

## Partnerships Key to Education Marketing Success

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**Education New Zealand:** Media Release 07/08/09

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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## University Aims to Create International Leaders

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**Education New Zealand** has awarded Victoria University of Wellington an **International Education Excellence Award** for Innovation in International Programme for their new internationalisation programme, the Victoria International Leadership Programme (VILP).

“Victoria University has taken internationalisation a step beyond the usual,” says Robert Stevens, CEO of Education New Zealand. “They are not satisfied to simply bring in students from overseas, and encourage their own students participate in Study Abroad programmes. They have taken it upon themselves to put international issues and cross-cultural communication on the student agenda to prepare students for international leadership roles.”

The programme, launched in October 2008, is open to both domestic and international students at no additional cost. It comprises a range of lectures and activities outside of the students’ normal course load. Not only do the participants attend speeches and seminars on relevant topics, they are also expected to participate in hands-on activities such as volunteer service in New Zealand and offshore, and international forums on issues of global importance.

Upon completion of the VILP (which runs the length of a full degree programme) participation is noted on the students’ academic records. A shorter version of the VILP is also available to Study Abroad and Exchange students.

“Students who study abroad have already shown an interest in international perspectives. Education New Zealand believes that this opportunity to gain international leadership skills gives them another good reason to choose to come to New Zealand, and gives our own students the tools to become great ambassadors for New Zealand overseas,” says Robert Stevens.

In its first year, over 700 students have participated in the programme, with 20% of those being international students.

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## Colleges Recognised for Supporting International Students

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**Education New Zealand: Media Release 07/08/09**

Two North Island colleges have been recognised with a prestigious **International Education Excellence Award** in the category of Excellence in Student Support by industry body **Education New Zealand**.

“Student support can sometimes be taken for granted because New Zealand institutions do it so well,” says Robert Stevens, CEO of Education New Zealand. “These awards give us a chance to give credit to those who go above and beyond the normal level of support, to really give our international students a wonderful experience in New Zealand.”

Tied for this year’s award are Mount Maunganui College in Mount Maunganui, and Awatapu College in Palmerston North. Both are co-ed secondary schools with about four percent of their students coming from overseas.

Mount Maunganui College has been welcoming international students for 15 years, making them one of the most experienced schools in the country when it comes to meeting their needs. They have constantly adjusted their support to meet the needs of changing student demographics; from mainly Japanese and Korean students at the beginning, to more Brazilian and European students in recent years.

Awatapu College also work hard to make international students feel safe and included. In addition to ongoing support, they hold a Festival of Cultures Week each year in March and an International Languages Week in August. These events involve both domestic and international students, celebrating the range of cultures represented at the school.

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