

9 April 2009

Dear Education Exporters

EDUCATION NEW ZEALAND TRUST: NOMINATIONS FOR THE 2009 BOARD OF TRUSTEES ELECTION

The purpose of this letter is to invite you to consider submitting a nomination for the upcoming election of the Board of Trustees of the Education New Zealand Trust.

Background

Established in 1999, Education New Zealand is a not-for-profit trust with a federation membership structure of a range of education sector peak bodies that are committed to an 'NZ Inc' approach to the export of New Zealand's educational services¹. The organisation is governed by an independent Chairperson and a Board of Directors that are elected by an Electoral College of educational institutions involved in export education. The current Board membership is as follows:

- Hon David Caygill, Chairperson;
- Dr Neil Barnes, Chief Executive, Christchurch Polytechnic Institute of Technology;
- Prof. Roy Crawford, Vice Chancellor, University of Waikato;
- Madeleine East, Principal, Farm Cove School;
- Mark Hellyer, Director, Academix Ltd;
- Richard Kensington, Registrar, Academic Colleges Group;
- Ron Noordijk, Principal, Burnside High School;
- Prof. Neil Quigley, Deputy Vice Chancellor, Victoria University of Wellington;
- Dr Christopher Tremewan, Pro Vice Chancellor (International), University of Auckland; and
- Prof. Sarah Todd, Pro Vice Chancellor (International), University of Otago.

Education New Zealand is recognised by the New Zealand Government and offshore Governments' as the umbrella/pan industry body for New Zealand's education export industry. In fulfilling this role, ENZ undertakes activity in a number of functional domains, including:

- advocacy on behalf of New Zealand's education export industry;
- assisting the New Zealand government and its agencies with policy development in relation to the education export industry;
- advice to foreign governments;
- generic and collective promotion of New Zealand as a study destination, including promotion of the 'New Zealand Educated' brand;
- coordination of the Industry Statement of Strategic Intent on Export Education and industry development activities that flow from that Statement (industry initiated generic promotion, research and professional development);
- management of the New Zealand Government International Education Scholarships and Study Abroad Awards;
- management of the New Zealand Government's Export Education Innovation Programme Contestable Fund; and
- some market research and scoping of new opportunities for New Zealand providers.

Education New Zealand has a range of strategic partnerships and relationships that support the organisation and reinforce its industry mandate.

Under a strategic partnership agreement, Education New Zealand and New Zealand Trade and Enterprise have committed to the promotion and marketing of New Zealand educational offering. Under this

¹ ENZ's current members are: Independent Schools of New Zealand; Independent Tertiary Institutions; Institutes of Technology and Polytechnics of New Zealand; New Zealand Association of Private Education Providers; English New Zealand; New Zealand Principals Federation; New Zealand Vice Chancellors Committee; and the Secondary School Principals Association of New Zealand.

partnership, Education New Zealand tasks eight NZTE full-time-equivalent offshore staff members with delivery of New Zealand's collective and generic promotional programme in target markets.

Under another Agreement, the Ministry of Education and Education New Zealand have a partnership for the support of Export Education Industry Development Activities. The Agreement provides support for the range of initiatives delivered by the Trust, and transfers management and administration of the Export Education Development Fund that is funded through the Export Education Levy.

In addition to the formalised partnerships outlined above, Education New Zealand also has a range of other strategic relationships with key agencies including: the Ministry of Foreign Affairs and Trade, New Zealand Tourism Board and the Department of Labour (New Zealand Immigration Service).

Electoral College Voting

Under Education New Zealand's constitution, an electoral college has been established of 100 votes that appoint new Board members. The Electoral College is made up of significant industry clusters that have applied for membership of the Trust.

The proportion of the votes allocated to each cluster will be in direct proportion to the proportion of the Export Education Levy that has been paid by the cluster. For example, if a cluster that is a member of the Trust has collectively paid 20% of the Levy, then they will be entitled to 20% of the votes in the Electoral College.

Board Nominations

All educational institutions that are paying the Export Education Levy are entitled to nominate persons to stand for election to become a Board member of the Education New Zealand Trust. Nominations do not necessarily need to be persons currently engaged in the industry.

On 30 June 2009 the following current Board Members will resign from the Education New Zealand Trust: Neil Barnes, Mark Hellyer and Richard Kensington. As with previous resignations from the Board, all three current Board Members are eligible for re-election if nominated. Can I take this opportunity to thank Neil, Mark and Richard for their major contribution to the work of the Trust.

Two new Board members are needed to fill the vacancies for a period of up to three years from 1 July 2009, which is less than the number of departing Trustees because the third Trustee slot was a temporary cooption made following the 2008 Election to backfill a skills deficit on the Board.

If you wish to nominate someone, you will need their prior agreement, and you will need to fill out and return the attached nomination form. Candidates may submit a supporting statement (max 200 words) to support their candidacy. Any supporting statements will go out with the voting papers to the members of the Electoral College.

Timeline

Nominations close on Friday 12 June 2009. The Electoral College will then cast their votes between 16 June 2009 and 30 June 2009, with the final result announced following the Annual General Meeting of the Trustees on 23 July 2009.

Thank you in anticipation of your support and assistance.

[signed]

Hon David Caygill
Chairman
Education New Zealand Trust

EDUCATION NEW ZEALAND TRUST

Nomination for Electoral Process of Appointing Trustees

Please email your completed nomination form to: glennys.gwynne@educationnz.org.nz

Please note:

- 1) only one nomination can be made per institution.
- 2) nominations can only be made by institutions that are paying the Export Education Levy.

NOMINATING INSTITUTION

Name of Export Education Levy paying institution making nomination:

Name and designation (title) of person making nomination:

Contact telephone number of person making nomination:

NOMINEE

Name of nominee:

Contact telephone number of nominee:

Supporting Statement from Nominee (this will go out with the ballot papers to the Electoral College members, to assist them in their voting choices). Please note the statement should not be longer than 200 words: