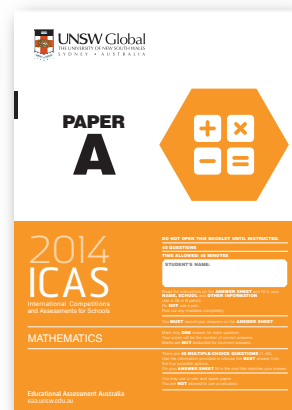
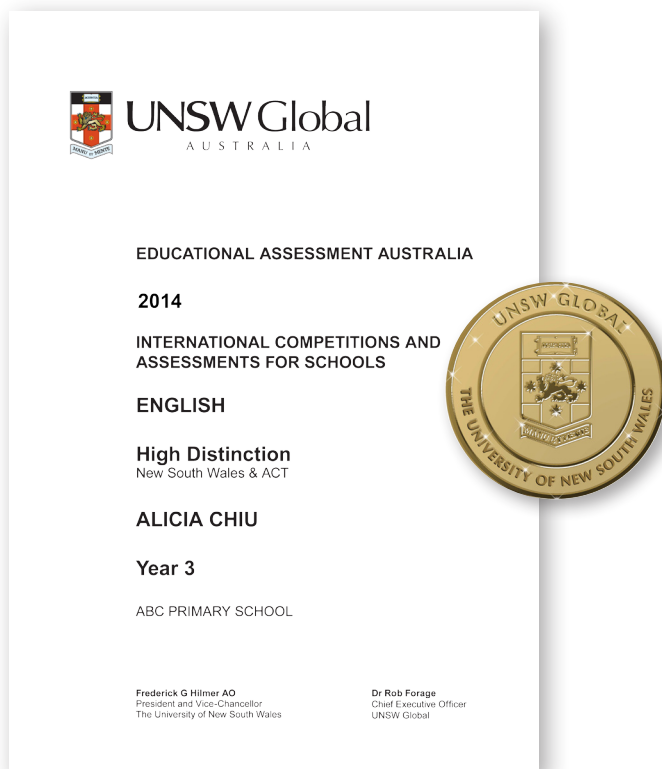
For each test, every school receives a comprehensive hard copy and online report which can be accessed through the School Portal on the EAA website at www.eaa.unsw.edu.au/school-portal

All students receive a detailed hard copy report with a student code and password to access their own online report through the EAA website.

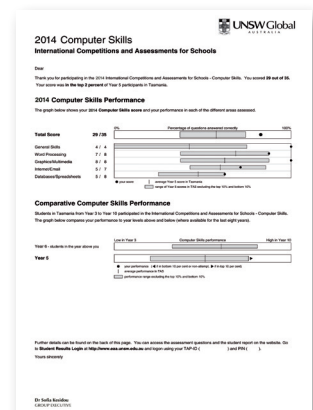
All students are eligible to receive awards of High Distinction, Distinction, Credit, Merit and Participation. Prestigious University of New South Wales (UNSW) medals and certificates are also awarded to the top students.

Medal Presentation Ceremonies

ICAS Medal Presentation Ceremonies are held annually in Australia, New Zealand, Singapore, Indonesia, Hong Kong and Malaysia. These ceremonies are held in November and early December to publicly acknowledge, encourage and reward students' academic achievements. Medals are presented to students who achieve the top mark for their region in each year level for each ICAS subject.



2014 ICAS



Detailed hard copy



Medals and Bonus ATAR Points

Australian educated ICAS medal winners in their final two years of secondary school are eligible for one bonus ATAR (Australian Tertiary Admission Rank) point for entry to UNSW undergraduate programs.

A UNSW medal could therefore make a significant difference in gaining a place in a UNSW course where entry is highly competitive.*

For more information, go to

www.unsw.edu.au/domestic-undergraduate/elite-athletes-and-performers-program

*The Elite Athletes and Performers Program does not apply to the Bachelor of Medicine/Bachelor of Surgery program.

Professional Development and Conferences

EAA offers a range of accredited professional development workshops for schools. These workshops provide both theoretical knowledge and practical strategies to enhance teaching and learning.

Workshops are delivered by experienced teachers and researchers who have a wealth of knowledge and experience in improving educational outcomes.

In addition to providing professional development workshops, EAA holds a national conference each year. This event features high-profile speakers from various educational backgrounds and provides valuable opportunities for principals, teachers and other educational leaders to explore a variety of topics related to curriculum assessment and pedagogy.

For more information on professional development and conferences, visit

www.eaa.unsw.edu.au/Professional-Development/about or contact pd@eaa.unsw.edu.au

Practice Online



Taking Assessment into the Home: Practice Online

Practice Online Mathematics, English and Science are a series of interactive online tests designed to offer children in Years 3-12 preparation for skills-based assessments. Practice Online lets children demonstrate their skills, then gives them the feedback necessary to improve their results. Tests are purchased individually, with each test featuring 40 questions to be completed in an authentic examination time frame of 40 minutes.

After taking a test, children receive immediate feedback through a comprehensive individual report detailing their results overall and by area assessed, as well as comparing their performance with that of other respondents.

For more information, go to

www.eaa.unsw.edu.au/practice-online

Specialised Testing Services

General Achievement Test (GAT) Middle Years Placement Assessment

GAT is a two-hour General Achievement Test designed specifically for students in the middle years of schooling who are at a critical transition point in their education.

This test is a school-administered assessment which provides a reliable objective measurement of students' proficiency across the core skills of Mathematics, Reading, Language and Writing.

GAT is particularly valuable when used:

- as a flexible and convenient assessment that can be offered at a time to suit the school's assessment calendar
- to determine class composition within a cohort
- as a secure and reliable test for the award of scholarship places, or
- to assess potential students applying for entry to a school.

GAT reports provide descriptions of the skills and knowledge tested and show how each student performed on each question and in the writing task.

In addition, schools receive a spreadsheet showing all students' raw scores out of 100 marks.

Each student is also provided with a report of raw scores for each section of the test to be distributed by the school.

School and student reports are emailed to schools within 10 working days of the answer sheets being received for processing.

Schools in Australia, New Zealand and the Pacific region can enter online at www.eaa.unsw.edu.au/gat/enter-gat
Schools in other countries should contact info@eaa.unsw.edu.au to enter.

Customised Tests

EAA also specialises in constructing customised tests for school-aged students, further education providers and industry. Businesses interested in having a placement, scholarship, entrance or cadetship test developed to meet their specific needs should contact info@eaa.unsw.edu.au

Cadets

Each year EAA offers cadetships to a number of high-achieving students in their final year of a teaching degree who demonstrate an interest in educational assessment. Cadets undergo a rigorous eight week training program from November to the end of January, which covers all aspects of assessment and test construction. Cadets are actively involved in the test construction process, working with mentors to write and review items for ICAS papers in all subjects.

By developing their skills in designing and utilising assessments, the program provides a valuable experience to cadets embarking on a teaching career. Many cadets continue their relationship with EAA, authoring and reviewing test items during their teaching careers.

Some current EAA staff members are former cadets.

From left to right:

Leigh van der Veen, Melissa Lennon and Amber Fox.



"I completed EAA's cadet program in 2003/2004. It provided me with specialised assessment skills with an emphasis on writing and reviewing multiple choice questions. This knowledge complemented my university degree. I took this knowledge into teaching and have increased my skills through both teaching and working at EAA in various roles. I am now an Assessment Project Officer for Literacy."

*Leigh van der Veen,
Assessment Project Officer - Literacy, EAA*



Research Activities

EAA conducts research into educational measurement and the application of modern test theories for a range of government and non-government organisations.

EAA offers comprehensive quantitative psychometric planning and data analysis as well as qualitative data analysis services.

EAA's services include:

- help in conceptualising assessment/research problems
- advising on the form and content of research
- developing surveys/questionnaires
- developing strategies to obtain evidence for validity and reliability of measurement instruments (eg. assessments, surveys, aptitude tests, etc.)
- drawing customised scientific samples
- conducting trials and main applications for research/ measurement instruments
- providing comprehensive data analysis using the latest software tools such as RUMM2030, Conquest, WINSTEPS and Facet Rasch software, SPSS and SQL based tools.

EAA also utilises software tools developed in-house based on Microsoft and Java technologies using dedicated statistical techniques developed over the last 30 years.

Quantitative Data Analysis

Quantitative data analysis services include:

- Rasch modelling
- Facet analysis (Multilevel ANOVA)
- Rater reliability studies
- Mokken analysis
- 2PL – 3PL Item Response Theory models (IRT)
- Equating for cut-scores, benchmark and proficiency testing
- IRT scaling for longitudinal studies and comparative diagnostics
- Classical test theory applications (such as significance testing/modelling)
- Hierarchical multilevel modelling
- Advanced univariate and multivariate statistical analysis.

Qualitative Data Analysis

As part of its ongoing research and development program, EAA conducts research internally to enhance test development and other processes. EAA staff present papers at conferences around the world and offer professional development based on advanced research techniques and methodologies.

Qualitative data analysis services include:

- data collection and analysis of survey results using NVivo
- presentation of research findings in formal written reports in hard copy and electronic form
- professional development on the interpretation of research findings.

Exam and Survey Scanning and Reporting Service

EAA provides a comprehensive exam and survey scanning service to universities, educational institutions, professional accreditation providers, commercial organisations and government bodies.

EAA can manage the complete process of collecting and reporting exam or survey data using a scannable form, including:

- form design
- print management
- form scanning
- validation of scanned data
- analysis and report generation.

EAA provides standard forms for exams that can be ordered and processed immediately, or forms that are designed to meet specific needs. Scanning is high speed and can process exam results of large student/participant cohorts. Data validation procedures ensure the data is scanned accurately and reliably, using high-speed scanners and software developed to specifically meet the requirements of exam and survey scanning.

Data processing quotes can be obtained by emailing quotes@eaa.unsw.edu.au

GENERALISED ANSWER SHEET

DIRECTIONS: Write your Name, Initials, Student Number and Other Data (e.g. Nationality) in boxes provided and mark the corresponding grid below each letter or digit with a 2B pencil. Enter wrong marks completely and sample. Correct marking method: Do not use the following marks:

PROFESSION: _____

DATE OF BIRTH: _____

TEST CENTRE: _____

DATE: _____

CANDIDATE NUMBER: _____

OTHER DATA: _____

DIRECTIONS: Read each question and its suggested answers. When you have decided which answer is correct, fill in the response oval with a 2B pencil. Mark only one oval per question. If you change your mind, rub out your first mark completely then make a new mark. Do not leave ovals or stray marks. They may count against you. Do not use ball point or ink pen.

SAMPLE: Sydney is _____

A - a country B - a mountain C - an island D - a city E - a state

1 ☐ A ☐ B ☐ C ☐ D ☐ E 18 ☐ A ☐ B ☐ C ☐ D ☐ E 35 ☐ A ☐ B ☐ C ☐ D ☐ E

2 ☐ A ☐ B ☐ C ☐ D ☐ E 19 ☐ A ☐ B ☐ C ☐ D ☐ E 36 ☐ A ☐ B ☐ C ☐ D ☐ E

3 ☐ A ☐ B ☐ C ☐ D ☐ E 20 ☐ A ☐ B ☐ C ☐ D ☐ E 37 ☐ A ☐ B ☐ C ☐ D ☐ E

4 ☐ A ☐ B ☐ C ☐ D ☐ E 21 ☐ A ☐ B ☐ C ☐ D ☐ E 38 ☐ A ☐ B ☐ C ☐ D ☐ E

5 ☐ A ☐ B ☐ C ☐ D ☐ E 22 ☐ A ☐ B ☐ C ☐ D ☐ E 39 ☐ A ☐ B ☐ C ☐ D ☐ E

6 ☐ A ☐ B ☐ C ☐ D ☐ E 23 ☐ A ☐ B ☐ C ☐ D ☐ E 40 ☐ A ☐ B ☐ C ☐ D ☐ E

7 ☐ A ☐ B ☐ C ☐ D ☐ E 24 ☐ A ☐ B ☐ C ☐ D ☐ E 41 ☐ A ☐ B ☐ C ☐ D ☐ E

8 ☐ A ☐ B ☐ C ☐ D ☐ E 25 ☐ A ☐ B ☐ C ☐ D ☐ E 42 ☐ A ☐ B ☐ C ☐ D ☐ E

9 ☐ A ☐ B ☐ C ☐ D ☐ E 26 ☐ A ☐ B ☐ C ☐ D ☐ E 43 ☐ A ☐ B ☐ C ☐ D ☐ E

10 ☐ A ☐ B ☐ C ☐ D ☐ E 27 ☐ A ☐ B ☐ C ☐ D ☐ E 44 ☐ A ☐ B ☐ C ☐ D ☐ E

11 ☐ A ☐ B ☐ C ☐ D ☐ E 28 ☐ A ☐ B ☐ C ☐ D ☐ E 45 ☐ A ☐ B ☐ C ☐ D ☐ E

12 ☐ A ☐ B ☐ C ☐ D ☐ E 29 ☐ A ☐ B ☐ C ☐ D ☐ E 46 ☐ A ☐ B ☐ C ☐ D ☐ E

13 ☐ A ☐ B ☐ C ☐ D ☐ E 30 ☐ A ☐ B ☐ C ☐ D ☐ E 47 ☐ A ☐ B ☐ C ☐ D ☐ E

14 ☐ A ☐ B ☐ C ☐ D ☐ E 31 ☐ A ☐ B ☐ C ☐ D ☐ E 48 ☐ A ☐ B ☐ C ☐ D ☐ E

15 ☐ A ☐ B ☐ C ☐ D ☐ E 32 ☐ A ☐ B ☐ C ☐ D ☐ E 49 ☐ A ☐ B ☐ C ☐ D ☐ E

16 ☐ A ☐ B ☐ C ☐ D ☐ E 33 ☐ A ☐ B ☐ C ☐ D ☐ E 50 ☐ A ☐ B ☐ C ☐ D ☐ E

17 ☐ A ☐ B ☐ C ☐ D ☐ E 34 ☐ A ☐ B ☐ C ☐ D ☐ E

SEE REVERSE SIDE FOR RESPONSES 51 ONWARDS

Generalised answer sheet

Environmental Commitment

At EAA we are committed to safeguarding our planet both now and into the future.

This means consuming and producing less paper whilst maintaining the high level of products and services that we are known and trusted for.

As such, in 2009 we joined the New South Wales Government's Sustainability Advantage Program.* Along with 420 other groups, we aim to boost our environmental performance across a number of areas.

We are working with our key suppliers to help us achieve our sustainability goals. Two of our major suppliers are Australia Post and Focus Press. Both businesses are successfully pursuing strong sustainability strategies.

Australia Post began its environmental program in 1992 and now integrates social, environmental and economic considerations into its decision-making processes. It focuses on minimising its environmental footprint, reducing carbon emissions and maintaining a sustainable supply chain.

Focus Press is a carbon-neutral printer that prints using vegetable-based inks on paper certified either by the Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC). This means that either the paper is manufactured from trees that have a chain of custody certification, or they use 100% recycled paper waste or a mixture of the two in a Process Chlorine-Free environment. The trees or fibre are sourced close to the paper mill, thereby requiring less transport and helping reduce greenhouse emissions.

EAA acknowledges its responsibility to the environment and to future generations. We aim to be a leader not only in educational testing but also in the sustainable delivery of our products and services.

We look forward to taking our current and future clients on this journey.

*For details about the Department of Environment and Heritage and the Sustainability Advantage Program go to www.environment.nsw.gov.au

Contact Details



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or email info@eaa.unsw.edu.au



Quality
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