

'Education Agent visits from Korea and Germany cap off hectic promotion programme'

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Back to back visits by education agents from Korea and Germany cap off a hectic first half year of agent familiarisation visits undertaken by Education New Zealand.

'Education agents are a vital part of New Zealand's education promotion efforts offshore' says Stuart Boag, Communications Director for Education New Zealand. 'Unlike many of our large competitors, New Zealand does not have centralised recruitment offices in major markets. We rely on agents in-country to be at the frontline of student recruitment – in return, we do not compete with them. Organising familiarisation trips to New Zealand is an integral part of this strategy – the agents can see for themselves what New Zealand has to offer educationally, and how students will live when they are here'.

During the first 5 months of 2007, Education New Zealand has organised seven different agent tours involving 34 agents from 11 different countries. Agents have visited over 120 institutions throughout New Zealand.

'We have had excellent feedback from the agents so far' says Stuart Boag. 'Most of them have not been to New Zealand before, and they have been impressed with the institutions and pleased to find that New Zealand offers a combination of sophistication and safety which makes it an excellent choice for international students. The current visits from Korea and Germany involve key agents from two of our most important markets. Korea is a mature market, with students from that country in over 600 institutions around New Zealand. Germany is, along with the USA, our most important market outside Asia, and both Korea and Germany are vital markets for the schools and language sectors in particular'.

'The agent visit strategy sits alongside institutional marketing, offshore fairs and events, electronic promotion and broader Government and Industry initiatives designed to build and maintain our presence at all levels in key global markets' says Stuart Boag. 'It is a hyper competitive marketplace out there, and we are determined to keep our profile and reputation growing'.

Summary:

When?

- Korea: 6 May to 16 May
- Germany: 13 May to 22 May

Who?

- Four agents from Korea. The group will follow a ten day itinerary, visiting approximately 20 New Zealand institutions.
- Four agents from Germany. The group will follow a nine day itinerary, visiting approximately 12 New Zealand institutions.

The groups will be escorted by Education New Zealand staff whilst here.

Where?

- The Korean agents will be visiting institutions in: Auckland, New Plymouth, Wellington, Christchurch and Methven.
- The German agents will be visiting institutions in: Auckland, Whangarei, Tauranga, Wellington, Nelson, Christchurch and Queenstown.

Education New Zealand encourages media interviews with visiting agents and institutions, and will facilitate interviews at your request.

For more information about this visit, or to arrange an interview, contact:

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