

MINUTES OF THE 3RD NZIER MEETING
30 November (New Delhi)

ATTENDED BY:

1. Neeraj Luthra, Indopacific Education Services
2. Ramesh Sharma, Indopacific Education Services
3. Liz Batra, IEGC
4. Bubbly Johar, Johar Education Centre
5. Gulshan Kumar, Kangaroo Studies Pvt. Ltd.
6. Soni Khanna, The Chopras
7. Kalpana Zutsi, The Chopras
8. Shalima Jacob, Array Consulting
9. Ashley, Campus International
10. Robert Dilingier, Dilingier Consultants
11. Saju Abraham, Jubeerich Consultancy Pvt. Ltd
12. Delhi Office Representative, Edwise International
13. Manish Aditya, Pearl International Education Centre
14. Delhi Office Representative, Global Reach

REGRETS:

- a) Education Overseas Consultants, Bangalore
- b) OES Consultants (P) Ltd, Bangalore
- c) Veniblos Enterprise Ltd, Cochin
- d) GeeBee Education Pvt. Ltd, Mumbai
- e) New Zealand Education Services, Mumbai
- f) Southern Seas, Mumbai

AGENDA ITEMS:

- Re-evaluate/redefine criteria for the next NZIER group review
- Discuss activities for the India promotional campaign
- April fair: Delhi, Mumbai and Cochin. Dates, timing, venue, advertising, etc
- Distribution of NZIER certificates for branch offices
- Re-visit the 'Code of Ethics' for the agents: Possible 'Contract'
- Aviation Training opportunities for NZ providers
- Interaction with NZIS regarding the Feb intake and discuss issues (if any)

The meeting started with a discussion on **promotional activities**, agents felt:

- We need to stick to 3 ads in each of the cities, however the size will need to be smaller than the ones used previously and we could possibly look at black & white as well. Ads should clearly mention the seminar timings and request students to get their academic documents.
- Radio ads to be used in Delhi & Mumbai (April fairs)
- Advertorials, should be done both around the fairs and for generic promotions
- Outdoor publicity should be looked into more extensively as its much more cost effective, possible options could be:
 - o Hoardings & billboards at prime locations, especially areas frequented by the target audience
 - o Branded buses (possibility in Mumbai)
 - o Promotional activities at multiplexes eg. PVR's, Adlabs, etc
- Thanks you email to students after the fairs
- Agent support seminars, should continue, add immense value
- Intensify interaction with key schools

Code of Ethics:

Agents were a little concerned about some the NZIER members not complying with the code of ethics, in terms of dissuading students from their existing agents.

It would be useful if there could be a formal contract including the code of ethics signed by the NZIER members. Something on the lines of the AAERI 'Education Services for Overseas Students' which would also give a clear understanding on how much an agent can charge the students as well- NZTE & SACDEG to do

Aviation training:

NZIER members commented on the growing demand for trained pilots in India and thus the need for pilot training schools. There is a big number of students travelling overseas for their Commercial Pilot Licence. It would be useful if the NZ providers could offer a comprehensive training to the agents on the types of training provided by their institutions.

Immigration NZ:

They have forecasted an increase of about 25 – 28% over last year. All agents were quite satisfied with their application processing at INZ.

Criteria for entry and renewal to NZIER:

The members were comfortable with increasing the approval rate from 80 to 85%, however were a little apprehensive about taking it up to 90%. In terms of numbers they were happy to double them:

National Agency	Previously 12	New suggestion 24
Regional Agency (new category)		Suggestion 16
Small Centre	Previously 5	New suggestion 10
Big Centre	Previously 8	New Suggestion 16

Fair Participation:

In the past it has been felt that some of the cities have been overcrowded by agents, especially the ones with branch offices. Therefore, it was concluded that before the fairs each agency will send break up of the number of student applications generated and finally sent from each of their office.

Agent Commissions:

This has been a constant discussion point, as a lot of students change institutions once they reach NZ. The institutions are refunding them the entire amount, thus forfeiting the agents commission. The agents felt that the students should not be allowed to change

institutions once in NZ, however if they wish to they should come back to India and re-apply for visa. Also a provision needs to be made to safeguard the agents commission, like is done in Australia.

Other Discussions:

- After the closure of Air NZ services from Singapore, the agents are relying heavily on Singapore Airlines, Malaysian Air & Thai Air and they felt it would be worthwhile collaborating with one of them for the education fairs.
- The winner of the top performing agency, to be provided with a certificate in addition to the trophy
- Re the Sept fairs, agents suggested cutting down the Delhi & Mumbai fairs to 1 day only and explore new markets like Lucknow, Jaipur or Pune

NEXT MEETING is scheduled for Friday, 9 March 2007 in Hyderabad OR Cochin.