

Connecting the Dots: The 17th Annual Education New Zealand Conference

Draft Programme as at 24 July 2008

Wednesday 6th August

'Workshop Wednesday' – with specific sector sessions and workshops

| | |
|----------------|---|
| 9.00am | Registrations Open - Morning tea available (The IMPS group will be meeting during the morning) |
| 10.00am | <p>Secondary Schools Workshops commence – all day session with 9 breakout streams. Scheduled finish 4.00pm. Topics covered include:</p> <ul style="list-style-type: none"> Pastoral Care for students Working effectively with agents Communications with peers and markets Immigration Marketing Events Code of Practice Marketing Advice 'from the road' ERO Short term groups <p>For detail on subjects and times click HERE</p> |
| | <p>Gulf Region Meeting (Closed Session). Invitation event for sector interests involved with regional issues. Scheduled finish 12.40pm.</p> |
| 11.00am | <p>Best Practice Web workshop. Led by Dr Dan Guhr (Illuminate Consulting Group, San Francisco), this tertiary focussed workshop will discuss his report on best practice web techniques as utilised by international institutions recognised as being leading practitioners of a web presence</p> |
| 12.40pm | Lunch |
| 1.15pm | <p>Primary and Intermediate Schools Workshops Commence – all afternoon session with five sequential sessions as follows:</p> <ul style="list-style-type: none"> Short Term Groups ERO Immigration Code of Practice General Q&A discussion panel <p>For details on subjects and times click HERE</p> |
| 1.30pm | <p>EEIP Workshop #1: Business Planning – is offshore viable? Led by Judy Bennett Smith. The Export Education Innovation Programme (EEIP) allows institutions to access support funding to develop offshore education projects. The fund is distributed across two rounds annually and is managed by Kathy Phillips, ENZ's Industry Development Programmes Manager. In two consecutive workshops, Kathy will chair discussions and case studies on successful programme applications and projects</p> |

| | |
|--------|---|
| | <p>International Student Barometer: Sector Specific Report for Universities. The UK based i-graduate team have developed an excellent programme of comparative research which benchmarks the students experience across major destination countries. This year, i-graduate have undertaken comparative benchmarking work in the University, ELS and ITP sectors for New Zealand. Simon Bush from i-graduate will lead sector specific sessions reporting on this year's survey and findings. (Note that these sessions are closed for the sector specific representatives only).</p> |
| 2.30pm | <p>EEIP Workshop #2: Case Study – EEIP in Action. Led by Stewart Brougham. The second of the two EEIP breakouts – essential sessions for those interested in how EEIP works and how a successful project can be developed</p> |
| | <p>International Student Barometer: Sector Specific Report for ITP/Polytechnics. As per the above description but dealing specifically with the 2008 ITP survey project</p> |
| 3.30pm | <p>Afternoon Tea (note that the Secondary Workshops will have had their afternoon tea break at 3.00pm)</p> |
| | <p>International Student Barometer: Sector Specific Report for ELS. As per the above description but dealing specifically with the 2008 ELS survey project</p> |
| 4.00pm | <p>India Market Report. India continues to grow strongly as a source of tertiary students in both vocational and academic institutions. What is the current state of the market? Will growth continue? Are we seen as a good choice? This panel discussion chaired by ENZ will include short positioning presentations from Perya Short, the MoE Education Counsellor based in New Delhi; Liz Batra of IEGC, a leading agent based in India and founder member of the NZIER and Monika Chaudhary from NZTE India</p> |
| 5.00pm | <p>All sessions conclude (note that Secondary Workshops conclude @ 4.00pm)</p> |
| 5.15pm | <p>Networking Cocktail function – Sponsored by BPO Intelligence. Relax after a busy day with some quite refreshments and nibbles! During this time we will also introduce some of the visitors to Conference so that you know who they are for future reference – especially the NZTE TDE's from five Posts who will be with us for Conference (not to mention some new members of the ENZ team!) Function concludes around 7.00pm, after which you are free to get a meal, head downtown or carry on with the networking!</p> |

| Thursday 7 th August | |
|---------------------------------|---|
| 8.00am | Registrations Open (Tea and Coffee as needed!) |
| 9.00am | Main Floor Plenary Conference Opening |

| | |
|---------|---|
| 9.15am | <p>Main Floor Plenary 'Connect the Dots': Robert Stevens, Chief Executive of Education New Zealand. In this wide ranging presentation, Rob will review the current state of the industry, examine current projects and initiatives and offer some highly relevant thoughts on future priorities including announcing a 'Policy Brief' aimed at the incoming Government – whichever stripe it is! He will also launch the new 'NZ Educated' Brand dvd for the first time in NZ. (Plenary session)</p> |
| 9.50am | <p>Main Floor Plenary Hon. Pete Hodgson; Minister for Tertiary Education. As lead Minister for International Hon. Pete Hodgson takes a keen interest in the industry. The Minister will give his take on the industry as it is today, and look ahead to ongoing priorities should Labour lead the next Government. (Plenary session)</p> |
| 10.30am | <p>Morning Tea</p> |
| 11.00am | <p>The Immigration Advisors Authority is charged with administering the new licencing regime. Who's in? How will it effect education? What are the implications? The IAA will set out what the new act covers, and how this will affect agents and institutions.</p> |
| | <p>'The future of International Education'. Fiona Morris, JWT Education. JWT Education is a global specialist education research company, undertaking a variety of work for many international clients including ENZ. Drawing on a synthesis of recent work, Fiona will deliver a provocative evaluation of where the industry is heading globally, with particular reference to tertiary trends. (breakout stream 2)</p> |
| | <p>'Grading the Grades'. In New Zealand we are used to a centralised system of qualification assessment – but this is not how it works in other countries. In the USA, the assessment of academic credentials is undertaken by specialists outside of a common national framework. Just how does this system work? And what can New Zealand do to increase recognition of our qualifications held by returning graduates wanting to get back to further education or into the workforce? Margaret Wenger of Educational Credential Evaluators gives an expert perspective on how this system works. (breakout stream 2)</p> |
| 11.50am | <p>'Strewth – how do they do it?' The TAFE sector in Australia (equivalent to our ITP's) has been a standout performer in attracting international students over the last couple of years. They are also active in offshore delivery. Martin Riordan, the CEO of TAFE Directors Australia, shares with us insights as to just how the TAFE's are doing, and what is behind their international surge (breakout stream 1)</p> |
| | <p>The role and work of NZQA in support of International Education: Keith Marshall, deputy Chief Executive of Strategic and Corporate Services, NZQA. As the prime quality assurance agency, NZQA have an important part to play in developing an enabling environment for international educators. Expansion of their international unit and progress in qualifications recognition are important developments in the way NZQA supports the industry (breakout stream 1)</p> |

| | |
|---------|---|
| | <p>'PACE Update'. The PACE programme is the centrepiece of New Zealand's offshore presence at fairs and events. Sarah Cox (ENZ) manages the PACE programme which has this year undergone considerable change in response to industry priorities and the integration with the overall 'depth strategy' and the changes to the ENZ/NZTE offshore presence. (breakout stream 3)</p> |
| 12.40pm | <p>Lunch (and the opportunity to network and catch up with our sponsors and exhibitors)</p> |
| 1.40pm | <p>Main Floor Plenary Robert M. Bestani; Asia Development Bank. In many countries, education progress is integrally linked with national development and driven by major external investment. This investment and direction both guides system development and creates opportunities for education providers. This important session highlights the work of the Asia Development Bank in building national educational capital. (Plenary session)</p> |
| | <p>Agents, the Internet or both? Are these two recruitment sources compatible or mutually exclusive? While the internet attracts a lot of interest, agents are still responsible for the majority of enrolments. Rod Hearps of ICEF Online has had considerable experience working both sides of this recruitment divider.</p> |
| 2.30pm | <p>'Students from the Gulf States'. The combination of economic conditions, high demand, scholarship schemes and an increased recognition of New Zealand as an education provider has resulted in a strong upsurge of growth in the number of students from the Gulf region. These students differ in their approach from those of other markets with respect to cultural assimilation, expectations and academic progress. This panel discussion will share practice and experience from across sectors. (breakout stream 2)</p> |
| | <p>'Maximising Potential'. Each year, institutions put a lot of time, money and effort into their international activities. But are you really getting the best return? Are you doing things efficiently? Can you improve? Tim Rogers, International Education Consultants, has travelled the world advising on how institutions can improve their performance. Building from the very successful ENZ marketing workshop earlier this year, Tim shares pertinent insights in getting a better return for your effort. (breakout stream 3)</p> |
| 3.30pm | <p>Afternoon Tea</p> |
| 4.00pm | <p>Immigration Policy Benchmarking. A competitive and responsive immigration policy is a key enabler for our international education industry. A few years ago, ENZ commissioned Martin Jenkins and Associates to undertake a benchmarking of New Zealand's student migration policies against those of our major competitor nations. The resultant report was very valuable in underpinning advocacy and policy advice. This year, we have asked them to repeat the process, again throwing the spotlight on how we compare with both major and some emerging competitor countries. The new report is publicly released at this session, although its contents will have informed the panel discussion on immigration on the main floor on Friday. (breakout stream 1)</p> |

| | |
|--|--|
| | <p>'The Global Cycle of International Education'. From his position as Director of 'Language Travel Magazine' (the influential UK based monthly industry publication) and through the global Alpha events also run by his company, Scott Wade is well placed to keep abreast of changes and trends in the market. Focussing particularly on the language industry and private providers (which often lead the global trends), Scott will examine which stage of the industry cycle we are at, how this affects the mergers and rationalisation of the industry and how this affects world markets and market share. (breakout stream 2)</p> |
| | <p>'Internationalisation of Higher Education in NZ – What went wrong and how to fix it'. Professor Nigel Healey, a PVC at University of Canterbury, is no shrinking violet when it comes to holding views on internationalisation. A subject characterised more by waffle and earnest intentions than insight and practical progress, globally sought after speaker Healey will lead a stimulating session. (breakout stream 3)</p> |
| <p>5.00pm</p> | <p>Conference Breaks for Thursday giving you a couple of hours to prepare for the evening's programme...</p> |
| <p>7.00pm</p> | <p>Annual Industry Dinner sponsored by DHL Express Pre Dinner Drinks Dinner commences @ 7.45pm International Education Excellence Awards announced Dance with the Beat Girls – back again by popular demand! Trip the light fantastic, pull out those Disco Fever moves, sing yourself hoarse and enjoy some industry conviviality to unwind after a busy couple of days – or.... Unwind in the slightly more genteel (and less noisy) surroundings of the house bar – set aside for our exclusive use. Take in a coffee or post-event nightcap – or... Carry on and party like its 19XX (pick any year! – even a 20XX!). The city of Auckland lies before you.....but remember, there is a busy day ahead on Friday!</p> |
| <p>Friday 8th August</p> | |
| <p>8.30am</p> | <p>Registrations Open (Tea, Coffee and Energy Drinks available!)</p> |
| <p>9.20am</p> | <p>Main Floor Plenary 'A View from the Outside'. Each year, ENZ invites a commentator from outside the immediate industry to give their take on international education – how it fits in to the broader economy, what macro trends may impact on it, how it affects their region etc. This year, we hand the microphone to Michael Barnett, CEO of the Auckland Chamber of Commerce. Well known as a commentator on business affairs, Michael will give his report card on the industry that does around \$1billion of business in his patch every year. Guaranteed to get the brain cells working for the day!(Plenary Session)</p> |
| <p>9.50am</p> | <p>Main Floor Plenary Immigration Forum. No subject is likely to get industry participants more excited, and no subject occupies more of ENZ advocacy time than immigration policy! As part of an ongoing programme of advocacy, this forum is designed to update on current immigration issues and trends. The Forum will lead with sector representatives making 3 major policy points that most affect their sector, and allow DoL Leaders Steve Dunstan (Manager: Workforce Policy) and Annabelle Laird (Acting Operations Support Branch Manager) to respond and discuss current and future policy and practice. (Plenary session)</p> |

| | |
|---------|---|
| 10.40am | Morning Tea |
| 11.10am | <p>Main Floor Plenary It's Election year, and like it or not the Government is a very major stakeholder in our industry. Every election year we invite the political spokespeople to take the floor to share with us their priorities and policies. This year we are cutting right to the chase – regardless of the state of the minor parties it will be either Labour or National that leads the Government after November. Hon. Pete Hodgson had his turn yesterday – today it's the turn of Pansy Wong, National's spokesperson for international education. (Plenary session)</p> |
| 11.45am | <p>Thai Market Research. This year the market research spotlight swung onto Thailand. PriceWaterhouseCoopers undertook extensive market research and will release their findings into what continues as an important multi-sector market for New Zealand. (breakout stream 1)</p> |
| | <p>High Growth Markets. After the China experience, many thought that growth was consigned to history. However, over the last couple of years there has been strong growth from a number of markets. When it comes off a low base this is no problem, but the characteristics of some growth markets are such that the load is confined to a narrow range of sectors and/or disciplines. This session looks at some of this growth and particularly asks – what are the risks if any? What did we learn from China? Are we in danger of a short term benefit turning into a long term problem? An international panel of Fiona Morris (JWT), Scott Wade (Language Travel Magazine), Dan Guhr (Illuminate Consulting Group) and Tim Rogers (IEC) discuss some current international parallels. (breakout stream 2)</p> |
| | <p>Economic Impact Study. What's it worth? How much does New Zealand earn from international education? What do students actually spend their money on? The answers to these questions, and many more, will be found in the Economic Impact study research being led by Adolf Stroomborgen of Infometrics. Co-sponsored by ENZ and the MoE, this important study is the first comprehensive work done in this area for nearly a decade, and will be invaluable for institutions and the industry in positioning themselves internally, regionally and nationally. (breakout stream 3)</p> |
| 12.40pm | Lunch |
| 1.30pm | <p>Main Floor Plenary Ministry of Education Update. (Final content tbc, but currently scheduled to feature Karen Sewell, Secretary for Education).</p> |
| 2.15pm | <p>'How New Zealand Compares'. The International Student Barometer allows the experience of international students in New Zealand to be compared with their peers in other competitor countries. I-graduate, a UK Research company and ENZ have partnered to pioneer this benchmarking tool in the University, ITP and ELS sectors in New Zealand. Simon Bush and Tim Rogers from the i-grad team will share the overall learnings from this years survey in this open session. (breakout stream 3)</p> |
| | <p>Working with the Web Workshop. ENZ's Web Manager Vince Warnock is a bit of a guru when it comes to doing stuff on the Web. More importantly, he can keep it to a level that non geeks can understand! This workshop willm focus on the practical ways that you can make better use of the Web, both via the NZED portal website and your listing there and also via your own sites and e-presence. (breakout stream 2)</p> |

| | |
|--|--|
| | Marketing Challenges Report. Earlier this year, Vince Catherwood led a research team with the brief of identifying the major marketing challenges facing the industry, and strategies and techniques to mitigate them. Vince will discuss the findings from the research, and introduce the sector based reports that have resulted. (breakout stream 3) |
| 3.10pm | Main Floor Plenary Conference is nearly over – it's time for the wrap-up and final words. ENZ Board Chair David Caygill will lead this final session, which summarises key themes and concludes the formalities. (Plenary Session) |
| 3.30pm | Conference Ends Afternoon Tea as required |
| This programme represents the current summary of Conference. Further information relating to individual sessions will be added as it is finalised. | |

Check the ENZ Website [HERE](#) for further details

We look forward to seeing you in Auckland!

We would like to thank the sponsors of this year's conference.
Without them, this event would not be possible.



Sponsor of the Conference Dinner



*Sponsor of the Wednesday
Networking Cocktails*

