



**EXPORT EDUCATION INDUSTRY DEVELOPMENT FUND  
WORK PROGRAMME 2006/2007**

## **RESEARCH WORK STREAM**

### **R13 – Researching Comparative Costs**

#### **Purpose of Project:**

In the last two years the value of the NZ dollar has varied against the currencies of NZ's major competitors in international education. These fluctuations will have had an impact upon the extent to which the cost of a NZ education is globally competitive in terms of international student tuition fees and living costs.

The aim of this project is to study and document the costs of an international education in NZ, compared to the costs in NZ's main competitor countries, namely Australia, Canada, the UK and the USA.

## **R14 – Country/Region Market Research**

### **Purpose of Project:**

This project will be similar to an earlier study commissioned on Japan and Korea. It should include an analysis of the current market profile (enrolments/demand by sector), future trends/growth projects, and suggested marketing strategies to position New Zealand as an effective competitor.

Markets of interest will be China and Vietnam.

## **R15 – Industry Statistics (Forecasting)**

### **Purpose of Project**

The decline over recent years in new students coming to NZ (the pipeline effect has kept overall numbers up) has been attributed to various factors. This project is designed to scope whether it is feasible to track key quantitative indicators to predict and/or improve the understanding of movements in the market. The aim of this project is to review the relationships between key variables (exchange rates, competitor enrolments etc) and onshore enrolments/revenue in NZ education providers, in order to scope whether useful analysis and/or forecasting reports could be produced for the export education industry. As a secondary objective, the project could suggest improvements to existing data collection and analysis.

## **R16 – Pathways Study (International Students – studying and staying on in NZ)**

### **Purpose of Project:**

This project has been undertaken in conjunction with the Department of Labour.

The research was an exploratory study to examine the pathways international students take through the NZ education system and their subsequent transition to work or permanent residence in NZ.

The specific objectives of the research are to undertake an analysis of administrative data to identify the most common education pathways of international students and the characteristics of students who take those pathways; identify the most common pathways from study in NZ to work or permanent residence; examine the characteristics of students who transition from study to work or permanent residence in NZ.

## **PROFESSIONAL (Capability) DEVELOPMENT WORK STREAM**

### **CD08 – Research into the Industry Perspective on PD – moving forward**

#### **Purpose of Project:**

The Education Export Levy generates a pool for funding industry initiated professional development to assist in developing New Zealand's education export industry. However, over the last year there has been continued discussion in the industry with regard to the industry's precise professional development needs.

Taking into account: (i) the views of the industry via direct consultation (both industry wide quantitative and limited/selected qualitative); (ii) the research from the 2005/2006 work programme on Best Practice, CD01: Research into best practice in Institutional Professional Development within New Zealand (Catherwood, Taylor, and Merrifield 2006); and (iii) the relevant findings of the recent report: Internationalisation in NZ Tertiary Education Organisations released by the Ministry of Education, further research is recommended on what needs there are in institutions in regard to professional development, and the defining of criteria to ensure projects meet these needs.

## **CD09 – Leadership Development Programme**

### **Purpose of Project:**

The international education industry is a continually changing and evolving environment. Internal and external influences impact significantly. A need has been identified for senior administration staff in this industry for specialised development in managing the dynamics of this environment.

The key objectives of this project will be the scoping, developing and delivery of a workshop (unit standard) for senior leaders that will provide them an opportunity to adopt the leadership and management skills necessary for advancing and managing the international education agenda in complex environments.

## **CD10 – Homestay Workshops**

### **Purpose of Project:**

This project follows on from the CD06 project from the 2005/06 workplan, that was completed at the scoping/research stage.

The objective of this project is to provide training on effective systems and techniques for monitoring home-stays for (primarily) the Schools and ELS Sector, and to enable through workshops the opportunity to share knowledge and experiences on specific matters to do with home-stay monitoring.

Through professional development workshops, teachers and practitioners of international students in the Schools and English Language Sector will learn and be able to implement effective systems and techniques for monitoring home-stays.

## **CD11 – Code of Practice Workshops**

### **Purpose of Project:**

To work with the Code of Practice office in developing a series of 'roll-over' workshops targeted to new staff in the industry to ensure they have the opportunity for upskilling, networking, information gathering and implementation on the requirements of the Code of Practice.

## **CD12 – Admissions Workshops**

### **Purpose of Project:**

To provide opportunities for admissions staff to continue to network and upskill to assist in making the admissions process transparent to education agents and others who handle international student applications from overseas.

Admissions staff report a feeling of isolation and lack of coordinated networking opportunities. There has been staff turnover in the industry and staff members are struggling to make quick decisions, something which is essential in the competitive marketplace. New Zealand and overseas education agents have commented that entry to New Zealand educational institutions is difficult to ascertain and makes marketing New Zealand difficult.

## **QUALITY ASSURANCE WORK STREAM**

### **Q3 – Export Education Industry Official Mark of Quality – foundation study**

#### **Purpose of Project:**

The purpose of this project is to document and provide a discussion document on the quality mark type services that are offered by national export agencies. The report will also provide an overview of the processes undertaken in developing the criteria for assessing the quality of the product and/or service; the process for rating allocation, and monitoring of same. The information obtained from this research will form the basis for further discussion on the feasibility of applying a similar 'above-government minimum standards' quality rating to New Zealand's education exporters.

## **PROMOTIONS WORK STREAM**

### **Generic Campaigns in Support of Depth Strategy**

#### **Purpose of Project:**

A two stage industry consultation process was undertaken, and PRG met during the process to make interim decisions and provide further guidance. The overall process and final decision was set out in some detail at the Education New Zealand Annual Conference during August, and the presentation text is available on the ENZ website at:

<http://www.educationnz.org.nz/indust/annindustconf/Presentations/ENZConf06DepthMarketSelection.pdf>

In summary, the depth markets selected are:

- China
- India
- Viet Nam
- South Korea

The fifth market is a composite of five separate markets:

- North America
- Thailand
- Germany
- Brazil
- Malaysia

## **Generic Collateral Development and Production**

### **Purpose of Project:**

The collateral programme is truncated from last year. However, the collateral needs of the specific depth markets will be funded out of the specific campaign output. Accordingly, this output allows for ad-hoc collateral production arising out of, but not produced as part of, the branding evolution project.

## **Website Evolution**

### **Purpose of Project:**

A [www.newzealandeducated.com](http://www.newzealandeducated.com) website audit and evaluation project was undertaken last year. Developments as recommended by that project have been 'parked' awaiting further progress in the concurrent brand evolution project which will in turn inform visual development and content of the website.

Independent assessment via the 'Study Abroad' magazine has confirmed the validity of the audit findings, and adds further impetus to the desire to make progress on moving the website into the 'front rank' of international education portal sites.

## **Website Maintenance**

### **Purpose of Project:**

This output primarily covers the hosting and host led updating of the website, along with some input into updating of the industry specific section of the website, and the ongoing operation of that section. The industry only portion contains all brand material, collateral design, photo galleries and other tools that are of ongoing industry utility.

## **Brand Evolution**

### **Purpose of Project:**

The brand audit and evaluation project was undertaken by Brian R Richards Ltd during 05/06. As a result of that work, PRG indicated support for further evolution of the brand, and Phase 2 of the overall project was funded out of the balance of the 05/06 funding.

The combination outputs of website and brand evolution will allow substantial integrated progress to be made. However, it is likely that even with rapid progress, evolved and existing branding and electronic material will co-exist as the transition rolls out.

## **Industry Media Management:**

### **Purpose of Project:**

Ongoing and proactive media management is an essential core task, especially in the light of the combination of a static and/or declining market and media preoccupation with some of the more 'sensational' aspects of the industry. These include student incidents, foreign media and Governmental attitudes and coverage, and domestic 'dramas' such as student magazine reportage.

This output is undertaken by ENZ, and has the following overall objectives:

- Build good relationships with key media
- Protect and enhance the public reputation of the industry
- Encourage a positive engagement by current and potential stakeholders via a positive portrayal of industry
- Deal effectively with media and public issues relating to industry and the wider operational environment
- Be a resource for domestic and international media for reliable, factual and relevant information about the industry, either generally or in relation to specific issues

This task is set down in the Pan Industry Strategy as a core industry function. This year, it will incorporate some aspects of the advertorial programme such as content generation and optimisation that were hitherto undertaken under a separate output.

## **Industry Consultation, Liaison and Dissemination**

### **Purpose of Project:**

An essential component of the 'whole of industry' approach to generic promotion and marketing is a process of industry consultation. The desirability and need for programme consultation via forums and focus groups continues to grow. This process costs participants time and money, and given that the outcome of consultation is by nature concerned with national rather than institutionally specific issues, the direct cost component to participants should fairly be met.

We are also mindful of the findings of the Deloitte Review, which indicated the desirability of improved industry wide dissemination. Progress has been made in both of these areas, and will continue as a priority.