

Export Education Innovation Programme (EEIP)

Generic Comments for the Improvement of EEIP Applications

Education New Zealand would like to thank all the organisations and individuals who showed an interest in submitting EEIP tenders. Education New Zealand, through the innovation programme, has been tasked with helping the export education industry develop new modes of supply and market diversification.

One of the goals of the EEIP is, through research and feedback, to assist institutions to develop the capacity and business expertise to successfully develop an offshore presence.

Below are some areas where we would encourage organisations to include further detail in their tender documents prior to being submitted:

Business Planning

Successful applicants had demonstrated sound planning skills and a solid strategy underpinning their offshore projects. While an organisation-wide strategy document is not required, some indication of institutional support would be beneficial.

In terms of planning detail, some projects would have benefited from further market research and supporting claims with quantifiable data. Projects which had reached the implementation stage should be underpinned by as much market intelligence as possible.

Information and due diligence on potential offshore partners would also assist in the application process.

Marketing plans

It is important to include short and long term marketing plans.

Evidence of research into marketing channels and strategies for offshore courses and products is required. While an applicant may perceive there to be an offshore market, it is encouraged that a greater degree of preliminary market research be undertaken and included within the proposals to back up these claims.

Projected revenue streams and costs

Few applicants detail expected **revenue** streams over time. The inclusion of this data is as important as the inclusion of operational costs.

Details such as payments to agents and partners is also useful in the EEIP decision making process. These issues are also directly relevant to project sustainability (see below) and long-term profitability.

Risk Analysis

Again, few applicants provide a sound risk analysis for running offshore operations. Basic SWOT or PESTE analyses will cover many of the questions asked by the Advisory Body. Few applicants covered issues such as legal liability offshore or the regulatory environments in which they would be operating (including domestically).

Please note that all successful applications will be vetted by relevant government agencies. With this in mind, a detailed risk analysis would demonstrate how an offshore project would not pose an unmanageable risk to an institution's domestic operations.

Applicants generally had not considered the need for professional indemnity insurance in any of their business dealings.

Budgetry Detail

Extensively detailed budgets must be included. Items such as overheads need to be itemised and fully explained. **Projections regarding revenue and costs** will also assist the Advisory Body in the decision making process. Costs that are still part of projects seeking a grant, but which are not subject to EEIP claims, are still relevant to an applicant's business plan.

Project Sustainability

The EEIP looks to fund projects that will succeed in the provision in offshore education.

Applications should demonstrate the long term viability and potential of the project they are proposing. Although innovation, by its very nature, is difficult to predict, applicants should consider their ability to continue as a successful business once EEIP funding has finished as being of paramount importance.

If you have any further questions regarding the EEIP, please do not hesitate to contact Kathy Phillips at Education New Zealand – Kathy.phillips@educationnz.org.nz.