



Education New Zealand

**Presentation to Pathways to Metropolis conference
Massey University Albany, Auckland
26 October 2012**

Richard Kyle

On 1 September 2011 ...

**Education New
Zealand Trust**

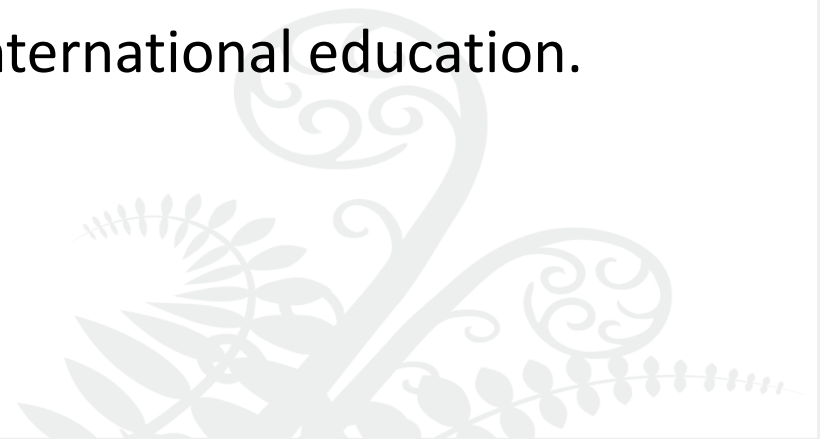
NZTE
education-related
work offshore

Ministry of Education
liaison/offshore
education diplomacy




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
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- A decorative graphic in the bottom right corner of the slide, featuring stylized leaves and swirling patterns in a light grey color.

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



Wellington National Office
Education New Zealand
National Office
Wellington



The Three Goals

1

New Zealand's education services delivered in New Zealand are highly sought after by international students

2

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

3

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

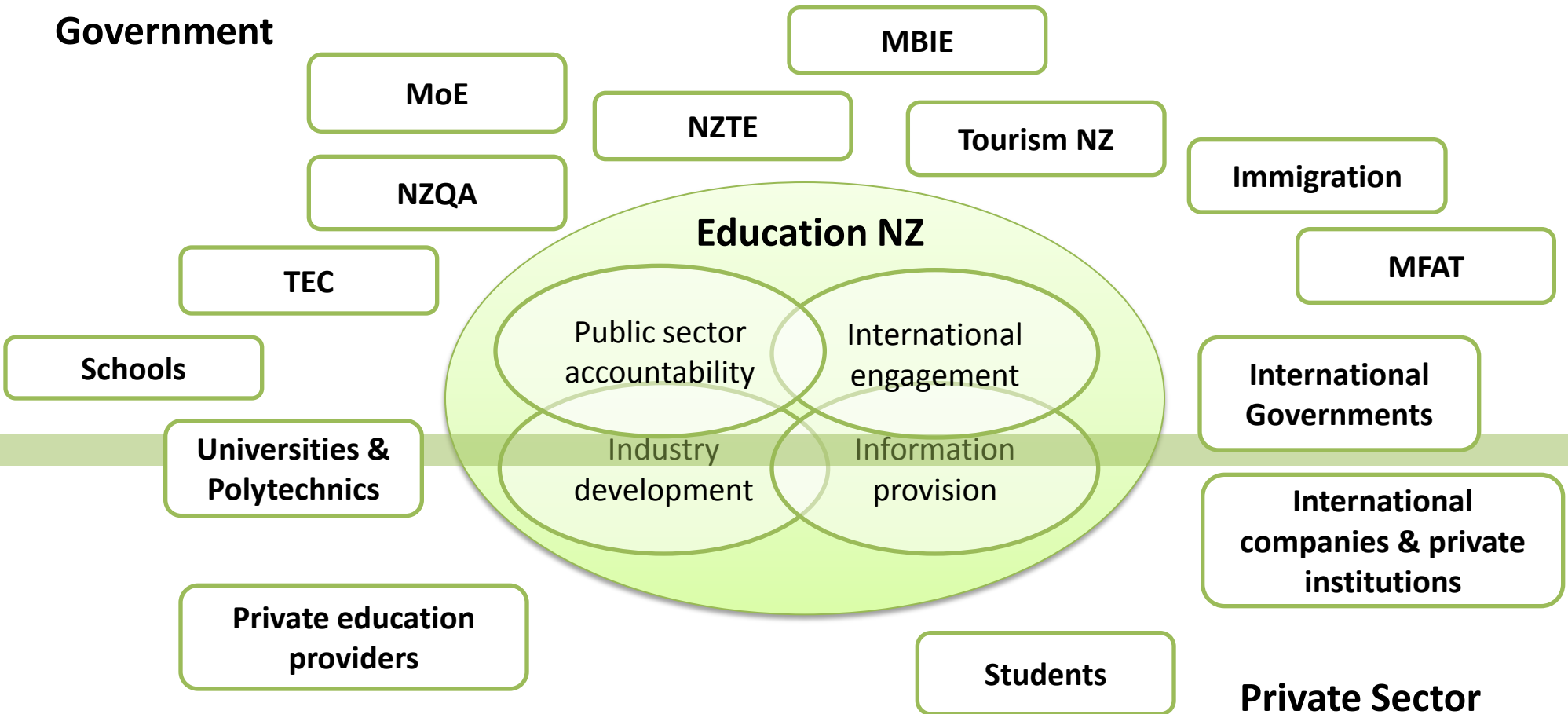
1. Work with industry to meet 2025 targets
2. Develop and implement a comprehensive marketing and promotion strategy
3. Support Christchurch
4. Develop and implement a service support package
5. Emphasise collaboration and partnership
6. Build organisational capability



collaboration & partnership

Work collaboratively to (1) align and inform priorities; (2) develop and deliver activities

Government



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

Statement of Intent Targets, 2012-15 & 2012-13

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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