

Why Learn Languages on the Gold Coast QLD?

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

Businesses, managers and governments the world over are currently asking for more people who can speak other Languages.

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

In the USA – they are developing policy that will have all students studying and communicating in two languages by High School Graduation

In AUSTRALIA – The Famous Group of 8 Universities as well as many businesses, educational authorities and state and national governments want to increase the number of Language graduates radically.

The Group of 8 Executive Director has said that the small number of students graduating with Language ability 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 % by 2012 with a variety of initiatives.

WHY???

Everyone is realising that as the world develops cross- country links in trade and business, communication between countries increases and people need to be able to share information in languages. They also need to 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 in 2007. They moved to Ireland – because in Ireland more than 40% people speak other Languages...

WHY JAPANESE??

- ✚ Japan is the 2nd largest economy on earth = business, trade, travel opportunities
- ✚ Japan is an Asian partner for Australia = large trade partner for QLD especially
- ✚ The Gold Coast is a popular tourist destination for Japanese travellers= job opportunities.
- ✚ Japan has international appeal as the world values Japanese culture such as sushi, manga, karaoke, cars.
- ✚ There are few fluent Japanese and English speakers in world = job opportunities
- ✚ Japanese is not necessarily a hard language: the grammar is easier even though script challenging