

EDITORIAL

According to Peter Hill, chief executive of the Australian Curriculum, Assessment and Reporting Authority (ACARA) in the 2008-09 annual report, ACARA 'will quickly become a key part of Australia's school education landscape.' As he observes, ACARA is working fast on 'a national curriculum for implementation from Kindergarten to Year 10 in English, Mathematics, Science and History from 2011, and in the senior years in 2012,' and on national assessment and 'a national data collection and reporting program that will support analysis, evaluation, research and resource allocation and accountability, and reporting on schools and broader national achievement.' That big and busy agenda isn't just making ACARA a key part of Australia's school education landscape, it's making it a major shaper of that landscape. ACARA right now looks like a big earthmoving outfit with lots of yellow heavy machinery. We'll keep you posted as that machinery rolls out. **T**

IN MEMORIAM

Ted Myers, one of this magazine's regular contributors, died in December last year after a brief illness. The head of communications at the Catholic Education Office, Sydney, before his retirement, he started his working life teaching in secondary schools in New South Wales, before taking his skills into the areas of communications and marketing for schools, where he helped educators to understand the fundamental role of effective marketing in the proper provision of a educational services. He contributed much to the sector, in the pages of this magazine and in books like *Marketing for Better Schools* and *Super Marketing Your School*. We value his contributions, and mourn his death. **T**

FAST FACTS

Availability of current, reliable information on government spending on sport, recreation and physical activity: none, except for Australian Bureau of Statistics data showing that about \$2 billion was spent on sport by Commonwealth, state or territory and local governments in 2000-01.

Defined ambitions and measurable targets for community and elite sports: none, except Olympic medal counts for elite sports.

Funds distributed by the Australian Sports Commission to national sporting organisations in 2007-08: nearly \$90 million.

Proportion that went to Olympic sports: 80 per cent.

Estimated cost of an Olympic gold medal: \$15 million.

Estimated cost of any Olympic medal: \$4 million.

Evidence that high-profile sporting events have a material influence on sports participation: none.

Source: Commonwealth of Australia, Independent Sport Panel. (2009) *The Future of Sport in Australia*. Canberra: Commonwealth of Australia.

QUICK QUIZ

1. If you lodge a job application using a personal email address, is something like studmuffin69@yahoo.com okay?
2. Should you attach a photo?
3. Who was the support act when students from Heatherhill Primary School, Sacred Heart School and the Western English Language Service performed at Melbourne's BMW Edge?
4. What do we do, typically, when we're confronted with something we don't understand?
5. Why can't most one-off classroom tests be used to measure student progress?
6. What percentage of suspended Years 7 and 9 students are likely to engage in anti-social behaviour 12 months later?
7. What percentage likely to engage in violent behaviour 12 months later?
8. Who did the Full Federal Court decide is the owner of a 'targeted microsphere technology' treatment for cancer, the inventor, Dr Bruce Gray, or his employer?
9. Why was Toys-R-Us pinged by Sweden's Advertising Ombudsman?
10. What was the sanction?

Answers: 1. best to use a different one, according to Bruno Sartoreto; 2. maybe, but make sure it suits the context; 3. Cate Blanchett; 4. according to psychologists Travis Prolix and Steven Heine, we try to impose pattern, order or meaning on it; 5. because most tests don't provide measurements on the same psychometrically-established scale; 6. 50 per cent, according to the International Youth Development Study; 7. 70 per cent; 8. Dr Gray, because his employment contract specified no duty to invent; 9. because its Christmas catalogue featured 'outdated gender roles' with active boys and passive girls; 10. an onchy, slap-on-the-wrist public reprimand.

ADVERTISER OF THE MONTH

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