

minutes	<p>Minutes of the meeting held on 1 March 2007 from 12.30pm to 5.30pm at Taj Residency, Cochin</p>
PRESENT	<ul style="list-style-type: none"> a) Thomas Joseph, Sherly Thomas & Pushpa Jacob, Veniblos Enterprise, Cochin b) Saju Abraham, Jubeerich Consultants, Cochin c) S Bhuvaneswari, Edwise International, Cochin Office d) Liz Batra, IEGC, Chandigarh e) Salim John, The Chopras, cochin Office f) Vishal Pathania, Kangaroo Studies Pvt. Ltd, Chandigarh Office g) Ashley, Campus International, Cochin h) Arun Jacob, Array Consulting, Hyderabad i) Victoria Sukhia, Southern Seas Education, Mumbai j) Upesh Savla, GeeBee Education Pvt. Ltd, Mumbai k) Robert Dilinger, Dilinger Consultants, Chennai l) Monisha, Global Reach, Hyderabad
APOLOGIES	<hr/> <ul style="list-style-type: none"> m) <u>George Kurien, Education Overseas Consultants, Bangalore</u> a) Pearl International Education Centre, Mumbai b) Johar Education Centre, Delhi c) Indopacific Education, Delhi d) New Zealand Education Services, Mumbai e) OES Consultants Pvt Ltd, Bangalore – NO RESPONSE
IN ATTENDANCE	<hr/> <ul style="list-style-type: none"> ▪ Paul Vaughan, Trade Commissioner, NZTE ▪ Jugnu Roy, Trade Development Manager, NZTE ▪ Kerry Greig, Branch Manager, INZ ▪ Subir Tandon, Service manager, INZ <hr/>

Agency wise background on marketing activities undertaken and local market dynamics:

Kangaroo Studies

- Undertaken school visits in North India
- Schools have expressed concerns over lack of availability of undergraduate scholarships
- Schools feel that entry criteria for UG courses very high, Indian students qualifying under that would usually manage admission at good quality Indian institutions or foreign universities with part scholarship
- Increase in interest for recreational courses, especially the ones offered by QRC
- IT related courses have remained popular

Array Consulting

- Increase in the % of first timers choosing NZ as their study destination
- Business & IT remain popular
- Cookery diploma has started gaining popularity
- Hyderabad still pretty much a PG market though
- Alarming increase in the number of students changing courses after arriving NZ

Education Overseas Consultants

- Feb intake has been good
- Blore, predominantly PG focussed; Cochin, increase in diploma courses especially in areas like cookery & IT

Jubeerich Consultants

- Increase in awareness and interest for short term courses
- Interest in cookery, hospitality & IT at UG level and Engg for PG level

GeeBee Education

- 2 fairs in Mumbai has helped increase awareness for NZ
- Interest areas are hotel mgmt, business & cookery

Edwise International (Cochin office)

- Nursing has been popular as always, however increased interest in hospitality, cookery

Global Reach (Hyderabad)

- Number of students has increased
- Business & IT are the old favourites, increase in interest for flying courses

IEGC

- NZ is becoming popular in Punjab, mainly through the success stories of past students
- Business, Hospitality, IT and science courses are popular

Dilinger Consultants

- Increase in number of Para medicine enquiries
- Australian visa regulations in the next 6 months will influence the next intake in a big way

Veniblos Enterprise

- Awareness for NZ education has increased, however delayed turnaround reduces the conversions drastically as students start looking at other destinations in the mean time.

- PG courses with 2nd year by research work discourages students – THIS POINT WAS ECHOED BY ALL THE AGENTS PRESENT
- Australia now has an option for students to do 2nd year by research or coursework
- Entry criteria for masters degree in NZ extremely high, such students are already absorbed by companies like Wipro & Infosys

The Chopras (Cochin office)

- MBA with work experience restricts the market to a large extent
- Increase in interest for the Agri sector, courses like viticulture & horticulture

Campus International

- Feb enquiries for NZ were up
- Interest areas have been horticulture, hospitality at diploma level

Alarming increase in the number of **students changing courses when they arrive NZ**. It seems they are being poached by local private agents based in NZ and the local institutions get the necessary visas changed for the students. The institutions refund the student the entire amount after deducting their admin fees, they agents felt this was unfair on them. In fact such cases were rampant in Australia a couple of years back and this was one of the main reasons why AAERI was formed.

Agents to send individual cases of student changing institutions, to NZTE by Mid-march.

April Fair:

- Agents felt that having a press conference before the fairs would be useful
- Fair ads should say somewhere 'organised by NZ high commission' as it adds value & credibility to the event
- There needs to be a code of ethics for the agents for the fair
- Code of ethics for NZ institutions in terms of representing only the NZIER agents at the fair

Bank Loan documentation is problem for diploma courses. It was suggested that NZTE should centrally talk to banks to explain the NZ education qualifications. State Bank of India was jointly suggested by the agents and NZTE would look at meeting up with them.

NZIER criteria:

People who don't make it in the Feb intake will be sent a letter and will be reviewed again in September. It has also been recommended that the new inclusions will be made only once in a year i.e. after the Feb intake.

Veniblos expressed concern about the NZIER entry criteria. They suggested adopting a graded value (weighted average) system for assessing the performance of agents, by ranking the students based on the type of courses, duration of course and type of institutions. They felt that the final scores for the agents should be based on the quality of students (in terms of quality of course/institution and the revenue being generated) than mere headcount. They felt this would encourage more quality in the admissions procedure by the agents.

However, Kerry felt it would be rather difficult for them to extract this kind of information. Also NZTE & NZIS felt it would affect the transparency of the entry/exit system to the NZIER group. **Over to SACDEC for comments.**

Agent support seminars:

The agents suggested that schools visits should be clubbed with these seminars. The following is the list of cities which were 'suggested':

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|--------------|---------------|
| - Jalandhar | - Pune |
| - Amritsar | - Chennai |
| - Vizag | - Ahmedabad |
| - Vijaywada | - Jaipur |
| - Hyderabad | - Lucknow |
| - Bangalore | - Kolkata |
| - Cochin | - Patna |
| - Trivandrum | - Bhubaneswar |

Membership Fee

All the members agreed to a membership fee of Rs 3000 per agency. This money could be used to fund the 3 NZIER meetings

September Fairs

Following cities were suggested:

Delhi
Mumbai
Pune
Chennai
Bangalore
Chandigarh
Hyderabad
Lucknow

NZIS

Did a bit of discussion with agents around

- latest application numbers, which were up by 25%
- e-visa application, which is in the pipeline at the moment
- Agents expressed concern about the UG student being questioned about the course content in the visa interview
- Agents also expressed concern about the medical reports, the candidates should be allowed to see their reports before they are sent by TTS
- Agents also did a couple of case discussions after that

NEXT MEETING: FRIDAY, 27 JULY - HYDERABAD