International Education Sector

AUCKLAND INTERNATIONAL EDUCATION STRATEGY
Background

- 61.7%
  Of New Zealand’s International student population studied in Auckland in 2011
- 473
  Auckland institutions can take international students
- 60,667
  Students studied in Auckland in 2011
- 35,551
  In PTEs
- 8,821
  In Primary, Intermediate & Secondary Schools
- 12,980
  In Universities & Polytechnics
Vision 2025

A coordinated approach to leveraging the enduring economic, social and cultural benefits of international education for the Auckland region and New Zealand

As a result, grow the value of the sector from $1.45 billion to $2.89 billion
## The Leadership Group

<table>
<thead>
<tr>
<th>Name</th>
<th>Level</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anne Marie Biggs</td>
<td>Primary</td>
<td>Glendowie Primary School</td>
</tr>
<tr>
<td>David Ellery</td>
<td>Intermediate</td>
<td>Somerville Intermediate</td>
</tr>
<tr>
<td>Julie Haskell</td>
<td>Secondary</td>
<td>Long Bay College</td>
</tr>
<tr>
<td>David Baker</td>
<td>Universities</td>
<td>University of Auckland</td>
</tr>
<tr>
<td>Jude Lydia</td>
<td>ITP’s</td>
<td>Unitec</td>
</tr>
<tr>
<td>Cleve Brown</td>
<td>ELS’s</td>
<td>Worldwide School of English</td>
</tr>
<tr>
<td>TBC</td>
<td></td>
<td>Wananga TBC</td>
</tr>
<tr>
<td>Lindsay Spedding</td>
<td>PTE’s</td>
<td>Taylors College</td>
</tr>
<tr>
<td>Tara Pradhan</td>
<td>Council</td>
<td>Auckland Council – International Relations</td>
</tr>
<tr>
<td>Stephen Cavanagh</td>
<td>ATEED</td>
<td>Auckland Tourism, Events &amp; Economic Development - Sectors</td>
</tr>
</tbody>
</table>
Complex stakeholder environment
• A coordinated approach to leveraging the enduring economic, social and cultural benefits of international education for the Auckland region and New Zealand
Objectives

Attraction

Position Auckland as a destination of choice for international education

Student experience

Ensure international students feel welcomed, valued and supported and return home having had an enriching experience

Institutional support

Support Auckland’s international education institutions so they have the resources to be productive in terms of capacity and capability and are well connected locally and internationally

Leverage

Attract and retain international students who offer connections to new and emerging markets, international experience and global networks. Capture the true economic potential of international education both in New Zealand and off-shore.
The plan

- 4 strategic goals
- 12 Key initiatives
- 10 Partners
- Aligned with industry strategies
The way forward

IELG & Sector involvement

Strong partnerships

Annual review

The way forward