

Minutes	<p>Minutes of the meeting held on Friday, 30 November from 12.00noon to 4.15pm at Vedic Village, Kolkata</p>
PRESENT	<ul style="list-style-type: none"> ▪ Raghuvir Singh, Avenues Overseas, Ahmedabad ▪ Ashley, Campus International, Kochi ▪ Ravi Singh, Global Reach, Kolkata ▪ Gulshan Kumar, Kangaroo Studies Pvt Ltd, New Delhi ▪ Bubbly Johar, Johar Education Centre, New Delhi ▪ Saju Abraham, Jubeerich Academy, Kochi ▪ Liz Batra, IEGC, Chandigarh ▪ Sarbani, The Chopras, Kolkata (branch office staff) ▪ Rinku, Edwise, Kolkata (branch office staff)
APOLOGIES	<ul style="list-style-type: none"> - Arun Jacob, Array Consulting - Robert Dilinger, Dilinger Consultants - George Kurien, Education Overseas Consultants - Neeraj Luthra, Indopacific Education - Gurpreet Sethi, NZ Education Services - Dilip Rai, OES Consultants Pvt Ltd - Victoria Sukhia, Southern Seas Education - Thomas George, Veniblos Enterprise - Manish Adatiya, PIEC
IN ATTENDANCE	<ul style="list-style-type: none"> • Paul Vaughan, New Zealand Trade & Enterprise • Jugnu Roy, New Zealand Trade & Enterprise • Kerry Greig, Immigration NZ • Subir Tandon, Immigration NZ

1 UPDATE FROM REGIONS

Kerala: Increase in overall numbers, fairs have created awareness and the follow up activities by NZIER member have helped increase the conversions. Subject areas of interest have been IT, Hospitality, business/management; nursing happens to be the biggest one though. The British Council recently organised their roadshows in Kochi with about 30 participating universities. The fair was actually split by them, they had about 60-70 universities exhibiting in Coimbatore at the same time.

Kolkata: There has been a renewed interest for NZ education. However, the region still remains focussed on post graduate study. Subject areas of interest are communication, arts and business. A lot of students from the north eastern states are showing interest in overseas education.

New Delhi: Numbers pretty much the same. Subject areas of interest have been Engineering, Computing, business/management, culinary arts.

Gujrat: UK market is down, Australia is booming and NZ is also seeing marked increase in interest. South Gujrat is seeing the maximum growth for NZ. Subject areas of interest have been

IT, hospitality, culinary, MBA and business Management. The British Council recently organised their roadshows in Ahmedabad with about 35 participating universities.

Punjab: Market is doing well. Some of the agencies organised roadshows for UNITEC, EIT & WINTEC in Ludhiana, Jalandhar & Amritsar which resulted in 70% genuine students. Main subject areas of interest have been horticulture, business, hospitality, engineering, IT & Computing.

Overall increased interest amongst students for pilot training. Students from varied background are now looking at flight training as a lucrative career.

2 IMMIGRATION NEW ZEALAND UPDATE

INZ has seen a phenomenal growth in the number of student visa applications received. The number of applications recd by them between July – Nov has been 1630, it was about 675 for the same period last year. There has been big increase in the number of applications from private training providers and flying schools. The expected forecast for applications for this year was 3800, however the same has now been revised to 4300. The average approval rate that is being witnessed across the board has been 80%, which includes NZIER, non NZIER and direct applications.

3 NZIER MEMBER REVISION / RENEWAL CRITERIA

All the agents had a clear consensus of increasing the approval rate to 85% for entry into the group. They also recommended a 50% increase in the every category, which makes the new suggested numbers:

National Agency	24	moving to 36
Regional Agency	16	moving to 24
Small Centre	10	moving to 15 or 18
Big centre	16	moving to 24 (Delhi or Mumbai)

4 PERFORMANCE AWARDS

These have created considerable amount of competition amongst the NZIER members for the coveted award. The suggestion from their end was:

- Continue with 1 top performing agency (based on number of student visas issued), the winner gets a certificate and chance to attend the ENZ conference in NZ
- Introduce a runner up best performing agency (based on number of student visas issued), the winner gets a certificate
- Introduce 2 new awards under 'Outstanding achievement awards', winners get certificates. This would have to be based on a lot of factors we expect, and would have to be fleshed out a bit more with ENZ and then maybe at the next NZIER meeting.

5 WAKA JUMPING

The agents felt that in case the students change institutions after arriving in NZ and both the institutions are levy payers to ENZ, then their could possibly be a mandate where in the 2nd institution would be liable to pay commission to the relevant agent.

The agents are happy to get slightly less, say couple of percent less than what they would have got from the original institute, as long as they get something out of the student for all the hard work and time invested by them.

6 SUGGESTIONS FOR FUTURE FAIRS

The agents felt that the fairs should now be positioned differently. They suggested 2 fairs in Delhi & Mumbai were way too much, and could be one of the reasons for the declining footfalls at the fairs. The cost implication for both these fairs are extremely high and the benefit derived in terms of conversions is not much.

Also they felt Chennai as a market has nothing much to offer for New Zealand, and it should be replaced with Coimbatore (city in Tamil Nadu) which is a big education hub of South India.

The suggestions for the future fairs are:

April Fairs:

- Coimbatore (replacing Chennai and April is a better time for it)
- Gujrat (city still needs to be zeroed on either Ahmedabad or Baroda)
- Hyderabad
- Cochin
- East India (either Guwahati or Bhubaneswar, could be a mini fair or seminar)

September Fairs:

- New Delhi
- Mumbai
- Lucknow
- Bangalore
- Chandigarh

7 PROMOTIONAL SUGGESTIONS

- a) Look at organising a 10X10 cricket competition amongst some of the top schools (doesn't have to be based purely on academics) in a city. The winning team gets a trophy from possibly a kiwi cricketer. All the players could be made to wear NZ educated branded t-shirts. We could also look at tying up with one of the local sports channel who could telecast the same.
- b) The same idea could be run on the lines of a talent hunt/reality show in conjunction with a local sports channel. The winning team could be sent to NZ on a six month training kind of assignment.
- c) Promotional seminars at boarding schools in Dehradun and Ooty, these towns house about 10-12 good quality schools which have kids of the richie rich of India studying. Most students from these schools look at overseas qualifications at tertiary level. Therefore, it would be a

good platform to showcase NZ qualifications and its quality and of course it is very cost effective.

The above mentioned ideas seem very innovative and don't look like a hard sell. In case we decide to go for it we should look at acting really fast before other countries start looking at something on these lines and NZ is left into a 'Me too' category.

NEXT MEETING – NEW DELHI ON FRIDAY, 7 MARCH