

Education New Zealand Briefing

Title:	Education New Zealand response to the Christchurch terrorist attack		
Date:	21 March 2019	Priority:	High
Security level:	In Confidence	ENZ ID no:	1819-162

Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p>Note that Education New Zealand has paused all digital global marketing.</p> <p>Note that Education New Zealand circulated key external messages for education related audiences about the Christchurch terrorist attack.</p> <p>Agree that this briefing is proactively released as part of the April 2019 release.</p>	

Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 st contact
Angela Meredith	Accountability Manager	[REDACTED]	[REDACTED]	x
John Goulter	Acting Chief Executive	[REDACTED]	[REDACTED]	<i>Withheld under s9(2)(a) of the OIA</i>

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 Withdrawn |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:



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Recommendations

Education New Zealand recommends that you

- a. **note** that Education New Zealand has paused all digital global marketing **Noted**
- b. **note** that Education New Zealand circulated key external messages for education-related audiences about the Christchurch terrorist attack **Noted**
- c. **agree** that this briefing is proactively released as part of the April 2019 release **Agree / Disagree**



John Goulter
Acting Chief Executive
Education New Zealand



Hon Chris Hipkins
Minister of Education

28/3/19

Proactively released

Purpose

1. This briefing informs you about actions taken by Education New Zealand (ENZ) in response to the Christchurch terrorist attack.

Immediate response

2. Immediately after the attack on 15 March 2019, ENZ paused its global digital marketing and social media activity.
3. ENZ cancelled New Zealand's participation in the Malaysia Sin Chew education fair that was held on 16-17 March in Kota Kinabalu, after consultation with participating New Zealand education providers.
4. Over the weekend, ENZ worked with other government agencies to determine the immediate impact on international students and to ensure a timely response in a range of fronts. ENZ's Christchurch-based staff provided liaison with ChristchurchNZ¹ and local education providers, and shared information for cross-government coordination purposes. This liaison and coordination of effort is ongoing.
5. ENZ prepared and circulated key external messages for education-related audiences about the Christchurch terrorist attack. External messaging and FAQs are being provided to peak bodies, economic development agencies, ENZ's managed customers and international stakeholders. All external communications reflect both the Prime Minister's statements and the key messages developed and approved by the Ministry of Foreign Affairs and Trade (MFAT).
6. ENZ's key external messages have been provided to your office.

Current actions

7. ENZ continues to liaise closely with other government agencies, including the Ministry of Education, MFAT, New Zealand Police and the New Zealand Qualifications Authority.
8. ENZ is monitoring media and social media coverage, handling media enquiries and checking messaging for sensitivity in the current circumstances.
9. ENZ is resuming its scheduled events programme on 22-25 March with an education and agent fair in Viet Nam. ENZ will ensure that participants have information to manage concerns or questions around the Christchurch terrorist attack.
10. ENZ's social media activity was resumed on 20 March, with a compassionate social post and a message for international students and their families to provide information about support services available to them. ENZ is developing messaging for education providers to use on social and digital media.
11. ENZ is assessing its social media spending and the impact of any decision to curtail the social media spending on ENZ's global marketing approach.
12. ENZ intends to resume its planned global digital marketing in April, with a campaign focusing on future skills.

¹ ChristchurchNZ is the city's economic development agency.

13. Peak body representatives, individual providers and regional representatives have expressed their gratitude for ENZ's messaging and support, and initial feedback has indicated that the messages that have been provided will be useful. Further suggestions for support were made at the Peak Body Forum meeting on 20 March. ENZ will look to incorporate additional information into the messaging in response to those suggestions.
14. ENZ is equipping New Zealand delegates to the Asia-Pacific Association for International Education (APAIE) conference being held in Malaysia on 25-29 March with advice and messaging for use at the conference, particularly as the conference is being held in a Muslim country.
15. ENZ has shared with staff the opportunity to show their support to the Muslim community, including participation in the planned national two minutes silence on 22 March. ENZ has also provided staff with other suggestions about how they can show their support in Christchurch and across New Zealand.

International reaction

16. Through its international teams, ENZ has received positive and kind messages from partners and stakeholders offshore. We have received details of some students withdrawing from New Zealand programmes and this is not unexpected in the short-term.
17. ENZ is monitoring international market reaction closely and will engage with the international education sector about future strategies to reassure international markets that New Zealand continues to be an attractive, high-quality and welcoming study destination. In particular, we will work with the New Zealand Story to discuss the reputational impact on the New Zealand country brand and mitigation by NZ Inc agencies.

Proactive release

18. 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.