

# AEI



# Atlantic Education International

*Growing New Brunswick Learning Partnerships Worldwide*

## ANNUAL REPORT 2022-2023

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### **Our Mission:**

BY CHAMPIONING PEOPLE AND PARTNERSHIPS, WE CREATE DEFINING EXPERIENCES THAT POSITIVELY AFFECT GLOBAL LEARNERS, LEAVING A LASTING IMPACT ON COMMUNITIES.

### **Our Vision:**

GLOBAL LEARNERS EMPOWERED BY A NEW BRUNSWICK EDUCATION ROOTED IN QUALITY, HOSPITALITY, AND HEART; RICH IN HUMAN CONNECTION.



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## ABOUT AEI

Atlantic Education International (AEI) brings exceptional educational experiences to individuals and communities across the globe by combining a solid curriculum with a unique, people-first culture. For the past 28 years, AEI has been sharing New Brunswick's high-quality K-12 educational programming with students from around the world.

Officially designated the only authorized agent to market and oversee the delivery of New Brunswick's Anglophone curriculum and high school diploma both within the province and externally, AEI has become one of the most respected names in K-12 international education in the country. While existing separately from the Government of New Brunswick's regular operations, AEI's shareholder is the Minister of Education and Early Childhood Development, and its Board of Directors is comprised of senior officials from various GNB departments that have an interest in promoting New Brunswick's international education, immigration, and prosperity strategies. As such, AEI is accountable to Government, it exists to support K-12 Education in the Anglophone Sector, and it promotes our province as a high quality and dependable partner with whom to conduct business and with whom to interact in the international marketplace.

Through its two core business lines, the New Brunswick Offshore Schools Program (NBOSP) and the New Brunswick International Student Program (NBISP), AEI provides eye-opening, life-changing experiences for global learners.

At AEI, we believe that quality education has the power to improve the future of individuals, schools, communities, and entire economies. As an organization tasked with sharing New Brunswick's values and curriculum with the world, we promise to:

- Treat everyone we meet with warmth and respect
- Work together to solve problems and overcome barriers
- Communicate as openly, honestly and frequently as we possibly can
- Champion cultural diversity

In recent years, we have awarded fully funded bursaries for New Brunswick high school students to spend a school year living and studying abroad. We are a company that is growing in terms of our client base, our revenues, and our contributions to prosperity in New Brunswick's schools and communities. AEI generates all its revenues from sources outside the province and receives no direct funding from the Province of New Brunswick.

This year, our most successful yet, saw revenues in excess of \$15 Million raised by AEI and injected directly into the New Brunswick economy. All profits are reinvested into schools, school districts, communities and general government operations.

### ***Proud to be AEI***

*"At AEI, we believe that a quality education is not simply defined by the things learned in the classroom, but the experiences had, and the support received along the way. Our organization has a unique people-first culture that is second to none, and I am proud to be a member of the team!"*

Although the pandemic posed serious survival challenges for our organization, we are proud that AEI has remained active in the international education sphere, and indeed has now exceeded our pre-pandemic metrics. This has not been easy and is certainly a testament to the hard-working, committed, attentive, and hospitable staff at AEI, as well as the dedicated and welcoming overtures of so many New Brunswickers who support our work and without whom we would not be a viable operation.

New markets continue to open to us, and we constantly assess opportunities for growth that will strengthen our sustainability, allow us to diversify, and bring our province's education program to more and more members of the global community.

This annual report will speak to AEI's achievements over the period of September 2022 to August 2023.



## MESSAGE FROM THE BOARD CHAIR



In this era of rapid globalization, it is rewarding to see New Brunswick establish such a prominent position in the international education space. Through Atlantic Education International (AEI), New Brunswick's high quality public education has been earning tremendous respect, as every year thousands of students from around the world study our curriculum and earn our high school diploma. Year upon year, our position is solidified and expanded through our offshore schools program, with new partner schools regularly being added to our existing family. In addition, our international student program welcomes hundreds of middle and high school students to our province, to live with host families and study in our schools.

Central to our education system's commitment to global citizenship, AEI generates millions of dollars in revenues, all from outside the province, to invest in our education system. On behalf of the Board of Directors of AEI, I congratulate our professional and dedicated team who seek out new opportunities, deftly execute on program delivery, and continue to uphold the reputation of our province and its education system. We are proud of the achievements that have been made this year, and we look forward to continuing sustainable growth as articulated in AEI's current strategic plan. In addition, the Board wishes to acknowledge the ongoing support of our schools, school districts, homestay families and local communities, without whose commitment to AEI's mission and values, none of our achievements would be possible.

**Ryan Donaghy**  
**Board Chair**





## BOARD OF DIRECTORS

AEI is led by an experienced public-sector board of directors, comprised of high-ranking government officials. AEI is appreciative of the support and guidance of its varied and knowledgeable board members. These dedicated professionals are instrumental in governing and leading AEI towards its successful place in the international sphere.

The Board and management of AEI wishes to express it's appreciation to Peter French, who very ably represented the Department of Post-Secondary Education, Training and Labour for many years, and has recently joined the team at the University of New Brunswick, which is benefitting from his vast knowledge and experience in the field.



[Dr. Tiffany Bastin](#)

Assistant Deputy Minister, Education and Early Childhood Development,  
Anglophone Sector



[Kathy Whynot](#)

Learning Specialist, Education and Early Childhood Development



[Lana Tingley Lacroix](#)

Chief of Protocol, Intergovernmental Affairs



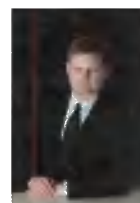
[Ronnie Stewart](#)

Manager, Post Secondary Education, Training and Labour



[Cameron Bodnar](#)

Director, Strategy and Planning, Opportunities New Brunswick



[David McTimoney](#)

Superintendent, Anglophone School District West

## MESSAGE FROM THE PRESIDENT / CEO

This has been a banner year for Atlantic Education International (AEI), with more students than ever in our programs, our highest ever revenues, and an outlook for significant growth over the next few years. Through our two core business lines, the New Brunswick Offshore Schools Program (NBOSP) and the New Brunswick International Student Program (NBISP), more than 6,000 students from around the world gained access to our province's K-12 curriculum, many with the goal of achieving our highly regarded high school graduation diploma. In addition, this past year we introduced a Study Abroad Scholarship program which has allowed a limited number of New Brunswick high school students to spend a full school year living and attending school in Germany, without any cost to their families.



Our high-quality programming has allowed us to generate more than \$15 Million in revenues this year, all coming from outside the province. Further, as we require no provincial or federal grants or subsidies, there is absolutely no taxpayer burden involved in sustaining our operations. In actual fact, all revenues remain in New Brunswick, adding to our provincial prosperity, and supporting public education, local communities, and the greater economy. We are truly a New Brunswick success story!

I wish to acknowledge the support and leadership of our Board of Directors, led by our chair, Deputy Minister Ryan Donaghy, and comprising senior government officials from departments that share our interest in global education. Through their oversight, support and direction, we strive for transparency and accountability in their purest forms. Our strategic plan, which has been approved by the Board, guides our efforts to create sustainable growth in NBOSP and NBISP, and to strengthen the enabling foundation of our corporate services. Thank you to our board members, Dr. Tiffany Bastin, Lana Tingley Lacroix, Cameron Bodnar, David McTimoney, Ronnie Stewart and Kathy Whynot for their continued careful oversight of our organization. Finally, I wish to thank our staff at AEI for everything they do to ensure our mission, vision and values are alive and evident through every action and interaction that occurs in our often complex, high pressured and fast-paced environment. We are successful because of this team, and because of the openness of New Brunswickers to embrace diversity and to appreciate the value of education in its broadest and most inclusive form.

**John McLaughlin**  
President / CEO



# ATLANTIC EDUCATION INTERNATIONAL - THE TEAM

AEI's burgeoning success would not be possible without the dedication and hard work of our team of experienced and capable employees. At AEI, our six core values guide not only the work that our team does but the way that we interact with each other, with our clients, and with our stakeholders.

## **Proud to be AEI**

*"I'm very happy I work in a place that is very hands-on, supportive, and collegial; all personnel are valued. Many 'outsiders' have asked me how they could secure a job at AEI because they have heard about our positive work environment.*

*Great place to work!!*

## VALUES

- ❖ Quality: we believe in the work that we do, and we always strive for excellence
- ❖ Connection: we connect with others on a person-to-person level, listening and finding ways to make a meaningful difference, one interaction at a time
- ❖ Integrity: honesty, transparency, and accountability are unwavering principles at the heart of everything we do
- ❖ Inclusivity: we maintain that everyone deserves access to exceptional education
- ❖ Dedication: we are driven by our passion to provide life changing experiences that impact individuals and communities
- ❖ Community: we strive to form a community around our global learners on which they can lean throughout their educational journey

In celebrating our success as an organization, it is important for us to not only recognize our current team but to celebrate an important team member who retired from the organization in 2023. Pam Sheridan has been a key part of the AEI family for more than 13 years. As a homestay parent, homestay coordinator, and ultimately in her capacity as a Regional Manager serving the Anglophone East School District, Pam, has positively impacted the lives of thousands of international students and helped build our organization to what it is today. Her leadership with students, host families, homestay coordinators, and the wider community and her true dedication to our international student program are hallmarks of her wonderful career with AEI. On behalf of the entire AEI family, we extend our sincerest thanks to Pam for her dedicated service and for everything she's done to make our organization what it is today.

## **Proud to be AEI**

*"I am very proud to work for AEI, and the welcome I received in September blew me away. Best Team ever!!"*

In addition to the employees who work with AEI, our organization relies heavily on the services of homestay coordinators and inspectors who work as independent contractors and who provide a great deal of support to our team. Without these individuals providing support to our business lines and their commitment and dedication to the services that we deliver, our organization would not be the success story it is.



## THE 2022-2023 AEI TEAM

John McLaughlin	President and Chief Executive Officer
Megan Stevenson	Vice President and Chief Operating Officer
Terry Currie	Director, New Brunswick Off Shores Program (NBOSP)
Jeff Holder	Director, New Brunswick International Student Program (NBISP)
Chris Hubbard	Senior Financial Coordinator, Corporate
Debbie Thomas	Regional Manager (ASD-S), NBISP
Debra Walls	Regional Manager (ASD-N), NBISP
Pam Sheridan / Chris West	Regional Manager (ASD-E), NBISP
Julie O'Brien	Regional Manager (ASD-W), NBISP
Lisa Atkinson	Financial Support Officer, Corporate
Sharon Robertson	Education Specialist, NBOSP
Jenny Fawcett	Education Specialist, NBOSP
Marie Mourant	Client Success Coordinator, NBISP
Christina Campbell	Admissions Coordinator, NBISP
Lilian Ketch	Senior Teams Support Officer, Corporate
Holly Lydon	Finance and Human Resources Support Officer, Corporate
Caroline Kennedy	Admissions Support Officer, NBISP
Wendy Brooks	Homestay Administrator (ASD-S), NBISP
Heather Bourque	Homestay Administrator (ASD-E, NBISP
David Hunter	Homestay Administrator (ASD-N), NBISP
Jen Bishop / Samantha Frenette	Homestay Administrator (ASD-W), NBISP

# 2022 - 2023 STRATEGIC PRIORITIES

Priorities

①  
②  
③



AEI is an action-oriented, people-first organization that believes in **quality, dedication, inclusivity, integrity, connection, and community.**

Last year, the organization redefined its plans and objectives for the future and developed a comprehensive and ambitious 3-year roadmap aimed at sustainable and strategic growth across both of its business lines. Over the past 25+ years, AEI has established itself as a Canadian leader in the field of education and, as it embarked on year-one of its growth-oriented strategic plan, it was imperative to do so in a way that preserved the things that have made the organization great: its relationship-driven approach, its desire to make a difference, and its deeply held belief that quality education benefits everyone.

## **STRATEGIC PRIORITY #1**

❖ *Grow the New Brunswick Offshore Schools Program (NBOSP) in a strategic and sustainable manner.*

For its year-one focus areas, the NBOSP team concentrated on growth, market diversification, business development, and client support. In 2022-2023, the NBOSP team secured partnerships in four new countries (Mongolia, Senegal, Guatemala, and Nigeria) and expanded its reach further into Quebec and Brazil.

To manage the growth experienced in 2022-2023 and prepare for future growth opportunities, NBOSP concentrated on restructuring its operations with a particular focus on onboarding, quality assurance, professional learning, and curriculum support. This focus led, among other things, to:

- the creation of new professional learning modules to support teachers in the areas of English as an Additional Language learning and outcoming-based teaching and learning.
- publishing quarterly newsletters for offshore schools aimed at building relationships, sharing information, and celebrating successes.
- the creation of a revamped Inspection Framework Handbook and the hiring of a highly qualified team of New Brunswick educators to conduct on-site school inspections; and
- the development of a series of comprehensive curriculum and implementation resources, guides, and templates to support alignment with the New Brunswick curriculum in offshore schools.

The NBOSP team is to be commended for its ability to manage the influx of new schools while continuing to provide high-quality programming rich in human connection!

**New Brunswick and AEI: A world class education for your global learners!**

## STRATEGIC PRIORITY #2

### ❖ *Grow the New Brunswick International Student Program (NBISP) in a strategic and sustainable manner.*

During the 2022-2023 fiscal year, the NBISP team concentrated their efforts on homestay recruitment and retention, agent and student recruitment, and client service.

Since its inception, the program has seen growth in its student numbers on an annual and ongoing basis. Initially, growth was incremental but, in recent years, growth has increased sharply, which is a testament to the incredible team of AEI's dedicated and caring staff who go above and beyond daily to support students, homestay families, and agents.

The cornerstone of the NBISP team's roadmap for the future, as outlined in the Strategic Plan, is **building a brand of excellence**. In doing so, the program focused its efforts on:

#### **Proud to be AEI**

*"The New Brunswick International Student Program has undergone significant changes in the past year. Since then, we have placed a strong emphasis on creating a brand of excellence, which is a great motto to adopt. Continuous growth and a clear purpose are what will set us apart from others."*

- developing and implementing a series of multi-pronged strategies to increase the number of high-quality homestay families, which included:
  - the deployment of targeting recruitment campaigns aimed at awareness, consideration, and lead generation.
  - the creation and implementation of three professional learning opportunities for the team's Homestay Coordinators focused on homestay recruitment in rural areas, homestay selection, and how to have difficult conversations from a Homestay Coordinator perspective.
  - the creation of a draft Homestay Coordinator and Homestay Host Handbook, with the goal of completing these documents with training modules during the 2023-2024 fiscal year.
- enhancing services to agents and students with the goal of becoming one of the top five international student programs in Canada. In doing so, the program concentrated on:
  - the creation of an agent questionnaire to evaluate their current level of satisfaction with the program.
    - overall happiness with the program: 92%
    - selection and orientation of homestay families: 90%
    - quality of communication: 90%
  - the creation of a quarterly newsletter for agents to share information and build relationships.
  - the establishment of the International Citizenship and Understanding ("ICU") program, to further welcome international students and increase the global competency skills of New Brunswick students through training and extra-curricular activities. This program included:
    - the creation of an ICU program handbook and approval from the New Brunswick Department of Education and Early Childhood Development to have the ICU program added to the list of local option courses.
    - the preparation and execution of the first Empathy and Cultural Awareness Training Session for participating schools and Student Navigators.
    - the creation of a scholarship for grade 12 students who participated in the ICU program as Student Navigators and who intend to further their post-secondary studies in New Brunswick.

### STRATEGIC PRIORITY #3

- ❖ *Strengthen the corporate services foundation to better enable the company to achieve its mission and vision.*

This year was a busy one for AEI's corporate team, which was focused on enabling the business lines in their day-to-day operations while preparing the organization for the future. In doing so, the corporate team embarked on three large projects, namely:

- the creation and implementation of a new student and school information system to support the NBOSP team.
  - the corporate team worked with TrueNorth, a Canadian service provider, to create a database tailored to the needs of the program and its desire to track student progress and maintain up-to-date records of its relationship with each offshore school partner.
- the completion of an organizational risk assessment aimed at capturing risks associated with its business operations.
  - over the past two years, the global COVID-19 pandemic highlighted the need for AEI to review its core business processes and enable its corporate functions to adapt appropriately to its growth. The goal of the assessment was to capture an initial scan of risks associated with AEI's business lines as a first step in an enterprise risk management framework and towards a risk mitigation and monitoring plan to follow in the coming year.
- the creation of a multi-year marketing strategy for AEI and its two business lines.
  - AEI, through a request for proposal process, hired the Ginger Agency to help with the creation of a multi-year plan aimed at: (i) building a strong brand; (ii) sharing our story; (iii) providing a consistent, high-quality experience at every touchpoint; and (iv) generating new business opportunities.
  - in addition to providing support to AEI from a social media and website perspective, the Ginger Agency guided the team through a brand strategy process which resulted in a definition of the organization's brand heart (i.e., its purpose, vision, mission, and values) and its brand messaging (i.e., its personality, promise, positioning, and narrative).



# NEW BRUNSWICK INTERNATIONAL STUDENT PROGRAM (NBISP)

## ENSURE QUALITY EDUCATIONAL EXPERIENCES FOR ALL NBISP STUDENTS

*A quality education is not simply defined by the things learned in the classroom, but the experiences had, and the support received along the way, all of which leave a lasting impact on minds and hearts.*

At AEI, our team is focused on bringing exceptional educational experiences to individuals and communities across the globe by combining a solid curriculum with a unique, people-first culture. Our team offers the encouragement and solutions students need to find success and create memories that will last a lifetime.

Each year, hundreds of New Brunswick families welcome international students ages 11-18 years into their homes. In doing so, students benefit from the warmth of New Brunswick's renowned hospitality as their homestay families help them find their place in our province.

NBISP's dedicated team and its incredible network of homestay families help students create lasting relationships with families and friends, by ensuring they feel safe and secure in welcoming homes, and by allowing them to have the life-changing experience of which they have always dreamed.



## STUDENT ENROLLMENT

In 2022-2023, NBISP smashed its previous record for the highest number of students as well as full time equivalent (FTE) students in the program's history! NBISP welcomed 794 distinct students, totalling 632 FTE, which is an increase of 138 students and 120 FTE over last year's student enrollment numbers.

### Top 5 Source Countries (2022-2023)



Germany  
184 Students



Spain  
134 Students



Japan  
79 Students



Türkiye  
61 Students



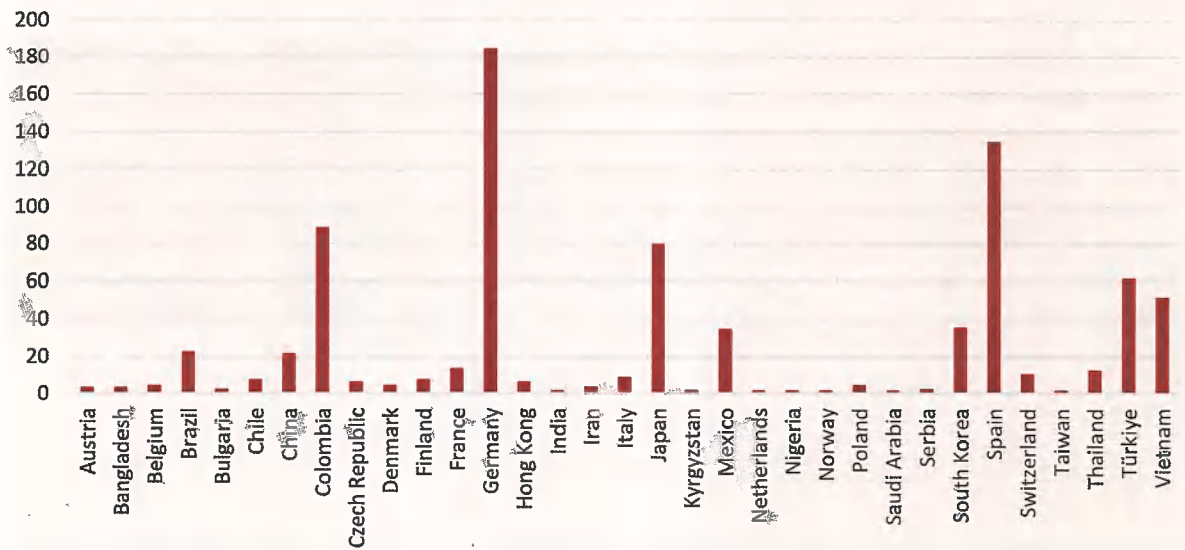
Vietnam  
51 Students



In addition to celebrating the program's success in recruiting a record number of international students who want to call New Brunswick home, the program was able to successfully recruit and place all its recruited students with a homestay family. This was not the case for many other programs across Canada, meaning many of our competitors were forced into sending rejection letters to previously enrolled students because they were unable to secure an adequate number of homestay families.



2022-2023 Student Enrollment by Source Country



Looking ahead at enrollment numbers for the 2023-2024 fiscal year, NBISP anticipates continued growth within its program and is projected to have more than 850 students and 650+ FTE. These enrollment numbers, if attained, would put the program well on its way to achieving its goal of having 750 FTE by September 2025.



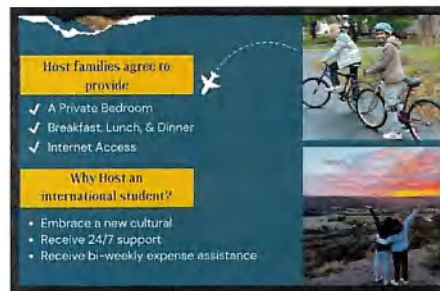
## CREATING A POSITIVE AND ENRICHING HOMESTAY EXPERIENCE

A hallmark of the NBISP program is its in-house homestay program. Our team, lead by the Regional Managers in each of our four Anglophone School Districts, work tirelessly to ensure that students are welcomed into their New Brunswick homes with open arms. A positive and enriching homestay experience is key to ensuring international students have the experience they have always dreamed of when studying abroad. With this in mind, it is imperative that our organization take all necessary steps to ensure homestay families are able and committed to providing international students with a home environment that is both safe and secure.



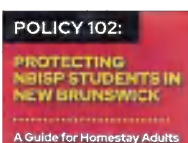
In 2022-2023, our team spent considerable time reviewing and revising its homestay recruitment and selection process, including the vetting process to ensure necessary checks and balances were in place. In doing so, the team focused on creating and providing additional training and education to people at each stage of the homestay process. Homestay Coordinators received professional learning around homestay recruitment with a particular focus on recruitment in rural areas and training around how to say “no” to a prospective homestay who is not deemed a good fit for the program.

NBISP also developed a new process for training homestay families on their responsibilities toward international students and the need to establish a safe and caring environment for students. This mandatory training is called “NBISP Student Protection Training” Policy 102.



The goals of the training are to:

- ✚ protect students from abuse and neglect by adults associated with NBISP who are in a position of trust and authority over them while enrolled in the program;
- ✚ ensure adults associated with NBISP clearly understand the expectations around appropriate and inappropriate behaviours towards students; and
- ✚ eliminate instances of inappropriate behaviour by defining acceptable standards of behaviour.



**For more information on Policy 102, please click on the link**  
<https://aei-inc.ca/wp-content/uploads/2022/10/Policy-102-Final.pdf>

## THE RETURN OF CULTURAL TRIPS FOR STUDENTS

This year marked the return of student cultural trips post pandemic. It is always a joy for students to get to experience other parts of Canada while they are here, and our team is glad to facilitate this for them through our bi-annual cultural trips.

In October, ninety-nine (99) students and ten (10) chaperones flew to Toronto and then onto Niagara Falls for four days of fun, giving students the opportunity to experience the excitement of Toronto, the thrill of Canada's Wonderland, and the beauty of Niagara Falls. Additionally, in March, one hundred (100) students and chaperones set out on a bus trip to Quebec City. During this trip, the students see and explore Old Quebec, they slide on the Dufferin Terrasse, take a tour of the Hôtel de Glace in Valcartier, and experience the joy of Valcartier's winter playground.

Next year, the program plans to expand its trip offering to include a trip to Canada's west coast. Forty (40) students will have the opportunity to experience the Canadian Rockies, an iconic symbol of Canada. While in the Rockies, students will see: Calgary, Banff National Park, the Sulphur Mountain Gondola, the Athabasca Glacier, Lake Louise, and Drumheller Valley before flying back to New Brunswick from Calgary.

Québec





## INTERNATIONAL CITIZENSHIP AND UNDERSTANDING PROGRAM

This year, the NBISP program created a pilot program called the International Citizenship and Understanding Program (ICU). The goal of the ICU program is to help develop a culture of inclusiveness within a school community. It can also go a long way to ensuring international students and newcomers feel welcomed, reducing their initial stress and responding to their needs as they arrive.



Benefits for International Students and Newcomers	Benefits for Student Navigators in High Schools
A welcoming and inclusive environment Connections made prior to arrival	Leadership opportunities and skills Opportunities for growth in global awareness and responsiveness
Responsive to needs and concerns	Training in cultural awareness and empathy building
Participation in activities and events planned throughout the year	Collaboration and working with others
Built in opportunities for making friends and building relationships	Advocacy, ally-ship, and citizenship training
An established support network	



**Proud to be AEI!**  
*“New Brunswick students in a dozen hosting high schools signed up to apply their leadership skills and global competencies by becoming trained Student Navigators. These students are part of the NBISP sponsored club or course called International Citizenship & Understanding (ICU, or I See You!), supporting their international peers, whether recruited or newcomers, increasing their sense of belonging in the school community.”*

## LOOKING AHEAD: ICU PROGRAM

During its pilot year, NBISP plans to have the ICU program operating in twelve participating high schools with the hope of adding an additional twelve schools the following year. Ultimately by 2025-2026, NBISP hopes to have an ICU program operating in every New Brunswick high school hosting international student, through the NBISP program.

The schools leading the pilot program are expected to be:

Anglophone District North Schools	Anglophone District East Schools	Anglophone District South Schools	Anglophone District West Schools
Dalhousie Regional High Bathurst High	Moncton High Salisbury Regional Tantramar Regional	Belleisle Regional High Hampton High Simonds High Sir James Dunn Academy	Woodstock High Hartland Community Carleton North High



### **Proud to be AEII**

*"In our area we have 2 schools who have fully embraced our new pilot project, International Citizenship and Understanding (ICU) and their efforts made a significant impact for the arriving students. Both Dalhousie Regional High School and Bathurst High School have stepped up to make the experience for each student a very personal and welcoming one. They have always been welcoming schools, but this project has given them new purpose for the activities they plan and ways that they interact with the international students coming to their schools. The students appreciate having 'mentors' and feel very much at home right from day 1! We look forward to bringing more schools on board for the 2024-2025 school year!"*



## NEW BRUNSWICK OFFSHORE SCHOOLS PROGRAM (NBOSP)

ENSURE QUALITY LEARNING FOR ALL STUDENTS ENROLLED AT A NEW BRUNSWICK ACCREDITED OFFSHORE SCHOOL

*“If everyone is moving forward together, then success takes care of itself.”*

The NBOSP team, focusing on our strategic plan, has worked tenaciously to ensure that we not only meet our goals for this fiscal year, but that we continue to make our program one that represents AEI and the Province of New Brunswick well. Our reputation for maintaining a friendly rapport, being consistent with support, and frequent with our communication has generated substantial interest internationally, in New Brunswick and in what we do.

### PREPARING FOR THE FUTURE

As a result of the very positive growth we have experienced over the past 12 to 48 months, our program elected to put considerable effort this fiscal year into a review of its current practices to consider ways of adapting and streamlining its operations. The goal of this analysis is to ensure that we can not only meet the current needs of our partners but to put ourselves in a position where we can capitalize on other growth opportunities that may come. In doing so, NBOSP redefined the role of its Education Specialists and reorganized the position based on partnerships and on geography. This model will better enable our Education Specialists to build relationships and rapport with our partners and allow them to provide schools and partners with more direct access to our full suite of services. This full-service approach includes onboarding and program implementation support, curriculum support, professional learning support, and other assistance, as required.

In addition to redefining the role of Education Specialist, as outlined above, the NBOSP team has also revamped its inspection process for offshore schools. This resulted in the creation of a comprehensive Inspection Training Handbook, the complete overhaul of its inspection documentation, and the hiring and training of a highly qualified team of trained New Brunswick educators who will be tasked with conducting school inspections during the 2023-2024 fiscal year.

Throughout the course of the past 12 months and as we look toward the future, the NBOSP team remains constant and focused on the sustainability of its programming, the need to provide ongoing and targeted support to each of its existing clients, and the need document processes and implement measures to position the program for further growth, moving forward.

During the 2022-2023 period, the team vetted and onboarded 17 new schools, fully accredited 13 others, and enrolled over 5,400 students. NBOSP is affiliated with over 40 schools in 10 countries worldwide, with more growth planned for 2023-2024.

#### **Proud to be AEI**

*“The Offshore Schools Program is seeing tremendous growth. It speaks to the global reputation of AEI and directly translates to the commitment of our staff and board of directors. Everyone is working on the same page and is committed to the most current information and better practices to our schools. I am proud to be part of that high functioning team.”*

## NEW BRUNSWICK OFFSHORE SCHOOLS AS OF AUGUST 31, 2023

Country	School Name
<b>Bangladesh</b>	Canadian Trillinium International School (CTIS)
	Canadian Trillinium School (CTS)
<b>Brazil</b>	Canadian School of Niteroi
	Canadian International School of Mogi da Cruz
	Colégio Santo Agostinho - Belo Horizonte
	Colégio Santo Agostinho - Rio de Janeiro
	Colégio Santo Ahostinho - Unidade Nova Lima
	Maple Bear Chácara Klabin
	Maple Bear Fortaleza
	Maple Bear Granja Viana
	Maple Bear Jundiáí
	Maple Bear Tatuapé
	Maple Bear Belo Horizonte e Nova Lima
	Maple Bear Palmas
	Maple Bear Porto Velho
	Maple Bear Ribeirão Preto
	Maple Bear São Jose do Rio Preto
Maple Bear São Luis	
Maple Bear Asa Norte Brasília	
<b>Canada</b>	Bishop's College School
	Selwyn House School
<b>China</b>	Anhui Concord College of Sino-Canada (ACCSC)
	Beijing Concord College of Sino-Canada (BCCSC)
	Canadian International School of Beijing
	Canadian International School of Hefei
	Canadian International School of Shenyang
	Fuzhou Concord College of Sino-Canada
	Guiyang Concord College of Sino-Canada (GCCSC)
	International School of Nanshan Shenzhen (ISNS)
	Shenzhen (Nanshan) Concord College of Sino-Canada (SCCSC)
	Sino-Canada Concord School of Hefei High Tech Zone
	Quindao Concord College of Sino-Canada
	Xi'an Concord College of Sino-Canada (XCCSC)
<b>Guatemala</b>	Colégio Maple Bear Ciudad Guatemala
<b>Mongolia</b>	Canadian School of Ulaanbaatar
<b>Nigeria</b>	Oasis Canadian Schools
<b>Saint Lucia</b>	International School of St. Lucia (ISSL)
<b>Senegal</b>	Vision School Senegal
<b>Turkey</b>	CND Schools
	TED ANKARA College
	TED Atakent College (Esenyurt Campus)
	TED Atakent College (Halkali Campus)
	TED Bursa College
	TED Izmir College
	TED Mersin College
	TED Ronisans College

*"... while you may not be a New Brunswick curriculum teacher, you still matter. Everyone is working towards the same goal – graduation."*

## TRUE NORTH



The implementation of a new student information system was a top priority of NBOSP during the 2022-2023 fiscal year. This was a very important tool needed to address the overall growth of the program and enable it to track and monitor student progress in a more sophisticated manner. The new system will allow the NBOSP team to collect and share a host of useful and pertinent information with its offshore schools such as enrollment numbers, report cards, transcripts, and inspection documents. The team is excited about its potential and are looking forward to the full implementation of the system next year.

PROFESSIONAL  
DEVELOPMENT



## PROFESSIONAL LEARNING

Ongoing and regular support to offshore schools is a very important aspect of what the NBOSP team, and in particular our Education Specialists, do daily. These opportunities for support occur informally through our Education Specialists or through a variety of more formalized channels, namely:

- ❖ handbooks, templates, guides, and other resources to support school personnel;
- ❖ the Professional Learning Hub and its plethora of resources aimed at supporting the implementation of the New Brunswick curriculum; and
- ❖ enrollment in one or more of our virtual or in-person professional learning modules which provide support to school personnel on curriculum, assessment, classroom management, and establishing best teaching practices in the classroom.

Our team is continuously reviewing our formal and informal professional learning opportunities and support to ensure that we are continuing to meet our responsibility for high quality programming and the evolving needs of our offshore school partners.

Planning for All Learners  
Universal Design for Learning (UDL)



## NBOSP VISION FOR GROWTH



NBOSP is focused on continued to find ways to better serve our current partner schools and to plan for future growth. Next year, our team is planning to continue on its growth trajectory with the opening of new schools in Quebec, Mongolia, Brazil, and Egypt.



## NEW OPPORTUNITIES AND INITIATIVES

### WELCOME TO NEW BRUNSWICK BURSARY (WNB)



The Welcome to New Brunswick Bursary, sponsored by the New Brunswick Department of Post-Secondary Education Training and Labour (PETL), completed the second year of the pilot launched in April of 2022. The purpose of the bursary is to promote post-secondary opportunities in New Brunswick and the choice of New Brunswick as a learning and living destination.

The bursary is available to any student who has participated in either the NBISP or NBOSP programs and who enroll in one of the six participating publicly funded post-secondary institutions: University of New Brunswick (UNB) (both Fredericton and Saint John campuses), St. Thomas University (STU), Mount Allison University, New Brunswick Community College (NBCC), New Brunswick College of Craft and Design (NBCCD), the Maritime College of Forest Technologies (MCFT).

As of August 31, 2023, eleven bursaries were approved for this second pilot year. Each bursary is valued at \$1,250 and will be awarded at the beginning of the new school year in September 2023.

The students will be attending the following post-secondary institutions in New Brunswick.

- St. Thomas University: 1 student from Iran
- University of New Brunswick: 7 students from Brazil, China, Colombia, Turkey and Iran
- New Brunswick Community College: 1 student from China
- New Brunswick Community College of Craft and Design – 2 students from Turkey and Vietnam



### THE INNOVATION IN EDUCATION FUND



The Innovation in Education Fund is an initiative created by AEI in partnership with the Applied Research, Virtual Learning and Strategies Partnerships Branch of the New Brunswick Department of Education and Early Childhood Development (EECD). The purpose of the Innovation in Education Fund is to receive monies from a variety of interested parties, and to use the funds to promote innovation within the Anglophone sector of the New Brunswick K-12 public education system.

AEI was pleased to partner with EECD on this initiative and is committed to ensuring that one hundred percent of the monies received by AEI for the Innovation in Education Fund are reinvested to help jumpstart exciting new initiatives in the New Brunswick education system.



## AUTISM LEARNING PARTNERSHIP



AEI, in collaboration with EECD, markets and sells the Autism Learning Partnership's professional learning and training program, and had 70 participants from outside of New Brunswick during this fiscal year.

## AEI OUTBOUND BURSARY PROGRAM

We have just completed the first year of the AEI Study Abroad Program which allows a select group of New Brunswick high school students to spend a school year in overseas communities. This fully funded bursary program gave five students the opportunity to travel to Germany where they lived with local homestay families, attended high schools, learned a new language, and experienced the cultures of fascinating new overseas communities. The bursary provides full coverage of expenses, including return airfare, program and school costs, German language training, medical insurance, and a monthly spending allowance. The participating students were from Bathurst High School, Fredericton High School, Sussex Regional High School, and Riverview High School.



The latest group of six students departed in early August 2023; four students are currently in Germany and two students are in Argentina. This year's students attend Central New Brunswick Academy, Harbourview High School, St. Stephen High School, Caledonia Regional High School, and Bathurst High School.



For the 2024-2025 school year, the program will award bursaries for four students to travel to Germany and two to Switzerland for their exciting study abroad adventures. We are excited to see the possibilities that the students will have while participating in this very popular program.





# FINANCIAL SUMMARY \*SEE APPENDIX A

## FISCAL YEAR 2022-23

AEI’s audited financial statements, which comprise the balance sheet as of August 31, 2023, and the statements of operations and deficit and cash flow for the year ended, are included herein.



## SIGNIFICANT FINANCIAL HIGHLIGHTS

### Opinion – Independent Auditor’s Report

“We have audited the financial statements of Atlantic Education International Inc., which comprise the statement of financial position as at August 31, 2023, and the statements of operations, changes in net financial assets, and cash flow for the year then ended in accordance with Canadian public sector accounting standards.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at August 31, 2023, and the results of its operations and its cash flow for the year then ended in accordance with Canadian public sector accounting standards.”

Statement of Operations		
	2023	2022
Revenue	\$15,329,658	\$12,537,679
Expenses	\$10,106,101	\$8,371,641
Excess of Revenue Over Expenses Before Transfers	\$5,223,557	\$4,166,038
Transfers to Schools and Districts	(\$5,174,578)	(\$4,152,710)
Excess of Revenue Over Expenses for the Year	\$48,979	\$13,328

Statement of Financial Position		
	2023	2022
Financial Assets	\$11,054,203	\$10,329,574
Liabilities	\$9,425,788	\$8,610,528
Non-Financial Assets	\$172,440	\$32,830
Accumulated Surplus	\$1,800,855	\$1,751,876

## A FINAL WORD

As we look to the 2023-2024 fiscal year, AEI will embark on a new visual identity exercise, which is intended to be our forward-facing representation of who we are, what we hold as our truest values, how we thrive through a people-first culture, and, overall, how we wish to be seen by the world. AEI is truly a leader in international education, and it is important that we express our identity in a positive manner that emphasizes our friendly, welcoming and youth-oriented nature. While we have two distinct business lines and an enabling corporate structure, we believe that we are stronger and better able to multiply our impact when we create symbiotic ties across and throughout organizational functions. With the assistance of a well-established and proven brand development organization, we will engage our internal team and our external partners in establishing the look and feel of a new visual identity that captures AEI's passion for our role within the international education ecosystem. We will take some time to step back, identify what's truly important to us, and to recommit to a purpose that is greater than each of our own distinct roles.

Looking ahead, we anticipate new opportunities in our NBOSP and NBISP streams. Over the past 28 years, AEI and New Brunswick have established a reputation for high-quality, inclusive, welcoming and carefully monitored and supported programs, both within our province and in the world beyond. We are proud of our achievements this year, particularly in our sustainable growth and our positive impact on the provincial economy. We appreciate the support of the provincial government, of our board of directors, and of the many people around the province who step up every year to fully express New Brunswick's well known warm and welcoming nature.

For information on any of our programs, or to simply learn more about AEI, please visit our website at [www.aei-inc.ca](http://www.aei-inc.ca).

### **Proud to be AEI**

*"I'm so proud of how AEI is putting New Brunswick on the map as a destination of choice for international students, as well as a program of choice for offshore schools around the world. New Brunswick is now seen as a leader in K-12 international education, and it's all because of the dedication of our team, the openness of our province to embrace diversity and innovation, and the warmth of our schools, communities and homestay families who make our international students feel like they belong. I'm also proud to be connected to an offshore schools program that now offers New Brunswick's high quality education program and high school diploma to students in China, Bangladesh, Brazil, Turkey, Guatemala, Nigeria, St. Lucia, and even in certain private schools in the Province of Quebec. New Brunswick has so much to be proud of, and it's our mission to spread that message around the world!"*





# APPENDIX A







**ATLANTIC EDUCATION INTERNATIONAL INC.**

**Financial Statements**

**Year Ended August 31, 2023**

**ATLANTIC EDUCATION INTERNATIONAL INC.**

**Index to Financial Statements**

**Year Ended August 31, 2023**

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## INDEPENDENT AUDITOR'S REPORT

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To the Members of Atlantic Education International Inc.

### *Opinion*

We have audited the financial statements of Atlantic Education International Inc., which comprise the statement of financial position as at August 31, 2023, and the statements of operations, changes in net financial assets and cash flow for the year then ended in accordance with Canadian public sector accounting standards.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at August 31, 2023, and the results of its operations and its cash flow for the year then ended in accordance with Canadian public sector accounting standards.

### *Basis for Opinion*

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the organization in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### *Responsibilities of Management and Those Charged with Governance for the Financial Statements*

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for private enterprises, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the organization's financial reporting process.

### *Auditor's Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

*(continues)*

Independent Auditor's Report to the Members of Atlantic Education International Inc. *(continued)*

*Auditor's Responsibilities for the Audit of the Financial Statements (continued)*

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*Teed Saunders Doyle*

Fredericton, New Brunswick  
February 23, 2024

CHARTERED PROFESSIONAL ACCOUNTANTS

**ATLANTIC EDUCATION INTERNATIONAL INC.**

**Statement of Financial Position**

**August 31, 2023**

**FINANCIAL ASSETS**

Cash	\$ 10,402,535	\$ 9,919,484
Accounts receivable	651,668	410,090
	<u>11,054,203</u>	<u>10,329,574</u>

**LIABILITIES**

Accounts payable and accrued liabilities	524,077	699,209
Deferred revenue (Note 4)	6,014,006	5,594,666
Special project reserve (Note 5)	2,887,705	2,316,653
	<u>9,425,788</u>	<u>8,610,528</u>

**NET FINANCIAL ASSETS**

<u>1,628,415</u>	<u>1,719,046</u>
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**NON-FINANCIAL ASSETS**

Prepaid expenses	119,448	32,830
Tangible capital assets (Note 6)	52,992	-
	<u>172,440</u>	<u>32,830</u>

**ACCUMULATED SURPLUS**

<u>\$ 1,800,855</u>	<u>\$ 1,751,876</u>
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**LEASE COMMITMENTS (Note 9)**

**ON BEHALF OF THE BOARD**

\_\_\_\_\_ Director

\_\_\_\_\_ Director



**ATLANTIC EDUCATION INTERNATIONAL INC.**

**Statement of Changes in Net Financial Assets**

**Year Ended August 31, 2023**

	2023	2022
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	<b>\$ 48,979</b>	<b>\$ 13,328</b>
Amortization of tangible capital assets	6,831	-
Purchase of tangible capital assets	(59,823)	-
Increase in prepaid expenses	(86,618)	(18,551)
	<u>(139,610)</u>	<u>(18,551)</u>
<b>DECREASE IN NET FINANCIAL ASSETS</b>	<b>(90,631)</b>	<b>(5,223)</b>
<b>NET FINANCIAL ASSETS - BEGINNING OF YEAR</b>	<b>1,719,046</b>	<b>1,724,269</b>
<b>NET FINANCIAL ASSETS - END OF YEAR</b>	<b>\$ 1,628,415</b>	<b>\$ 1,719,046</b>

**ATLANTIC EDUCATION INTERNATIONAL INC.**  
**Statement of Operations and Accumulated Surplus**  
**Year Ended August 31, 2023**

	Budget (Unaudited)	2023	2022
<b>Revenues</b>			
Tuition fees	\$ 6,707,000	\$ 6,485,815	\$ 5,261,847
Host family fees	5,371,820	5,109,280	3,996,913
Student school fees	2,086,740	2,106,144	1,932,258
Reimbursements and other	241,526	637,437	376,759
Application, airport and orientation fees	583,800	594,062	535,925
Insurance fee	524,080	396,920	353,278
Confucius Institute	-	-	80,699
	<u>15,514,966</u>	<u>15,329,658</u>	<u>12,537,679</u>
<b>Expenses</b>			
<b>Programs</b>			
Host family stipends	4,913,250	4,482,570	3,515,907
Host family coordinator stipends	798,065	780,399	616,189
Other program costs (Note 7)	2,476,328	2,628,143	2,017,151
Confucius Institute	-	-	110,344
<b>Overheads and general</b>			
Amortization	-	6,831	-
Bad debts	100,000	82,130	84,440
Marketing and promotion	50,000	92,185	7,289
Meeting expense	12,500	1,230	3,674
Office rent	114,000	96,255	92,842
Office supplies	54,250	37,694	19,318
Other	59,800	36,265	55,331
Telephone	35,000	33,222	48,983
Travel	25,000	32,206	12,763
Wages and benefits	2,079,098	1,796,971	1,787,410
	<u>10,717,291</u>	<u>10,106,101</u>	<u>8,371,641</u>
<b>Excess Of Revenue Over Expenses Before Transfers</b>	<u>4,797,675</u>	<u>5,223,557</u>	<u>4,166,038</u>
Transfers to schools and districts	(4,709,212)	(5,124,578)	(4,102,710)
Transfers to special project reserve	(50,000)	(50,000)	(50,000)
	<u>(4,759,212)</u>	<u>(5,174,578)</u>	<u>(4,152,710)</u>
<b>Excess (Deficiency) of Revenue Over Expenses For The Year</b>	38,463	48,979	13,328
<b>Accumulated Surplus - Beginning of Year</b>	<u>1,751,876</u>	<u>1,751,876</u>	<u>1,738,548</u>
<b>Accumulated Surplus - End of Year</b>	<u>\$ 1,790,339</u>	<u>\$ 1,800,855</u>	<u>\$ 1,751,876</u>

**ATLANTIC EDUCATION INTERNATIONAL INC.**

**Statement of Cash Flows  
Year Ended August 31, 2023**

	2023	2022
<b>Operating Activities</b>		
Excess of revenue over expenses for the year	\$ 48,979	\$ 13,328
Item not affecting cash:		
Amortization of tangible capital assets	6,831	-
	<u>55,810</u>	<u>13,328</u>
 Changes in assets and liabilities:		
Accounts receivable	(241,578)	320,949
Prepaid expenses	(86,619)	(18,551)
Accounts payable	(175,130)	74,647
Deferred revenue	419,340	1,152,582
	<u>(83,987)</u>	<u>1,529,627</u>
	<u>(28,177)</u>	<u>1,542,955</u>
 <b>Investing Activity</b>		
Purchase of tangible capital assets	(59,824)	-
Special project reserve	571,052	747,414
	<u>511,228</u>	<u>747,414</u>
 <b>Increase in Cash During The Year</b>	<b>483,051</b>	<b>2,290,369</b>
 <b>Cash Position At Beginning Of Year</b>	<u><b>9,919,484</b></u>	<u><b>7,629,115</b></u>
 <b>Cash Position At End Of Year</b>	<u><b>\$ 10,402,535</b></u>	<u><b>\$ 9,919,484</b></u>

# ATLANTIC EDUCATION INTERNATIONAL INC.

## Notes to Financial Statements

Year Ended August 31, 2023

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### 1. NATURE OF OPERATIONS

Atlantic Education International Inc. is a company with a mandate from the New Brunswick Minister of Education and Early Childhood Development (EECD) to undertake educational initiatives of an international nature. The company is primarily involved with exporting the New Brunswick school curriculum and recruiting international students to study in New Brunswick schools. Atlantic Education International Inc. is a government business enterprise of the Province of New Brunswick and therefore exempt from income tax.

---

### 2. SIGNIFICANT ACCOUNTING POLICIES

#### Basis of presentation

The financial statements were prepared in accordance with Canadian public sector accounting standards.

#### Financial instruments policy

The organization considers any contracts a financial asset, liability, or equity instrument as a financial instrument, except in certain limited circumstances. The organization accounts for the following as financial instruments:

1. Cash and cash equivalents
2. Trade and other receivables
3. Payables and accruals

A financial asset or liability is recognized when the organization becomes party to contractual provisions of the instrument.

The organization initially measures its financial assets and financial liabilities at fair value, except for certain non-arm's length transactions.

The organization subsequently measures its financial assets and financial liabilities at cost or amortized cost less any reduction for impairment.

The organization removes financial liabilities, or a portion of, when the obligation is discharged, cancelled, or expires.

#### Cash and cash equivalents

The organization considers cash on hand, short-term deposits and balances with banks, net of overdrafts as cash or cash equivalents.

#### Use of estimates

The preparation of financial statements in conformity with Canadian public sector accounting standards requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

*(continues)*

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ATLANTIC EDUCATION INTERNATIONAL INC.

Notes to Financial Statements

Year Ended August 31, 2023

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2. SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Tangible capital assets

Tangible capital assets are stated at cost or deemed cost less accumulated amortization. Tangible capital assets are amortized over their estimated useful lives on a declining balance basis at the following rates and methods:

Furniture and fixtures	20%	declining balance method
Leasehold improvements		straight-line method

The organization regularly reviews its tangible capital assets to eliminate obsolete items.

Capital management

The organization considers its capital to be its accumulated surplus which is \$1,800,855 as at August 31, 2023. The organization's primary objective when managing capital is to continue as a going concern and adequately fund its programs, services and operations.

Revenue

Revenue from tuition and course fees is recognized on the basis of instruction completed in relation to the start and end dates of the programs.

Deferred revenue

Tuition, course fees, and grants that are collected but unearned are deferred and recognized as revenue in the period that the program is delivered or the funds are disbursed.

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3. FINANCIAL INSTRUMENTS

The carrying values of cash, accounts receivable and accounts payable approximate their fair values due to the immediate or short term maturity of these instruments.

Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The organization is exposed to credit risk from customers. In order to reduce its credit risk, the company reviews a new customer's credit history before extending credit and conducts regular reviews of its existing customers' credit performance. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The organization has a significant number of customers which minimizes concentration of credit risk.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The organization is exposed to this risk mainly in respect of its receipt of funds from its customers and other related sources, and accounts payable.

Currency risk

Currency risk is the risk to the company's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The organization is exposed to foreign currency exchange risk on cash, accounts receivable, and accounts payable held in U.S. dollars. The company does not use derivative instruments to reduce its exposure to foreign currency risk.

It is management's opinion that the company is not exposed to significant interest or price risks arising from financial instruments.

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**ATLANTIC EDUCATION INTERNATIONAL INC.**

**Notes to Financial Statements**

**Year Ended August 31, 2023**

**4. DEFERRED REVENUE**

	<u>2023</u>	<u>2022</u>
Tuition fees	\$ 2,805,647	\$ 2,899,193
Host family fees	2,645,365	2,402,879
Application, airport and orientation fees	327,117	62,900
Insurance fee	235,877	229,694
	<u>\$ 6,014,006</u>	<u>\$ 5,594,666</u>

**5. SPECIAL PROJECT RESERVE**

The special project reserve is a liability recorded by management to recognize on-going financial commitments for designated activities.

	<u>2023</u>	<u>2022</u>
Education and Early Childhood Development	\$ 914,077	\$ 876,505
Education and Early Childhood Development - Innovation Fund	68,480	-
Special Projects Reserve	1,705,148	1,440,148
AEI Reserve Fund	200,000	-
	<u>\$ 2,887,705</u>	<u>\$ 2,316,653</u>

**6. TANGIBLE CAPITAL ASSETS**

	Cost	Accumulated amortization	<u>2023 Net book value</u>	<u>2022 Net book value</u>
Furniture and fixtures	\$ 16,899	\$ 1,690	\$ 15,209	\$ -
Leasehold improvements	42,924	5,141	37,783	-
	<u>\$ 59,823</u>	<u>\$ 6,831</u>	<u>\$ 52,992</u>	<u>\$ -</u>

**7. OTHER PROGRAM COSTS**

	Budget (Unaudited)	<u>2023</u>	<u>2022</u>
Student recruitment	\$ 1,245,335	\$ 1,428,632	\$ 1,067,877
Student transportation and visitation	58,600	124,267	75,849
Professional development	-	33,985	772
Student insurance	450,777	479,892	300,070
Online courses - St. Lucia	20,790	15,988	16,716
Autism Marketing Project	14,000	-	-
Quarantine	-	-	215,301
Other	686,826	545,379	340,566
	<u>\$ 2,476,328</u>	<u>\$ 2,628,143</u>	<u>\$ 2,017,151</u>

**ATLANTIC EDUCATION INTERNATIONAL INC.**

**Notes to Financial Statements**

**Year Ended August 31, 2023**

**8. RELATED PARTY TRANSACTIONS**

Expense transactions in the normal course of operations with N.B. Minister of Finance (Province of New Brunswick) are as follows:

	<u>2023</u>	<u>2022</u>
Transfers to schools and districts	\$ 3,877,003	\$ 3,320,591
Wages and benefits	321,297	281,681
Subscriptions and membership fee	103,432	100,000
Telephone	14,211	16,154
Confucius Institute	-	12,000
Student transportation	1,674	1,193
Office supplies	4,955	513
Other	(53,685)	27,430
	<u>4,268,887</u>	<u>3,759,562</u>
Reserve transfers	<u>800,000</u>	-
	<u>\$ 5,068,887</u>	<u>\$ 3,759,562</u>

All related party transactions are recorded at the exchange amount as established and agreed to by the related parties and are subject to normal trade terms. Accounts payable and accrued liabilities include \$106,578 (2022 - \$32,138) owing to the N.B. Minister of Finance.

The organization is related to N.B. Minister of Finance as it is a government business enterprise of them.

**9. LEASE COMMITMENTS**

The organization has a long term lease with respect to its premises. Future minimum lease payments are as follows:

2024	\$ 42,360
2025	42,507
2026	44,125
2027	<u>40,448</u>
	<u>\$ 169,440</u>

The organization will also be charged operating expenses that will be based on actual costs and therefore are unable to be disclosed.