

Partnerships Key to Education Marketing Success

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Two very different educational institutions have been honoured by **Education New Zealand** with an **International Education Excellence Award** in the category of Excellence in Marketing. Massey University and ACG (Academic Colleges Group) tied for the award presented at the **International Education Conference** in Wellington yesterday.

"For both of these institutions, strategic partnerships have been the key to their marketing success," says Robert Stevens, CEO of Education New Zealand. "It's no longer good enough to put up a general website in English, and print some brochures. The market for international students is incredibly competitive, and New Zealand institutions are constantly developing new ways to attract students. This year we're pleased to award two institutions who have taken different approaches to achieve marketing success."

At Massey University, the recent focus of their marketing strategy has been setting up twinning programmes with universities in key markets such as China and Vietnam. Twinning programmes, where students complete part of their qualification in their home country and part in New Zealand, create a reliable intake of students who are well prepared for the level of study they will undertake in New Zealand.

ACG is using other types of partnerships to attract more international students to their range of private institutions. These include partnerships with other New Zealand institutions to ensure a smooth transition for international students between various levels of study. Also, relationships with education agents both in New Zealand and offshore are crucial to ACG in attracting more students to their facilities.

ACG also employs the internet to make the most of long distance relationships. Their website is available in 11 languages (soon to be 12) and they have introduced an online facility called MyACG where parents and agents can track the progress of international students enrolled at ACG. Maintaining those lines of communication is essential to their success in gaining the confidence of agents and parents.

Education New Zealand awards institutions for their achievements in international education at their annual **International Education Conference**. Winners are awarded in three categories: Innovation in International Programme, Excellence in Marketing and Excellence in Student Support.

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