

minutes	<p>Minutes of the meeting held on 27 July 2007 from 12.30pm to 5.00pm at Marriott Hyderabad</p>
PRESENT	<ol style="list-style-type: none"> 1. Representative, Indopacific Education Services 2. Liz Batra, IEGC - Chandigarh 3. Bubbly Johar, Johar Education Centre – New Delhi 4. Gulshan Kumar, Kangaroo Studies Pvt Ltd – New Delhi 5. Arun Jacob, Array Consulting - Hyderabad 6. George Kurien, Education Overseas Consultants - Bangalore 7. Thomas Joseph, Veniblos Enterprise Ltd - Cochin 8. Ravi Singh, Global Reach - Kolkata 9. Representative, PIEC 10. Ajay Sukhwani, Edwise International - Mumbai 11. Representative, The Chopras 12. Representative, Dilinger Consultants 13. Geetha Rai, OES Pvt Ltd – Bangalore 14. Victoria Sukhia, Southern Seas Education – Mumbai 15. Paul Vaughan, New Zealand Trade & Enterprise 16. Jugnu Roy, New Zealand Trade & Enterprise 17. Kerry Greig, Immigration NZ 18. Subir Tandon, Immigration NZ
APOLOGIES	<hr/> <ul style="list-style-type: none"> - Jubeerich Academy - GeeBee Education Pvt Ltd - Campus International <hr/>

1 QUICK ROUND UP OF PREVIOUS MINUTES

Most items have been actioned, except the bank loan documentation. As per the agents, students are facing a lot of difficulty in obtaining education loans from banks for Graduate Diploma courses. NZTE along with the Education Counsellor will be contacting some of the important banks for the same.

2 REGIONAL BRIEF FROM AGENTS

- Agents have been really pleased with the turnaround of visa applications at NZIS.
- Complaints again re delays in getting offer letters especially from universities
- Complaints about getting fee receipts from institutions, which have been taking rather long
- Ideas around using pre-departure briefings as a publicity medium in the market.
- Global Reach is putting some focus on the NE states, traditionally these students have been going to Delhi university, however there is quite a bit of wealth in the region and less black money market – the state comes under the special category and does not levy income tax.

- Agents commented that the marketing some of the marketing reps from the universities were quite poorly briefed about their own institutes and courses – in some cases they make on the spot offers to students that are subsequently rescinded.

3 UPDATE ON SEPTEMBER FAIRS

- Agents seemed quite comfortable with the revised campaign
- Quite a bit of debate was there on the internet promotions – yahoo, rediff and google seemed appropriate. Orkut is also very important for getting to Indian students, it is a social networking site and apparently quite popular with the student community.
- Some of the local agencies have volunteered to help with the outdoor campaign in their cities
- Free pre-registrations were agreed for students who would register themselves with the local NZIER agencies before the fairs. The agents are expected to issue these students with their agency visiting cards as forms of receipts.

4 AGENCY STAFF ASSISTING NZ INSTITUTION DESKS

There was agreement that agent desks should be in the centre and the NZ institution should NOT use agency staff on their stands and should NOT display individual agency cards on their desks. A suggestion was made that the institutions should be able to get assistance from the alumni base in India.

NZTE will also look at providing with a couple of placards (back in 10 minutes) for lunch time in case the desk is being left unattended.

5 POSSIBLE GUIDELINES FOR NZ PARTICIPANTS

- There were some comments by agents that one of the NZ institution representative was rather picky about the students that they wanted to talk to and tried to avoid talking to others by simply ignoring them. Not certain who it was but NZTE will keep a watch for any unprofessional behaviour.
- It was also noted that one of the institute had a Swiss institute collaboration and they were present at the fair. It was later brought to our notice that the lady was promoting her Swiss course to the agents (not to the students though).

6 UPDATE FROM SACDEG

The concept of Virtual Fair was quite well received. It was mentioned that the idea had already been trialled by the Times of India. TOI had also provided on-line counselling, however it had US as its prime focus. NZTE will investigate this a bit more and advise.

The suggestion on professional development up skill staff was received very positively, the agents felt this would enable their staff to feel much more confident. They felt it would be ideal to award a certificate at the end of the programme.

7 FUTURE PROMOTIONAL ACTIVITIES

It would be useful to partner with British Council's exams division. With IDP setting up a private company EduPlanet which will now be responsible for student recruitment and IELTS testing. This is putting undue pressure on the agents as a lot of their students who give their IELTS via IDP are being flicked. Therefore partnering with British Council (which is a govt funded agency) would ease some anxiety off the agents.

8 OTHER ISSUES

- The issue of IELTS vs TOEFL came up – it seems that presently NZIS is not very comfortable with TOEFL scores. The agents mentioned that there is a big chunk of students who have already taken the TOEFL for US universities and probably not got admissions there, therefore it would be easy to convert them for NZ if TOEFL is accepted by NZIS. NZIS has promised to look into the same.
- There were also some issues around the availability of panel doctors, NZIS has agreed to look into the same and increase the number of doctors in existing cities and also add some in new potential cities.

NEXT MEETING 30 NOVEMBER IN KOLKATA