On 1 September 2011 ...
To create Education New Zealand

- A Crown Agency
- With a Board and Board Chair accountable to the Minister responsible for International Education
- Staff based in Wellington, Christchurch and overseas
- To support growth in the value of international education.
Our legislative functions

• Promote New Zealand as an educational destination for international students

• Promote the provision of New Zealand education and training services overseas

• Conduct research

• Promote industry co-ordination and professional development

• Foster collaborative networks with former international students
Organisational Structure

Marketing and Channel Development - Events, Agents, Marketing and Brand, Alumni and Scholarships

Education Business Development - Industry Engagement and Development, Export of Education Products and Services

International – Linking with Foreign Governments, off shore teams to assist when in country

Strategy, Performance and Government Relations – Research, Strategy and working with Government

Organisation and Corporate Development - HR and financial services
We have staff in Wellington, Christchurch and offshore

12 locations

- Belgium
- Brazil
- Chile
- China
- Christchurch
- Germany
- India
- Malaysia
- Saudi Arabia
- South Korea
- Taiwan
- Thailand
- Vietnam
New Zealand’s education services delivered in New Zealand are highly sought after by international students.

New Zealand’s education services in other countries are highly sought after by students, education providers, businesses and Governments overseas.

New Zealand makes the best possible use of its international education expertise to build skills in our workforce, to grow research capability and to foster wider economic connections between New Zealand and overseas firms.
6 strategic priorities over next 3 years

1. Work with industry to meet 2025 targets
2. Develop and implement a comprehensive marketing and promotion strategy
3. Support Christchurch
4. Develop and implement a service support package
5. Emphasise collaboration and partnership
6. Build organisational capability
Work collaboratively to (1) align and inform priorities; (2) develop and deliver activities

Government

- MoE
- NZQA
- TEC
- Schools
- Universities & Polytechnics
- Private education providers
- Ministry of Business, Innovation and Employment (MBIE)
- New Zealand Trade and Enterprise (NZTE)
- Tourism New Zealand
- Immigration
- Ministry of Foreign Affairs and Trade (MFAT)

Private Sector

- International Governments
- International companies & private institutions
- Students
- Work collaboratively to (1) align and inform priorities; (2) develop and deliver activities
The priorities of Government
The Government’s International Education Leadership Statement

• To double the economic value of international education to $5 billion by 2025

• Increase annual revenues from providing education services offshore to at least $0.5 billion

• Increase the number of international students enrolled in New Zealand providers offshore from 3,000 to 10,000

• Increase the transition rate from study to residence for international university students

• Increase New Zealanders’ skills and knowledge to operate effectively across cultures
International education medium-term targets

Leadership Statement – by 2025
- Double the economic value of education services to $5bn p.a.
- Increase revenues from providing education services offshore to at least $0.5bn p.a.
- Increase # of students receiving NZ education off-shore from 3,000 to 10,000

NZ Inc Targets – by 2015
- China – grow education service trade by 20% by 2015
- India – grow education service trade by 20% by 2015
- ASEAN – grow education service trade by 20% by 2017

Education NZ Target – by 2015
- Grow international education’s economic value by $1bn
- The NZ education brand is one of three most valued in the world

Major initiatives

• ENZ capability and skills – organisation redesign
• Market prioritisation, on-going research
• Relationships and collaboration
• Education’s unique value proposition
• Bringing it all together
Questions?

- Industry conference  Auckland 2 November

- For further information:
  
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