

Canada
Market Profile 2011 - 2012

May 2011

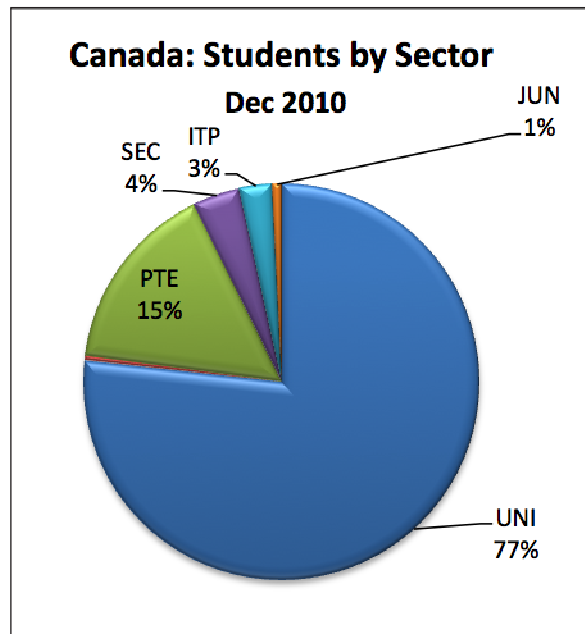


1. Introduction

This profile is directed towards New Zealand universities, private training providers, and institutes of technology and polytechnics. There is very little opportunity for New Zealand secondary schools and none for English language institutions in the Canadian market.

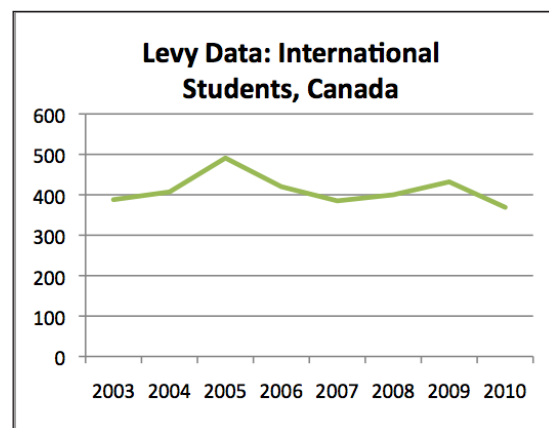
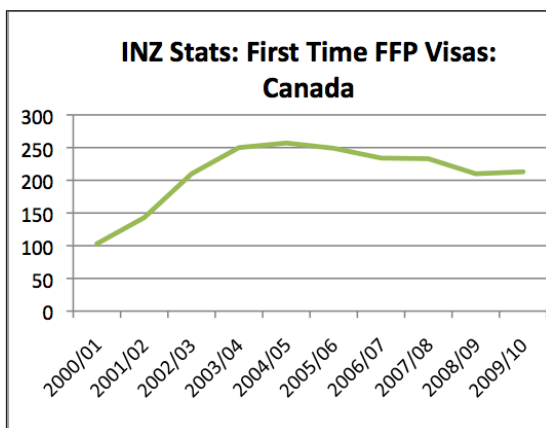
Canada's economy has weathered the economic down-turn of 2008/09 much better than expected, and Canada is in much better overall economic shape than the United States. Housing growth is positive and the job market is also building momentum. The unemployment rate is currently around 8%, 2% lower than expected.

Canadians' perceptions about New Zealand and its people are overwhelmingly positive. The two countries have a shared Commonwealth and pioneer heritage, a similar pattern of settlement and development, a common language, and a respect for their indigenous people.



(UNI=Universities; PTE=Private Training Establishments; SEC=Secondary; ITP= Polytechnics; JUN=Junior (Primary, Composite, Contributing, Intermediate))

Australian Higher Education institutions attract considerably more Canadian students than New Zealand does. There were 3,400 Canadian students studying in Australia in 2009 (9% of Australia's total number of international students), and the annual growth rate is around 13%. Conversely, New Zealand attracts less than 500 Canadian students annually - less than 1% of the total number of international students.



*The Department of Labour (Immigration New Zealand) and The Ministry of Education provide regular updates to the Visa and Export Education Levy Statistics. The latest statistical information can be found at www.educationnz.org.nz/policy-research-stats/statistics

Given the natural synergies between the two countries, there is potential to attract more students from Canada to New Zealand.

Canada is a country of regions. Ontario, Québec, British Columbia and Alberta are the most wealthy provinces, with the eastern and central (prairie) provinces less so.

Quick facts from Canadian universities:

- Canadian universities readily acknowledge that providing students with international knowledge and intercultural skills is now an integral part of their institutional agenda.
- 94% of Canadian universities identify preparing internationally-knowledgeable students as a top reason for internationalising their campuses
- 81% provide financial support to Canadians studying abroad for credit
- 69% offer scholarships to international undergraduate students
- 62% offer scholarships to international postgraduate students
- 66% report enrolment increases in internationally-oriented degree programs
- 75% deliver education and training programs outside Canada
- 61 Canadian universities include an international focus in a total of 356 programs at all levels of study
- 2.2% of full-time Canadian students participate in study abroad experiences for credit.

In absolute terms, few Canadian students study abroad - some 20,000 each year. However, this is triple the number reported in 2000. The greatest number of students studying abroad (more than 40%) were undergraduates involved in exchange programs with academic course work, most at the third-year level.

Canada and New Zealand have a very popular reciprocal working holiday visa programme.

Barriers to Study Abroad

According to the Association of Universities and Colleges of Canada, financial considerations are by far the top barrier preventing more students from participating in study abroad. Another significant barrier is the curriculum at the home institution is too inflexible or the program too heavy.

More research can be found at: www.aucc.ca/internationalization

2. Local Education System

Canada has two official languages: English and French. Students do not have to be fluent in both to study in Canada. The Canadian education system encompasses both Government-funded and private schools, from kindergarten through to university. Education is a provincial responsibility. Standards across the country are uniformly high.

Secondary schools go up to grades 11 or 12, depending on the province. From there, students may attend university, college, or study at Québec's Cégep (College of General and Vocational Education).

Universities

Canada has 91 universities. Canadian universities are similar to their New Zealand counterparts. They are largely publicly funded.

There are around one million full-time university students in Canada.

Most universities in Canada are relatively small: 11 have student bodies of 20,000 or more; 16 have enrolments between 10,000 and 20,000 students, the remainder have less than 10,000 students. A complete list of institutions and enrolments can be found at: http://www.aucc.ca/publications/stats/enrol_e.html

Colleges

Canada's colleges are similar to New Zealand Institutes of technology and polytechnics in many ways:

Community Colleges

The 175 post-secondary institutions are members of the Association of Canadian Community Colleges (ACCC). Historically, these institutions offered diplomas and certificates, though many are now also granting undergraduate and applied degrees.

University Colleges

University Colleges provide Bachelor's degrees, and diploma and certificate programs in various areas including English as a second language.

Career Colleges

Most Career Colleges are private institutes. They provide short-term career training in order to prepare students for the job market. Business, computer and secretarial skills are three popular subject areas.

3. General Advice for New Zealand Education Providers

Future opportunities

The major opportunities for New Zealand institutions are short-term programmes of one or two semesters. These include certificates and diplomas at the undergraduate and postgraduate levels.

Agents

Although there are education agents in Canada, many students conduct their own research and manage their own arrangements.

4. Sector-Specific Advice for New Zealand Education Providers

4.1 Undergraduate & Postgraduate Courses

Experiential Education

Experiential types of education qualifications, such as adventure tourism, continue to be popular with Canadian students. The concept of a post-tertiary year is also gaining in popularity in Canada.

Student Exchange Linkages

Student exchange is likely to remain the most common way for Canadians to pursue education overseas. For New Zealand institutions, establishing an exchange program is a strategic way of generating a profile for study-abroad programs.

Graduate Programmes

Master degree and PhD programmes are two areas where Canadians have been willing to pay higher fees at an international institution. Short-term post-graduate certificates and diplomas have also become very popular.

4.2 Vocational & Technical Qualifications

New Zealand has difficulty attracting Canadian students to undertake vocational and technical qualifications because of uncertainty among Canadian students about whether a New Zealand qualification will be recognised by Canada's licensing bodies.

4.3 Secondary Schools

There is a very small opportunity for New Zealand secondary schools to attract Canadian High School students. To be successful, New Zealand schools will need to have a highly visible web presence and offer flexibility in study start times and duration. Most Canadian high school students are interested in one- or two-term opportunities.

4.4 English Language

As an English-speaking nation, Canada has its own English-language industry.

5. Future Trends in the Market

The key trend in the Canadian market is the growing demand for tertiary education.

Canada's shifting demography could soon constrain the country's longer-term growth prospects. Over the next 20 years, there will be very little growth in the number of people in the traditional working ages of 25 to 64. At the same time, the number of people older than 64 will double, leading to the need to help drive productivity gains by investing in the skills and talents of graduates.

Immigration will also play an important role in addressing Canada's demographic challenges. Canadian universities are helping by stepping up their recruitment efforts to attract more of the world's best and brightest students.

6. Competitor Activity & Statistics

The top five international destinations for Canadians studying at a post-secondary level are the United States, the United Kingdom, Australia, France and Germany.

American Institutions

The United States is the most common destination for Canadian full-degree students and is also a popular exchange destination.

Australian Institutions

Australia is a popular choice for Canadian students. A large number of Canadian institutions maintain formal exchange relationships with Australian institutions.

Central and South America

Central and South America have both become popular choices for Canadian students in recent years. The main reason is the desire for Spanish language training.

7. Helpful Hints

- You will find that Canadians' attitudes to New Zealand are overwhelmingly positive, which helps a great deal in opening doors and establishing rapport. Business practices are also virtually identical to those in New Zealand.
- Canada's geographic scale is mirrored in the range of attitudes to business. It encompasses a slightly more laid-back and casual approach on the west coast around Vancouver, and a more formal feel in the east – in Montreal, Ottawa and Toronto.
- Canadian business people shake hands when they greet and when they say goodbye. First names are normally used after introductions have taken place.
- More than 100 languages are spoken in Canada, but English is the language of business except in the province of Québec where French prevails.
- Canada is a huge country with six different time zones.
- Some public holidays in Canada are very similar to New Zealand's, for example Christmas, New Years and Easter. For advice on travelling times to avoid, other public holiday information can be viewed online at <http://www.worldtravelguide.net/canada/public-holidays>



www.educationnz.org.nz

