

TR18.9600



### Education New Zealand Briefing

|                        |  |                   |          |
|------------------------|--|-------------------|----------|
| <b>Title:</b>          | Understanding New Zealanders' perceptions of international education in 2018 |                   |          |
| <b>Date:</b>           | 9 October 2018   | <b>Priority:</b>  | Medium   |
| <b>Security level:</b> | Unclassified   | <b>ENZ ID no:</b> | 1819-077 |

**RECEIVED**  
 09 OCT 2018  
 Office of Hon Hipkes

#### Action sought

| Addressee:            | Action sought:   | Deadline: |
|-----------------------|--|-----------|
| Minister of Education | <b>Note</b> that 63% of people either agree or strongly agree that international education brings benefits to New Zealand.   |           |
|                       | <b>Note</b> that a draft media release and communications plan have been provided to your office separately, with the aim of you announcing the results of the research in October 2018. |           |
|                       | <b>Agree</b> that proactive publication of this briefing is deferred until after you announce the results of the research.   |           |

#### Contact for telephone discussion (if required)

| Name:           | Position:                                       | Telephone:                     | Cell phone: | 1 <sup>st</sup> contact |
|-----------------|---|--------------------------------|-------------|-------------------------|
| John Goulter    | General Manager Stakeholders and Communications | [Redacted]                     | [Redacted]  |                         |
|                 |   | <i>Withheld under s9(2)(a)</i> |             |                         |
| Angela Meredith | Accountability Manager                          | [Redacted]                     | [Redacted]  | x                       |

#### The following departments/agencies have seen this report

|                               |                               |                               |                              |                                   |                              |
|-------------------------------|-------------------------------|-------------------------------|------------------------------|-----------------------------------|------------------------------|
| <input type="checkbox"/> ERO  | <input type="checkbox"/> MBIE | <input type="checkbox"/> MFaT | <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:**

Positively released

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### Recommendations

Education New Zealand recommends that you

- a. **note** that 63% of people either agree or strongly agree that international education brings benefits to New Zealand
- b. **note** that a draft media release and communications plan have been provided to your office separately, with the aim of you announcing the results of the research in October 2018

**Noted**

- c. **agree** that proactive publication of this briefing is deferred until after you announce results of the research

Agree / Disagree



John Goulter  
General Manager, Stakeholders and  
Communications  
Education New Zealand



Hon Chris Hipkins  
Minister of Education

15 / 10 / 18

## Purpose

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1. The purpose of this briefing is to provide you with the results of research into New Zealanders' perceptions of international education.

## Background

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2. International education is valued at \$5.1 billion and is New Zealand's fourth largest export sector, making an important contribution to the national and regional economies. More than 125,000 international students studied in New Zealand in 2017. These students make a valuable contribution to New Zealand's educational institutions, workplaces and society by building New Zealand's global linkages, filling skill shortages, enriching cultural diversity and bolstering the economy.
3. International education needs to operate with an accepted social licence in New Zealand. This helps New Zealand maintain a reputation for being a welcoming place for international students.
4. Education New Zealand (ENZ) has been working to broaden New Zealanders' understanding of the value of international education. We have been 'telling the story' of international education in New Zealand and building New Zealanders' awareness of the value of international education for New Zealand's students, education institutions and communities.
5. To measure the impact of 'telling the story' and improve our understanding of New Zealanders' perceptions of international education, ENZ commissioned Kantar TNS to survey 1,000 New Zealanders about their perceptions and explore what is driving any negative perceptions around international education. The *Understanding New Zealanders' perceptions of international education* report discusses the findings of this research.
6. This was the third year that ENZ has commissioned a survey of New Zealanders' perceptions of international education. When the survey was first run in 2015/16, 57% of New Zealanders either agreed or strongly agreed that international education brings benefits to New Zealand.

The report is  
withheld under  
s18(d)

## Understanding New Zealanders' perceptions of international education

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7. The social, cultural and economic benefits of international education to New Zealand are widely recognised with 63% of people either agreeing or strongly agreeing that international education brings benefits to New Zealand. This is up from 56% in 2016/17.
8. Other findings from the research include:
  - a greater proportion of New Zealanders are recognising ways international education contributes positively to New Zealand, most notably to tourism (73%)
  - New Zealanders believe that international education contributes positively to New Zealand's economy (62%), exchange of different perspectives in learning environments (63%) and international networks (61%)
  - 74% of New Zealanders believe international education is an opportunity for international students to learn about New Zealand cultures and ways of life

- 71% of New Zealanders believe international education positively contributes to multi-cultural New Zealand communities
- 40% of New Zealanders believe that international education makes a negative contribution to New Zealand's infrastructure, such as housing and transport
- 34% of New Zealanders believe that international education makes a negative contribution to the ability of New Zealanders to get jobs.

9. An infographic summarising the findings is attached.

*The infographic is withheld under s18(d)*

### **Next steps**

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10. ENZ has also provided your office with a draft media release and communications plan.
11. ENZ proposes that you announce the research results by issuing the media release and infographic in October 2018. After the announcement, ENZ will publish the research report in IntelliLab so that the New Zealand international education sector and government agencies can access it.
12. ENZ will include the results of the research in its Annual Report 2017/18 which must be published by 20 November 2018.

### **Proactive release**

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13. ENZ intends to defer the release of this briefing until after you have announced the results of the valuation.

Proactively released