

Why Learn Languages in 2007 on the Gold Coast QLD?

Languages is the new word for LOTE– this rebranding suits International terminologies

People the world over are currently asking for more people who can speak other Languages.

In the UK – by the end of the decade the UK wants 90% of teenagers to be competent in an additional Language - currently only 50% have competency.

In the USA – they are developing policy that states all students will have ability to communicate in two languages by High School Graduation

In AUSTRALIA – The Famous Group of 8 Universities as well as many businesses want to increase the number of graduates radically – Go8 Exec Dir recently said, "it is Australia's greatest skills shortage, and the one most directly relevant to our competitiveness and security in an increasingly global environment" (June 3,2007)

In QLD – Education Queensland hopes to increase language graduates from 6 % to 20 % with a new initiative called New Regional LOTE Plans.

WHY???

Everyone is realising that as the world develops cross- country links in trade and business, communication between countries increases .. people need to be able to share information in languages... and have a cultural understanding of the people with whom they are dealing.

So many other countries speak English as well as their native tongue. In order to gain jobs and business, Australians need to be able to speak other languages. Otherwise companies will use their own people who CAN speak two languages. Monolingual English native speakers are losing their advantage in their own language because English language skills are becoming a basic skill around the world.

For example: Amazon had a customer centre in the UK worth over 8 billion \$US. They moved to Ireland – because in Ireland more than 40% people speak other Languages...

WHY JAPANESE??

- 2nd largest economy on earth = business, trade, travel opportunities
- Asian partner for Australia = large trade partner for QLD especially
- Gold Coast is a popular tourist destination for Japanese travellers
- International appeal, the world values Japan = sushi, manga, karaoke, cars
- Fewer Japanese speakers in world = so job opportunities for speakers
- Not necessarily harder language= grammar easier even though script challenging
- Easy to move on to Korean, Chinese study after Japanese