

Education New Zealand Briefing

Title:	Education New Zealand quarterly report from 1 January to 31 March 2019		
Date:	10 June 2019	Priority:	Medium
Security level:	In Confidence	ENZ ID no:	1819-190

Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p>Note the attached Education New Zealand quarterly report for 1 January to 31 March 2019.</p> <p>Agree that this briefing is proactively released as part of the July 2019 release.</p>	

Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 st contact
John Goulter	General Manager, Stakeholders and Communications	[Redacted]	[Redacted]	
Angela Meredith	Accountability Manager	[Redacted]	[Redacted]	x

Withheld under s9(2)(a) of the OIA

The following departments/agencies have seen this report

<input type="checkbox"/> ERO	<input checked="" type="checkbox"/> MBIE	<input type="checkbox"/> MFaT	<input checked="" type="checkbox"/> MoE	<input type="checkbox"/> MoH	<input type="checkbox"/> MSD
<input type="checkbox"/> NZQA	<input type="checkbox"/> NZTE	<input type="checkbox"/> TEC	<input type="checkbox"/> TPK	<input type="checkbox"/> Treasury	<input type="checkbox"/>

Minister's office to complete

<input type="checkbox"/> Approved	<input type="checkbox"/> Declined	<input type="checkbox"/> Noted	<input type="checkbox"/> Needs change
<input type="checkbox"/> Seen	<input type="checkbox"/> Overtaken by events	<input type="checkbox"/> See Minister's notes	<input type="checkbox"/> Withdrawn

Comments:



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Recommendations

Education New Zealand recommends that you

- a. **note** the attached Education New Zealand quarterly report for 1 January to 31 March 2019

Noted

- b. **agree** that this briefing is proactively released as part of the July 2019 release

Agree / Disagree

John Goulter
General Manager, Stakeholders and
Communications
Education New Zealand



Hon Chris Hipkins
Minister of Education

27 / 6 / 19

Proactively released

Purpose

1. Education New Zealand's (ENZ's) quarterly report for 1 January to 31 March 2019 is attached for your information.

Background

2. The quarterly report provides the third quarter progress report against the intentions stated in ENZ's *Statement of Intent 2018-2022* and *Statement of Performance Expectations 2018/19* and your Letter of Expectations 2018/19.
3. Progress is reported under ENZ's four strategic priorities and ENZ's work to develop its capability to support those priorities. ENZ's strategic priorities are:
 - **Lead international education thinking:** Lead the future thinking of the international education industry and collaborate with other agencies to give effect to the government's goals for international education
 - **Promote New Zealand's quality education:** Capture the hearts and minds of international students and their families by delivering consistent story-telling around New Zealand's distinctive education experience
 - **Grow sustainable international education:** Encourage innovation and diversification to ensure the long-term, sustainable growth of international education
 - **Develop global citizens:** Bring people together from all parts of the globe to share ideas, skills and knowledge, and in doing so enable New Zealanders to feel at home in the world and the world to feel at home in New Zealand.
4. ENZ's monitoring agencies, the Ministry of Education and Ministry of Business, Innovation and Employment, have reviewed the quarterly report.
5. ENZ's Board Chair reviewed the quarterly report and authorised providing it to you.

Proactive release

6. ENZ intends to proactively release this briefing as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.

Quarterly Report

Education New Zealand

1 January to 31 March 2019

In Confidence

Minister of Education
Hon Chris Hipkins

ENZ ID no: 1819-190

Proactively released

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Executive summary

This quarterly report covers the period 1 January – 31 March 2019¹. This is the third quarterly report against Education New Zealand's (ENZ's) *Statement of Intent 2018-2022*, *Statement of Performance Expectations 2018/19* and *Letter of Expectations for 2018/19*.

ENZ worked with other government agencies following the Christchurch terrorist attack to initiate a timely response on a range of fronts and ensured our external communications reflected the Prime Minister's statements and key messages. As an immediate response, ENZ immediately paused many marketing and social media activities, including attendance at an education fair in Malaysia.

ENZ soft-launched a chatbot for the StudyinNewZealand website to provide a friendly, helpful and trustworthy service for answering questions from prospective international students and their parents about studying in New Zealand. Our student experience digital platform was also soft launched to provide a trustworthy New Zealand government source of information, focused on the needs and interests of international students.

ENZ launched the New Zealand Schools Scholarships for Vietnamese students in Ho Chi Minh City which are supported by New Zealand secondary schools. The scholarships were promoted through the ENZ Vietnam Fairs, for study commencing from term 3 in July 2019.

ENZ led its first media familiarisation visit for the Korean market to target mothers in the 30 to 50-year age group who are key education influencers for their families. ENZ also delivered its first industry and agent webinars for 2019 to develop the capability of institutions and agents that are promoting New Zealand.

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¹ This report includes calendar year and financial year information. A calendar year is shown as a single year, such as 2018, while dates such as 2018/19 refer to a financial year.

Impact measures

	Target 2018/19	2017/18 Full Year Result	2018/19 Third Quarter Result	On track	Comment
The economic value from New Zealand's international education sector.	2020: Increase	\$5.1 billion		●	The result will be reported in Q4.
The percentage of prospective students in priority markets who rank New Zealand in the top three preferred countries.	2021/22: Increase	15%		●	The result will be reported in Q4.
The number of international students enrolled to study outside Auckland.	2018: Increase	49,414		●	The 2018 full year student enrolment data is not yet available. The result will be reported in Q4.
The economic value per international student.	2020: Increase	\$39,290		●	The result will be reported in Q4.
The proportion of international students who were satisfied or very satisfied with their overall experience.	≥ 85%	Revised measure		●	It was decided to delay running the International Student Experience Survey until August 2019 due to the Christchurch terrorist attack. For 2018/19, ENZ will instead report on the results from the International Student Barometer survey which will be run for the university sector.
Awareness of the contribution of international education to New Zealand.	2021/22: Increase	63%		●	The result will be reported in Q4.

Key: ✓ met, or on track to achieve full year target ✗ not met ● not measured, or not currently on track to achieve full year target

Performance measures

	2018/19 Target	2017/18 Full Year Result	2018/19 Third Quarter Result	On track	Comment
Percentage of users that agree ENZ's services and support have added value.	≥ 75%	71%		●	The result will be reported in Q4.
Percentage of users satisfied with the information and intelligence provided by ENZ.	Overall rating = good or higher	87% of industry users rated ENZ's information and intelligence as 'good' or higher		●	The result will be reported in Q4.
Number of key messages about the benefits to New Zealand from international education delivered through third parties.	≥ 150	198	113	✓	
Percentage of Active Visits on ENZ's studyinnewzealand.govt.nz website.	≥ 70%	76%	78%	✓	
Number of registrations to ENZ's Student Membership Programme through studyinnewzealand.govt.nz website.	80-100,000	83,512	80,328	✓	
Percentage of Prime Minister's Scholarship recipients who report making 5 or more professional/business connections during their time on scholarship.	Establish baseline	New measure in 2018/19	53%	✓	
Percentage of Prime Minister's Scholarship recipients who report making 5 or more academic connections during their time on scholarship.	Establish baseline	New measure in 2018/19	65%	✓	
Percentage of Prime Minister's Scholarship recipients who record that the scholarship has benefited their future career aspirations.					
<ul style="list-style-type: none"> Asia Latin America 	95%	96%	100%	✓	
	95%	98%	100%	✓	

Key: ✓ met, or on track to achieve full year target × not met ● not measured, or not currently on track to achieve full year target

Activity indicators

	2018/19 activity standard	2017/18 Full Year activity	2018/19 Third Quarter activity
Number of referrals to institutional websites from ENZ's studyinnewzealand.govt.nz website.	120,000	166,887	143,435
Usage of IntelliLab.	Establish baseline	New activity in 2018/19	988 registered users
Usage of the Brand Lab.	25,000 downloads	15,081	12,011 downloads
Usage of the Skills Lab.	400 registered users	476 registered users	526 registered users
Number of new and existing Prime Minister's Scholarships funded.			
• Asia	300-350	253	265
• Latin America	100-150	72	132
Number of new and existing New Zealand International Doctoral Research Scholarships funded.	10-20	28	25

Key: ✓ met, or on track to achieve full year target ✗ not met ● not measured, or not currently on track to achieve full year target

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Organisational capability

	2018/19 Target	2017/18 Full Year Result	2018/19 Third Quarter Result	On track	Comment
Ratio of administration expenses to core operating expenses.	13-18%	15%	16%	✓	
Core unplanned turnover.	< 11%	9.9%	5.6%	✓	
Employee engagement.	Top quartile of the staff engagement index for the public sector	Top quartile of the staff engagement index for the public sector		●	The result will be reported in Q4.
Identify and actively manage a targeted portfolio of markets that drives current opportunities and creates future market positions:					The CAPs are now being reviewed monthly, with an annual assessment of the plans.
<ul style="list-style-type: none"> Country Activity Plans (CAPs) document business activity and investment for each 'promote' and 'explore' market 	100%	100%	100%	✓	
<ul style="list-style-type: none"> Country team reviews completed three times per year 	100%	100%	100%	✓	

Key: ✓ met, or on track to achieve full year target * not met ● not measured, or not currently on track to achieve full year target

Proactively released

Financial performance to 31 March 2019

STATEMENT OF FINANCIAL PERFORMANCE	As at 31 March		
	Actual 2018/19	Budget 2018/19	Actual 2017/18
\$000s			
Operating Revenue			
Revenue from the Crown - Operating	20,724	20,724	20,665
Revenue from the Crown - EEL	2,449	2,449	2,448
Other revenue	1,701	1,304	2,665
Total operating revenue	24,874	24,477	25,778
Scholarship Revenue			
Revenue from the Crown - scholarships	3,412	3,412	3,412
Total scholarship revenue	3,412	3,412	3,412
Operating Expenditure			
Personnel costs	8,861	8,805	8,413
Other expenses	13,129	15,604	15,632
Depreciation & amortisation expenses	219	181	260
Total operating expenditure	22,209	24,590	24,305
Scholarship expenditure			
Scholarship expenses	2,348	1,744	1,595
Total scholarship expenditure	2,348	1,744	1,595
Net surplus	3,729	1,555	3,290

STATEMENT OF FINANCIAL POSITION	As at 31 March		
	Actual 2018/19	Budget 2018/19	Actual 2017/18
\$000s			
Assets			
Total current assets	8,731	7,813	8,315
Total non-current assets	361	300	421
Total assets	9,092	8,113	8,736
Liabilities			
Total current liabilities	2,882	3,900	2,988
Total non-current liabilities	87	-	-
Total liabilities	2,969	3,900	2,988
Net assets	6,123	4,213	5,748

ENZ is tracking behind planned expenditure at this stage however we are confident the variance is timing related and we can hit our full year expenditure target and record a nil surplus.

Lead international education thinking

Responding to the Christchurch terrorist attack

Following the Christchurch terrorist attack on 15 March 2019, ENZ's Christchurch-based staff provided liaison with ChristchurchNZ² and local education providers, and shared information for cross-agency coordination purposes. ENZ also monitored international market reaction closely.

ENZ worked with other government agencies, including the Ministry of Education (MoE), Ministry of Foreign Affairs and Trade (MFAT), New Zealand Police and the New Zealand Qualifications Authority. This was to determine the immediate impact on international students and initiate a timely response on a range of fronts. All external communications reflect the Prime Minister's statements and the key messages developed and approved by MFAT.

ENZ cancelled New Zealand's participation in an education fair being held on 16-17 March 2019 in Malaysia, in consultation with participating New Zealand providers. ENZ also temporarily paused all marketing and social media activity, with global digital marketing activity resuming in April. We also delayed the soft launch of our student experience digital platform by a week and the running of the new international student experience survey until August 2019.

Supporting the Reform of Vocational Education

Prior to the Ministerial announcements on the Reform of Vocational Education (RoVE) on 13 February 2019, ENZ worked closely with the Ministry of Education and Tertiary Education Commission to ensure that the implications on international education were considered as part of the proposals, and that messaging considered potential impacts for international markets and operations.

We continued to support the ITP sector during the consultation phase. This included contributing to the International Education Factsheet, email communication with all ENZ Recognised Agencies, as well as content on the StudyinNewZealand website and ENZ's chatbot. A student-facing "Move Forward with Confidence" brochure was developed and distributed to ITPs, ENZ Recognised Agencies (ENZRA) and regional networks for use in conversations with current and prospective international students.

Supporting Immigration New Zealand's response to student visa processing delays

We continued to monitor market reaction to the visa processing changes from the New Zealand international education sector and through its offshore network. After analysing market reaction, ENZ assessed the ongoing visa processing delays as impacting negatively on the New Zealand's overall attractiveness as an education destination for overseas students, and on its competitiveness internationally.

In response to the delays to student visa processing, we assisted Immigration New Zealand (INZ) to help increase awareness of INZ's dedicated email address that education agents can direct queries to via ENZ's communications with agents. ENZ coordinated with education agents under the ENZRA programme to ensure ENZRA agents had access to updated visa processing information. We also assisted INZ to distribute information and updates on visa processing through channels such as *E-News* (ENZ's fortnightly newsletter to international education stakeholders).

² ChristchurchNZ is the city's economic development agency.

Promote New Zealand's quality education

Launching the StudyinNewZealand chatbot

ENZ developed and soft-launched a chatbot, named Tohu, on the StudyinNewZealand website to provide a friendly, helpful and trustworthy 24/7 service for answering questions from prospective international students and their parents about studying in New Zealand. Prior to going live, Tohu was tested by prospective students who were signed up to the MyStudyNZ database,

Tohu can answer approximately 350 questions. The more that students interact with it, the more Tohu 'learns' and grows its artificial intelligence. Tohu responds to questions about visas by directing prospective students to the relevant page on the Immigration New Zealand website. The top five questions asked to date are:

1. How do I apply to study in New Zealand?
2. How do I get a scholarship?
3. How can I choose a school or institution to study at?
4. How do I apply for a visa to study in New Zealand?
5. Can I get a job in New Zealand while studying?

The next steps for the chatbot's development include connecting Tohu with ENZ's database marketing programme and enabling it to answer questions on NauMai NZ.

Grow sustainable international education

Implementing the Vietnam schools market development plan

ENZ launched the New Zealand Schools Scholarships for Vietnamese students in Ho Chi Minh City, whilst also signing a government to government memorandum of understanding for school-level collaboration with the Ho Chi Minh Department of Education and Training. The 36 partial scholarships are each supported by a New Zealand secondary school, and form part of the Vietnam schools market development plan. The scholarships were promoted through the ENZ Vietnam Fairs in March, for study commencing from term 3 in July 2019.

The Vietnam schools market development plan was initiated in 2018 with the Schools International Education Business Association (SIEBA) to diversify the international student cohort in New Zealand schools and increase regional diversification. The market development plan also involves school to school partnership development, agent channel development and familiarisation visits to New Zealand secondary schools. ENZ is working to include additional New Zealand secondary schools in the market development plan, as more than 50 schools applied to be involved in the scholarship initiative.

Running the first Korean media familiarisation visit

In early March, ENZ led its first media familiarisation visit for Korea. ENZ hosted senior journalists from *Woman Dongah*, *Woman Chosun* and *Best Baby-Kids & Moms*, three lifestyle magazines targeting mothers in the 30 to 50-year age group who are key education influencers for their families. The visit promoted the education quality in New Zealand's school sector and New Zealand's appealing lifestyle. It covered a range of primary, intermediate and secondary schools in Hawke's Bay, Wellington and Tauranga.

Developing the capability of the international education sector

ENZ delivered the first industry and agent webinars for 2019 as part of a strategy to develop the capability of institutions and agents that are promoting New Zealand. The first webinars focused on India, with 49 sector participants attending the sector webinar which featured insights from in-market consultants on successful market development strategies. The India agent webinar had 320 agents attend, with universities and regional economic development agencies presenting on undergraduate degree and career opportunities in New Zealand. Participating agents gave a +55% Net Promoter Score for the webinar.

ENZ will roll-out the webinars across key markets during 2019, with Thailand, Malaysia, and Indonesia scheduled for May/June 2019.

Develop global citizens

Soft launching our student experience digital platform

ENZ soft launched NauMai NZ³, our student experience digital platform, to be a trustworthy New Zealand government source of information focused on the needs and interests of international students. This first phase draws together immigration and work rights information from the Ministry of Business, Innovation and Employment, and ENZ's Study in New Zealand platform. Some new content was also created, with a focus on student wellbeing. This will help international students start their journey on a positive note by delivering information during the pre-arrival and arrival stages of their New Zealand journey.

The soft launch means that Immigration New Zealand visa approval letters for student visas now refer international students to this platform. The official launch of the platform is planned for May 2019, with two further phases planned. The second phase will cover the period while students are studying to deliver more personalised content.

This is a key action under the goal of 'Delivering an excellent education and student experience' in the New Zealand International Education Strategy 2018-2030 and is a distinctly New Zealand initiative that helps to set New Zealand apart from other destination countries as one that is proactively working to improve the experience and wellbeing of international students.

Attending the Asia-Pacific Association for International Education 2019 Conference

ENZ hosted a New Zealand pavilion for the first time at the Asia-Pacific Association for International Education (APAIE) 2019 Conference in Kuala Lumpur from 25-29 March, as part of a strategy to raise New Zealand's profile ahead of the APAIE 2021 Conference being held in Auckland. APAIE was attended by all New Zealand universities and featured institution to institution workshops as well as a roundtable lunch with the Malaysian scholarship agency MARA.

ENZ is represented on the strategic advisory and planning committees for APAIE 2021 Conference and will develop opportunities to leverage APAIE 2021, the largest international education conference to be held in New Zealand.

APAIE brings together international educators, universities and related organisations active in Asia-Pacific higher education to promote communication, networking and professional

³ The phrase 'nau mai' is both an invitation and welcome.

development. It facilitates the exchange and mobility of students, staff and scholars and the progression of academic collaboration inter-regionally.

Encouraging diversity and inclusion

ENZ's Regional Manager for North America and Europe spoke on a panel discussion on "Regional Specific Approaches to Engaging Diversity" at the Institute of International Education (IIE) Summit in New York. The panel examined diversity and inclusion as a key strategic initiative for higher education institutions and governments around the world. ENZ discussed Aotearoa New Zealand's bicultural history, domestic diversity initiatives such as the MoE Māori education strategy Ka Hikitia, the International Education Strategy and the International Student Wellbeing Strategy.

Develop ENZ's capability

Developing a Maori name for ENZ

ENZ is working towards identifying a Māori name and has been receiving advice from Te Taura Whiri i Te Reo Māori (Māori Language Commission) on the appropriate process for this. An internal workshop and staff survey identified the broad themes that staff feel best capture ENZ's essence and which should be reflected in the Māori name. The next step is to identify specific name options and undertake consultation with you, the ENZ Board and other stakeholders.

Implementing ENZ's organisational restructure

ENZ continued to implement its organisational redesign with the appointment of Paul Irwin as the General Manager Industry and Students and Lisa Futschek as the General Manager – International. The new structure is intended to help ENZ achieve the expectations set out in the International Education Strategy and to encourage greater coordination, alignment and integration of ENZ's activities.

Recognising the success of ENZ's digital marketing programme

ENZ and its agency partner SpeakData Ltd won seven golds, three silvers, one bronze as well as the Nexus Supreme Award for data excellence, the Grand Prix Award for best overall campaign and the Direct Marketing Organisation of the Year at the New Zealand Direct Marketing Awards.⁴ These awards recognised the success of ENZ's database marketing strategy over the past 18 months, including the StudyinNewZealand database marketing programme, MyStudyNZ member website and Future Proof Yourself 1.0 campaign.

ENZ's Student Acquisition Director also won an international Marketo Revvie award for his work developing ENZ's digital marketing programme. These awards recognise exceptional results driving new business growth using Marketo, a global best-practice marketing automation software tool. Other category winners included Amazon Web Services, GE Healthcare and Honeywell.

⁴ The New Zealand Direct Marketing Awards celebrate excellence in digital, database and direct marketing and are one of two key annual New Zealand marketing award events. Winners are selected based on a clear demonstration of results and outstanding return on investment.