

Minutes

Summary Version

South Asia Commercial Development Group

1pm – 5pm, Friday 28th July 2006

ENZ Boardroom, L 6 138 The Terrace, Wellington

Attendees	Maureen Manson	CPIT
	Tricia Reade	MIT
	Wayne Angus	Otago University
	Ian Stockwell	NZTE
	Bruce Osborne	UCOL (late arrival)
	Susan McAllister	Design & Arts College
	Shayne Quick	The University of Waikato
	Education New Zealand	

1 Review of last year

Discussion of statistics, note small rise in ITP numbers, large rise in PTE numbers
Summary of activity: Fairs April & Sept, Chris Cairns, generic promotion through media and etc. Radio promo, personality all great promotion. Approximate funds spent in 05/06 financial year:
\$160k on Sept fairs
\$120k ongoing campaign
\$200k April & Cairns
\$20k ministerial campaigns, Agent seminars etc
Total \$500k spent

2 Prep for September fairs

Media – decisions to be made with India about booking places.
Can't afford both major promotion around fairs and huge generic promotion during the year, in between events.
Funding – definite total for India still to be decided upon. Sept fairs are centrepiece for rest of year so fine to put most funding into them.
Discussion needed re. early 2007 fairs and best dates.
Participants pay for fairs, generic funding covers promotion. If the generic funding increases, there can still be a lot of promotion and small fair.
Sept 2005 fairs cost \$150k for fair alone not counting promotion
More money is invested in India by institutions than any other country in the world, about 1 (govt) to 6 (institutes)
Decision to go ahead with Clemenger BBDO for PR and promotion.

3 Funding

Discussion on how best to split the funding, by event/by region? Too difficult to analyse Indian regions now before September.
Decided not to allocate any funding to inbound visits agents/media at this stage – one agent Gee Bees coming to August 2006 ENZ Conference. This agent was given award as top performing agent (in INZ stats) for NZ as per the NZIER incentives.

4 Teleconference with India – INZ & NZTE

Agents – Pearl/PIEC and Veniblos want reconsideration into agent category, discussed feedback from Indian Ops group.

Group will now be reviewed every 6th months to allow new ones in, but approval and certified for full year period.

India – agent group going really well, some concern from those that didn't make it into NZIER group and how to address that, 2 have been improving – Pearl and Avenues. Strong message that agents are seeing the group formation as an incentive. Agents knew this was a start up, and they'll be pleased when see new entrants joining.

From INZ view, this strategy has worked very well, now much better quality applications and numbers increased greatly.

Simon back to NZ mid September after the fairs, won't be participating in all, Ms Kerry Greig is his replacement.

INZ are committed to seminars and fairs, IEEN used to fund INZ attendance cost at 50/50 rate. ENZ to consider taking over this contribution, Simon to send a proposal to ENZ.

Jugnu has been out of the office for a while do to the seminar schedule, a few action points to attend to e.g. ad placements, budgets etc. Jugnu has new ideas for possible banners/billboards in the place of press advertising for some areas, plus looking into possible Marae entrance to fairs?

5 Website

Start up signatory section and give link only to fair participants. Only group approved minutes can go up on the website. Full set of minutes for group, limited notes for website.