

IAA UPDATE AUGUST 2018

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ThinkNew®



The 2017 ISB Global Agent Survey states that:

- **64%** of students studying at an ITP used an agent
- **26%** of students studying at a New Zealand university used an agent
- Agents were easily the most significant influencer when students were deciding which ITP to study at
- Satisfaction with agents who promote New Zealand as a study destination is high, but falls slightly below global benchmarks.



A man in a light blue shirt and khaki pants stands with his back to the camera, holding a dark suitcase. He is looking at a large digital flight departure board in an airport terminal. The board displays flight information for various destinations. The floor is highly reflective, showing the man's silhouette. The background shows the airport's glass and metal structure.

Gate	Departures	Time	Flight no.
A2	AUCKLAND	09:45	ANZ230
B2	DUBAI	10:15	UAE335
B1	GENEVA	10:50	DLH405
C2	NEW YORK	11:00	ATA780
A2	HONG KONG	11:20	AAK025
B2	SEOUL	11:45	KAL126
A1	KUALA LUMPUR	12:00	MAS447
B3	LONDON	12:25	ANZ250

Education Agents have a critical role to play in the New Zealand government meeting its goals



MOVING FROM GOOD TO GREAT STUDENT EXPERIENCE

New Zealand International Student Wellbeing Strategy



International students feel welcome, safe and well, enjoy a high quality education and are valued for their contribution to NZ.

HOW CAN WE HELP?

The 2017 ICEF Agent survey outlines that:



87% of agents consider an agent incentive scheme to be important or very important



85% of agents consider training courses via the internet important or very important



84% of agents consider training workshops important or very important.

RECOGNISED AGENCY PROGRAMME



CORE PRINCIPLES



The programme aims to increase engagement and recognition with high-quality education agencies who have demonstrated a commitment to promoting New Zealand and are successfully placing students at education providers



It is intended that the list of Recognised Agencies is reviewed and updated every year to maximise the impact of the programme, and its value to providers and students



The programme should not force either agencies or education providers to fundamentally change their business or recruitment practices



The programme itself is designed to be administered centrally with minimal work impact on in-market teams.

In order to gain, or retain
Recognised Agency status,
education agents will need to meet
three core objectives on an annual
basis.



POINTS

Education Agencies will earn ‘points’ for every student that successfully place at a New Zealand education provider.

	POINTS
LEVEL OF STUDY	
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
<i>Agencies can also earn the following additional points:</i>	
REGION OF STUDY	
Campus outside of Auckland	3

POINTS

Education Agencies will need to meet a points target and minimum visa approval rate on an annual basis.

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
Korea	97%	120
Malaysia	97%	100
Philippines	80%	120
Saudi Arabia	90%	60
Thailand	93%	100
USA	98%	60
Vietnam	80%	120
All Other Countries	80%	60

CONDUCT

ENZ will have high expectations regarding the behaviour and conduct of Recognised Agencies:



Recognised Agencies will be obliged to act ethically and in full accordance with the London Statement, and will be contractually obligated not to conduct themselves in any way that is detrimental to ENZ, education providers, or the New Zealand education industry



Recognised Agencies should also expect that any complaints made against them will be investigated by ENZ's complaints committee, with the possibility of the suspension, or removal, of their status as a Recognised Agencies by ENZ.

TRAINING



Agents within Recognised Agencies will be requested to undertake training courses and modules as requested by ENZ in order to maintain their status.

GENERAL ADMINISTRATION



The focus of the ENZRA programme is on attracting new students. Therefore points are only awarded the first time a student is approved a Student Visa and enters New Zealand. Students can only earn points once, no points are earned for subsequent years of study in New Zealand



Agencies must be declared in the students application form for a Student Visa to INZ in order to be able to earn points associated with the successful application



ENZ will maintain absolute discretion in regard to attributing Recognised Agency status, and in some instances agents who have historical or reputational concerns regarding their conduct may not be awarded Recognised Agency status



It is anticipated that the annual review period will run from 1 November to 31 October each year.

RECOGNISED AGENCIES WILL GET...



Access to new Recognised Agency branding



Exclusive marketing material that highlights their status



Promotion on ENZ's social channels, and the *Study in New Zealand* website



More qualified referrals via MyStudy NZ, and exclusive access to the MyStudy system



Access to ENZ intelligence and data



Regular workshop and engagement sessions

...and more...

NEXT STEPS



A formal announcement regarding the Recognised Agency programme will be made by the Minister of Education at the International Education Conference in August 2018



Recognised agencies should expect an email on 13 August with details of how they will be affected by the new programme



On 13 August the ENZ website will be updated with full and comprehensive information on the Recognised Agency programme, including an FAQ section



A general transition period for agencies from occur from 13 August to 1 November



It is recommend Education Agencies sign up for *e-news* to receive the most up to date information regarding the programme.

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