

minutes	<p>Minutes of the meeting held on Friday, 7 March from 12.00 noon to 4.00pm at The Oberoi, New Delhi</p>
<b>PRESENT</b>	<p><b>Attended By:</b></p> <ul style="list-style-type: none"> <li>- Indopacific Education Services, New Delhi</li> <li>- Johar Education Centre, New Delhi</li> <li>- Kangaroo Studies Pvt Ltd, New Delhi</li> <li>- The Chopras, New Delhi</li> <li>- Liz Batra's – IEGC, Chandigarh</li> <li>- Global Reach, New Delhi office</li> <li>- Campus International, Cochin</li> <li>- Jubeerich Consultancy Pvt Ltd, Cochin</li> <li>- Veniblos Enterprise, Cochin</li> <li>- Avenues Overseas, Ahmedabad</li> <li>- Edwise, New Delhi Office</li> <li>- GeeBee Education Pvt. Ltd, Mumbai</li> <li>- Southern Seas Education, Mumbai</li> </ul>
<b>APOLOGIES</b>	<p><b>Regrets:</b></p> <ul style="list-style-type: none"> <li>- Array Consulting, Hyderabad</li> <li>- Dilinger Consultants, Chennai</li> <li>- Education Overseas Consultants, Bangalore</li> <li>- OES Consultants (P) Ltd, Bangalore</li> <li>- New Zealand Education Services, Mumbai</li> <li>- Pearl International Education Centre, Mumbai</li> </ul>
<b>IN ATTENDANCE</b>	<ul style="list-style-type: none"> <li>- Paul Vaughan, Trade Commissioner</li> <li>- Jugnu Roy, Trade Development Manager</li> <li>- Ritesh Bhimani, Business Development Manager</li> <li>- Kerry Greig, Branch Manager</li> <li>- Subir Tandon, Team Leader</li> </ul>

## 1 UPDATE FROM NZIS

Immigration witnessed a 133% increase in the number of applications over last year. The number of student visa applications received between 1 July 2007 – 29 February 2008 has been 3800, whereas it was 1650 for the same period last year. The average approval rate has also been 82% as opposed to last years 78%. The biggest growth has come for private training providers and from agencies based in Gujrat & Punjab.

### Action points

Look at revising the NZIER criteria – NZTE, INZ & ENZ to action

## 2 APPOINTMENT OF NEW PR AGENCY

Perfect Relations has been appointed as the new PR agency for the fairs. Considering that it is their first time with NZ education, NZTE would look at organising an interactive session over lunch for the account manager at Perfect Relations with some of our key NZIER members.

### Action points

The session is scheduled for 2 April with couple of NZIER members

## 3 NZIER CRITERIA

As discussed during the Immigration update, the existing NZIER group is also quite concerned about the rising number of agencies from Gujrat & Punjab. Most of these agencies represent new private training providers mainly from the Auckland region. Therefore it was unanimously suggested that the criteria for the NZIER should be re-looked.

## 4 APRIL FAIR UPDATE

The fair schedule is:

Sunday, 13 April	Mumbai	Hotel Hilton Towers
Wednesday, 16 April	Cochin	Taj Residency Hotel, Ernakulam
Sunday, 20 April	New Delhi	Taj Mahal Hotel, Mansingh Road

### 4.1 Newspaper adverts in all 3 cities

Mumbai:

Newspaper	Date
Education Times	7 April
Bombay Times	11 April
Bombay Times	12 April
Mid-Day	12 April

Cochin:

Newspaper	Date
Malayala Manorama	14 April
Malayala Manorama	15 April
Education Plus (Kerala + Tamil Nadu)	14 April
New India Express (Coimbatore + Cochin)	12 April

New Delhi:

<b>Newspaper</b>	<b>Date</b>
Education Times	14 April
Delhi Times	18 April
Delhi Times	19 April
HT City (Delhi)	17 April
Mid Day	18 April
HT Horizon	16 April

**4.2 Café Coffee Day:** 12 outlets each in Delhi & Mumbai have been identified for the campaign. Posters and tent cards with fair details are being displayed for 1 month prior to the fair as part of the promotions.

**4.3 Yahoo! Campaign:** Impressions on yahoo India and yahoo mail are planned one month prior to the fair as part of the promotional strategy. The demographics based on age, city, etc have been specified to yahoo. The online banners will be visible in Delhi, Mumbai & Cochin.

**4.4 Cochin Billboards:** are being used as part of the outdoor campaign. Saju from Jubeerich Consultancy has taken the responsibility of managing them locally. The billboards/banners will be put up at key intersections in Cochin & Kottayam.

## **5 NZIER MEMBERS CODE OF CONDUCT**

It was suggested that a disputes committee be added within the group, some of the existing NZIER members could volunteer to take on the responsibility. This would help resolve problems first within the group and maybe then escalate to ENZ.

Something similar to this already exists under AAERI. Once ENZ & SACDeG approve of this committee we could look at getting nominations from the agents.

## **6 PHD STUDENTS**

The agents are now getting a flat commission of about NZ\$ 1000 for PhD students. Most members confirmed that this payment would be applicable only if the student application has gone from the agents office.

## **7 NZIER CERTIFICATES**

Revised certificates will be issued to all the agencies once the group revision is complete around the end of April. The certificates would be valid from 1 April 2008 – 31 March 2009.

## **8 EDUCATION LOANS**

Students are still facing problems securing education loans for graduate diploma courses. In some cases they have requested institutions to alter the offer letters, however in most cases students end up visiting various banks to get the loans sanctioned.

NZTE along with the education counsellor will look at educating some of the important banks on the NZ qualifications.

## **9 WAKA JUMPING**

Waka jumping dominated most part of the meeting. Most agents are extremely concerned and anxious that ENZ would look at taking some steps to resolve the problems. INZ confirmed 45 cases as per their lists, however the NZIER members claim it to be much more than that. The agents felt that it is important to revisit the code of practice as students and some of the dubious agents based in New Zealand are taking advantage of the current policy.

## **10 OTHER BUSINESSES**

- 10.1 **India – NZ connection:** Students are facing a lot problem sourcing connections since the time Air NZ has pulled out. Most airlines now have more than 1 stop over and it is difficult to source seats as well.
- 10.2 **Fair participation:** All fair participation for the education fairs will be based on an agency office present in the fair city. Head office or a fully owned branch office will be considered for the purpose.
- 10.3 **University turnaround:** It is still a concern with most of the universities, due to which students are looking at alternate destinations. It would be useful if the academics visited India to get some insight into the level of students, qualifications and institutions.

**NEXT MEETING SCHEDULED ON FRIDAY, 1 AUGUST IN NEW DELHI**