

Education New Zealand Briefing

Office of Hon M. Phillips  
26 JUL 2018

TR18-9307

<b>Title:</b>	Education New Zealand Recognised Agency programme		
<b>Date:</b>	26 July 2018	<b>Priority:</b>	Medium
<b>Security level:</b>	Unclassified	<b>ENZ ID no:</b>	1819-013

Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p><b>Note</b> that the refreshed Education New Zealand Recognised Agency programme will be announced at the 2018 New Zealand International Education Conference and Expo on Friday 10 August 2018.</p> <p><b>Note</b> that the refreshed Education New Zealand Recognised Agency programme will begin on 1 November 2018.</p> <p><b>Forward</b> this briefing to the Minister of Immigration for his information.</p> <p><b>Agree</b> that this briefing is proactively released as part of the August 2018 release.</p>	

Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 <sup>st</sup> contact
Grant McPherson	Chief Executive	[Redacted]	[Redacted]	Withheld under s9(2)(a)
Dan Smith	Manager, Agents	[Redacted]	[Redacted]	x

The following departments/agencies have seen this report

Withheld under s9(2)(a)

<input type="checkbox"/> ERC	<input type="checkbox"/> MBIE	<input type="checkbox"/> MFA/T	<input 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 Withdrawn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:

[Empty text area for comments]

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### Recommendations

Education New Zealand recommends that you

- note** that the refreshed Education New Zealand Recognised Agency programme will be announced at the 2018 New Zealand International Education Conference and Expo on Friday 10 August 2018
- note** that the refreshed Education New Zealand Recognised Agency programme will begin on 1 November 2018


**Noted**

- forward** this briefing to the Minister of Immigration for his information

Agree / Disagree

- agree** that this briefing is proactively released as part of the August 2018 release

Agree / Disagree



Grant McPherson  
Chief Executive  
Education New Zealand



Hon Chris Hipkins  
Minister of Education

30, 7, 18

*See notes. I'm not yet convinced on this one.*

## Purpose

1. The purpose of this briefing is to provide an update on how the refreshed Education New Zealand Recognised Agency (ENZRA) programme will operate.
2. Along with launching the New Zealand International Education Strategy, the Minister of Education will announce the refreshed ENZRA programme in his speech at the 2018 New Zealand International Education Conference and Expo at Te Papa, Wellington on Friday 10 August 2018. The new programme will begin on 1 November 2018.

## Background

3. Education New Zealand (ENZ) has been refreshing the ENZRA programme. The draft programme was discussed with Ministers at the International Education Ministers meeting on 9 April 2018. Since then, ENZ has undertaken further consultation with the international education industry, education agents and NZ Inc. partners which has assisted in finalising the operational aspects of the programme.
4. Whilst the impact and reputation of education agents varies country by country, they are a critical attraction mechanism for New Zealand education providers, in many instances acting as education providers' primary marketing channel. Agents therefore maintain a high level of impact in the successful promotion of New Zealand as an international study destination, and are positioned to make a strong contribution to the success of the International Education Strategy.

## Education New Zealand Recognised Agency programme

5. The ENZRA programme was launched in July 2014. After some negative feedback from stakeholders, the programme was put on hold with a review of the programme started in late 2015.
6. The review and relaunch of the ENZRA programme intends to contribute to the attraction of high-value international students and to enhance the international student experience, by providing increased and sustained support to quality education agencies who are both promoting New Zealand as an international study destination and successfully placing students at New Zealand education providers.
7. The relaunched programme's name will be the Education New Zealand Recognised Agency programme, which is an amendment on the original name of the programme, the Education New Zealand Recognised Agent programme.
8. ENZRA is not a compliance programme but is focused on interacting with and incentivising education agents at the top end of the quality scale, and is not designed to regulate poor quality agents.

## Operation of the relaunched ENZRA programme

9. The status of Recognised Agency will be reviewed on an annual basis, with the review period running from 1 November to 31 October each year. To gain or retain Recognised Agency status, agents will need to meet three core objectives: points, conduct, and training.

What were these concerns & how have they been addressed?

What happens when a quality Agency goes downhill?

10. A points based earning system will measure agent output and better align education agency behaviour with ENZ's strategic objectives. Agencies will earn points for every successful placement of a student at a New Zealand education provider. Each agency will have a points target that they need to reach to successfully achieve the points objective. The targets vary from country to country depending on current approved student visa volumes and the desirability of New Zealand as a study destination in local markets (see Appendix One). Both the points earned and the targets have evolved since Ministers were last briefed about the programme.
11. Since Ministers were briefed about the programme, a further component regarding a minimum student visa approval rate for each country has also been introduced (see Appendix One). Agencies also must meet the minimum student visa approval rate for their country in order to gain or retain Recognised Agency status. For nearly all countries the approval rates listed are those published on the Immigration New Zealand website.<sup>1</sup> The three exceptions are India, Viet Nam and the Philippines where the minimum approval rate is set higher in recognition of historical concerns regarding agency behaviour with consideration also given to not unreasonably restraining agencies in the three countries.
12. ENZ will have high expectations regarding the behaviour and conduct of Recognised Agencies. ENZ will expect that the primary concern of Recognised Agencies will be the personal needs, academic aspirations, and career objectives of the students they are counselling. They are also expected to provide full, relevant, and accurate information regarding the New Zealand education industry and living in New Zealand to prospective students.
13. Recognised Agencies are able to use a unique ENZ logo on their own marketing collateral. Research has indicated that this logo is perceived as having a strong cachet among many agents. The logo is currently being redesigned to enable it to be used and promoted more widely by ENZ and Recognised Agencies.

### Risks to the ENZRA programme

14. The ENZRA programme is not designed or intended to fully regulate education agencies based outside New Zealand. The programme is purely a mechanism to assist with the promotion and marketing of New Zealand by increasingly identifying and engaging with ethical and high-quality agencies who are already sending international students to New Zealand. The ENZRA programme therefore sits separately, but broadly acts in coordination, with the regulatory work the New Zealand Qualifications Authority and INZ undertakes in regard to New Zealand's international education industry. There is some risk that the programme will be perceived as a regulatory device by external stakeholders. ENZ's on-going communication regarding the programme will address this by emphasising and explaining how the programme operates and what its intentions are.
15. Recognised Agency status will be reviewed on an annual basis from 1 November to 31 October each year. This will mean that a small group of agencies will lose their status each year, while other education agencies will gain Recognised Agency status. Those that lose their status may be disincentivised to continue promoting New Zealand as a

<sup>1</sup> <https://www.immigration.govt.nz/assist-migrants-and-students/assist-students/international-markets/student-visa-decision-data>

*More info please. This seems very loose.*

study destination, or may express dissatisfaction with the way the programme operates. This is an accepted risk in order to maintain the integrity of the programme, and ensure that the cohort of Recognised Agency is coherent and relevant, and address concerns regarding student wellbeing and experience of students whilst studying in New Zealand.

### **Proactive release**

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16. 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.

Proactively released

## Appendix One: Points allocations and targets

### Proposed points allocation for placement of a student

1. The current proposed points allocation for placement of an international student are:

LEVEL OF STUDY	POINTS
Undergraduate study (Level 7)	10
Primary or secondary school (Minimum two terms)	10
Post-graduate (Level 8-10)	10
Foundation / Pathway study	10
Graduate certificate/diploma (Level 7)	7
Certificate/diploma (Level 5 or 6)	7
Certificate (Level 2-4)	7
Any study (other than Foundation) between three and nine months	6
Any study of less than three months	5
REGION OF STUDY	
Campus outside of Auckland	3

### Minimum student visa approval rate and annual points target to gain Recognised Agency status

2. Along with ENZ's expectations on agents behaviour and conduct, to gain Recognised Agency status agents will need to achieve the following minimum student visa approval rate and annual points target.

COUNTRY	MINIMUM VISA APPROVAL RATE	ANNUAL POINTS TARGET
Brazil	92%	120
China	93%	250
Chile	95%	100
Colombia	88%	120
Germany, France, Italy	95%	100
India	70%	300
Indonesia	92%	120
Japan	97%	120
Malaysia	97%	100
Philippines	80%	120
Saudi Arabia	90%	60
South Korea	97%	120
Thailand	93%	100
United States of America	98%	60
Viet Nam	80%	120
All other countries	80%	60