

# Education New Zealand

Quarterly Report for 1 October to 31 December 2021

Proactive Release

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## Executive summary

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Global developments and the ongoing impacts of COVID-19 continue to drive policy decisions for many governments, and we are supporting the sector to understand and respond to the ongoing changes. Onshore delivery of international education continued to be significantly disrupted by COVID-19 during this quarter, although the border announcement by the Government on 3 February 2022 provided clarity for the sector to begin actioning its plans for a sustainable, resilient rebuild.

## International education operating context

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During the quarter, other countries with a strong focus on growing international education implemented and publicised incentives to attract international students. These incentives included changes to visa processing times, work rights for international students, timeframes for international students to remain in country, and in some cases, leveraging international education into residency opportunities. We continue to monitor developments in other countries and to advise relevant government agencies of their nature and potential impact.

ENZ continued to lead the workstream focusing on the diversification of New Zealand's international education offering, following the approval in late September 2021 of the drawdown of \$8.150 million of the International Education Recovery contingency funding. We continue to progress this work, which will support the sector's sustainability and resilience in the long term, and report back to Government in September 2023 with recommendations.

Protecting and promoting New Zealand's education brand will be critical going forward, as other countries step up efforts to attract international students. For example, the UK recently announced [reaching its target of 600,000 Higher Education students ten years early](#), with an increase of 50,000 international students in 2020/21 compared to the previous year. While our focus for Quarter Two was *protecting* New Zealand's education brand, we anticipate shifting to *promoting* the New Zealand brand more actively throughout the second half of 2021/22.

## ENZ operating context

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We continued to deliver against our strategic four-year plan 2021-2025, which focuses on the following strategic objectives:

- **Tono/invitation:** Aotearoa New Zealand's unique education offerings and services are highly sought after by international learners
- **Pono/integrity:** Aotearoa New Zealand delivers high-quality and diverse education experiences that are sustainable, globally competitive and deliver value to all involved
- **Hono/global connections:** Aotearoa New Zealand makes the best possible use of its international education expertise to improve educational outcomes, establish partnerships and grow global connections
- **Kono/nourishers:** ENZ's core capabilities nourish the organisation and support the delivery of all Strategic Objectives under the Four-year plan.

This report summarises ENZ's performance in delivering its strategic priorities. These priorities align with the *New Zealand International Education Strategy 2018-2030* (NZIES). ENZ's performance is assessed against ENZ's *Statement of Intent 2019-2023*, *Statement of Performance Expectations 2021/22*, ENZ's Business Plan 2021/22 and the Letter of Expectations from Minister Hipkins.

### *ENZ delivery of activities*

These objectives incorporate the outcomes of the Government's Strategic Recovery Plan for International Education (the Recovery Plan), embedding the workstreams as part of our 'business-

as-usual' as we move towards our new Statement of Intent 2022-2026, which is currently in development. Using the Recovery Plan workstreams as a guide, ENZ continued to work alongside the sector to support the rebuild, while closely monitoring the dynamic changes of the COVID-19 pandemic:

- **Supporting students:** ENZ provided both direct and indirect support for international students, including sponsorship and attendance at key events, information updates in relation to government decisions and announcements, and engagement with student-facing organisations such as the International Student Association.
- **Supporting the sector:** ENZ has provided guidance and support to the sector, as well as opportunities to engage with government to ensure there is coherent understanding of the main concerns and opportunities.
- **Diversifying products and services:** We have continued to develop our proposals for supporting the sector to diversify its education offerings and services. The approval of the contingency drawdown from the Covid Recovery and Response Fund (CRRF) of \$8.150m has allowed ENZ to progress a number of pilot projects during the quarter to support this important workstream.
- **Protecting New Zealand's education brand:** The global brand campaign, and migration to a new student facing platform, took place during this quarter. We continued to focus on ongoing connection and profile within international markets, including government-to-government engagement and student-focused activities.
- **Global citizens/Social licence in New Zealand:** ENZ is continuing its efforts to promote the benefits of international education within New Zealand, including the launch of a new portal for the international education sector with new and relevant resources for their communities. We have also continued to strengthen the Prime Minister's Scholarship scheme.

These workstreams will continue to guide our business plan activities throughout the year.

#### *ENZ delivery against Letter of Expectations*

We have stepped up our engagement with relevant government agencies this quarter. A key focus has been providing input to policy considerations at pace, given the evolving context of COVID-19 and the impact on travel restrictions.

As part of our Diversification of Products and Services workstream, we are finalising a funding and support agreement with an iwi-led education organisation. This work takes us into a leading space within the global international education sector and delivers on our efforts to present New Zealand's educational system in a way that acknowledges the importance of Te Tiriti and a Māori world view. Further information is found below.

#### *Other considerations*

The COVID-19 Alert Level restrictions that began during Quarter One continued to create challenges both for international students and for ENZ staff during the quarter. We adapted student- and sector-facing events to accommodate these restrictions and continued our efforts in keeping international students in New Zealand up-to-date with relevant and accurate information.

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## **Work undertaken in quarter two**

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This section outlines activities undertaken throughout the quarter, linking them to our strategic objectives and Recovery Plan workstreams as outlined in the Executive summary.

## Tono

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*Aotearoa New Zealand's unique education offerings and services are highly sought after by international learners*

### Supporting students

Supporting international students in New Zealand continues to be a focus for us. In quarter two, we engaged with New Zealand's commitment to those students still in New Zealand, and support for those committed students who wish to continue their education in New Zealand via border class-exception international student cohorts.

#### *Ongoing support through the summer period in this quarter*

ENZ is supporting international students in New Zealand through summer 2021/22 by repurposing its microsite to focus more on health and wellbeing, exploring New Zealand, and work and skill development. This follows our successful 'Summer in NZ' campaign through summer 2020/21, and we have updated relevant information on 'Summer in NZ' pages on NauMai NZ. We are providing advice, information and links to resources for students to stay well and connected, to develop their skills, and to have a great summer in New Zealand.

ENZ began a series of student webinars, with the first on 8 and 9 December focusing on building professional and personal skills, as well as safety and wellbeing, travelling and New Zealand's COVID-19 Protection Framework. More webinars will take place in early 2022 and we will report on these through our regular reporting channels.

The COVID-19 pages on NauMai NZ and the WeChat mini-programme continue to be important channels to provide timely, student-centric advice and information to international students in New Zealand. NauMai NZ currently has more than 12,150 students registered as members, and the NauMai NZ WeChat mini programme has more than 1,485 members, and 12,667 users.

### Protecting New Zealand's education brand

#### *A new brand campaign*

This quarter, we delivered the first phase of our 'Take a New Look' campaign, which conveyed ENZ's new brand positioning, seeing us change from Study in New Zealand to Study with New Zealand (SwNZ). The first phase of the campaign launched pre-Christmas was to drive awareness amongst our existing audiences (email database, our social followers etc.) of the position change. The digitally-focused marketing campaign pushed people to the Study with New Zealand website.

#### *A new student website and course finder*

During the quarter, ENZ launched the new 'Study With New Zealand' website and course finder (SwNZ). This website replaces the previous 'Study In New Zealand' (SiNZ), and reflects the shift to a stronger focus on new education products, services and modes of delivery that may not involve studying in New Zealand.<sup>1</sup>

Between March and 7 December 2020, when it was decommissioned, SiNZ had 1.9 million unique visitors to the site. Between 7 December 2021 and 13 January 2022, the new platform SwNZ has had 47,000 unique visitors to the site. In that time the site has also received 830 enquiries from 559 individuals regarding referrals to institutions, and 3600 questions asked of Tohu, ENZ's chatbot.

SwNZ will underpin a range of 2021/22 marketing activities, and site content from SiNZ, including a new search tool for courses (all modes of delivery) and institutions, will be transposed over to

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<sup>1</sup> The decommissioning of the SiNZ website on 7 December 2021 means that registrations to that website, captured as an ENZ performance measure, are no longer possible and therefore are no longer being captured. ENZ is developing an equivalent database for SwNZ and aims to have this database operational for Q4 2021/22.

SwNZ. Search functionality for agents, schools, and scholarships on the new website are planned for Q3 2021/22.

## Pono

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*Aotearoa New Zealand delivers high-quality and diverse education experiences that are sustainable, globally competitive and deliver value to all involved*

### Supporting the sector

We provided advice, guidance, support and connection across government, and in delivery of activities within New Zealand, to maintain the profile of international education and ensure the sector's views are well understood across government.

#### *Future Focus Programme update*

In this quarter, peak bodies reported good progress on the FFP projects over the last 18 months, and all but one of the peak bodies are on track to deliver their projects and fully utilise funding by the end of the 2021/22 financial year. The projects have added significant benefit to the sector by helping providers develop new capabilities and delivering research to shape their future direction and strategy. Further detail for each peak body's progress was provided in ENZ's fortnightly report for 12 December 2021 [ENZ 2122-076]. We continue to work with the peak bodies to ensure the FFP projects are delivering value, and to understand how to implement research findings in light of the Government's policy announcement in relation to New Zealand's border restrictions.

#### *International education peak body forum on 1 December*

ENZ hosted the final international education peak body forum 2021 with attendees including representatives of international education peak bodies, Immigration New Zealand (INZ), Ministry of Education (MoE), Department of the Prime Minister and Cabinet (DPMC), New Zealand Customs Service and New Zealand Qualifications Authority (NZQA).

The peak body forum is an effective and valuable way for government agencies to engage with the international education peak bodies. This forum included presentations and information sharing with DPMC and the New Zealand Customs Service, and feedback from the sector on policy decisions from a number of agencies.

The first peak body forum for 2022 took place on 4 February 2022, the day after the Government's announcement about New Zealand's borders reopening from 27 February 2022. The announcement included provision for up to 5,000 international students for Semester Two 2022, and we are working through the logistics of that cohort, as well as impacts and opportunities for the sector over this quarter and beyond.

#### *Asia Pacific Technical Vocational Education and Training (APAC TVET) Forum*

ENZ partnered with Te Pūkenga and Skills Consulting Group (SCG) to host the inaugural APAC TVET Forum titled 'Bringing us together' which you opened on Friday 5 November.

Feedback on the event was positive. During the forum, ENZ facilitated the long-standing Model Vocational Education Programme (MVEP) between New Zealand and China on 9 – 10 November for its annual dialogue, with Te Pūkenga taking a leading role.

The MVEP allowed a standing agenda item, vocational education cooperation, from the NZ-China Joint Working Group (JWG) on Education and Training which was held in February 2021, to be discussed. Discussion of the MVEP at the Forum enabled Te Pūkenga to outline its drive toward a unified internationalisation plan for the vocational education sector.

## Diversifying international education products and services

ENZ's leadership role in the Strategic Recovery Plan for International Education (the Recovery Plan) has focused on supporting the sector to diversify its products and services. This workstream is being funded through the Covid Response and Recovery Fund, with the \$8.150m drawdown approved at the end of September 2021. We are now working with the sector to explore options and opportunities for the sustainable diversification of New Zealand education products and services.

### *New products and services*

In this quarter, ENZ worked with a pilot group of eleven education providers, including three universities, Te Pūkenga, several private training establishments and edtech providers, to explore five strategic questions in a request for funding test programme.

ENZ received eight submissions which were assessed against eligibility criteria and the strategic questions. The pilot submission round provided valuable feedback which will help shape the development of the Open-to-All phase of the programme, such as the importance of effective communication of ENZ's expectations with potential applicants, and the need for a Ready-for-Application process to ensure the highest possible quality of submissions. We are currently preparing the Open-to-All phase which is due to begin at the end of March 2022.

### *Pilot project with an iwi organisation*

In a parallel Te Tiriti Article 2 pilot, ENZ also received a submission from Tokona Te Raki: Māori Futures Collective, a Ngai Tāhu-led education organisation. The pilot project seeks to understand how ENZ could support the development of an iwi-led platform that can improve outcomes for Māori learners and practitioners. The focus of the pilot is to expand on a current tribal innovation initiative to connect with other indigenous communities in an iwi-led, globally connected partnership. ENZ is currently finalising a funding and support agreement and will update you with progress.

### *Delivery Modes – digital delivery*

The Rented Platform Pilot Report, capturing the insights from ENZ's pilot with FutureLearn and more than eleven education providers, has now been published on Intellilab and is available to the sector. ENZ is working with FutureLearn to plan another round of testing between January and June 2022, and participants in the pilot project are strongly supportive of the next phase.

### *Global New Zealand Education Pathways: An update on New Zealand Education centres*

During the quarter, ENZ confirmed the New Zealand lead universities for its first Education Centres. The Education Centres are phase three of the Global New Zealand Education Pathways initiative. The first two Education Centres are intended to launch in September 2022, with students commencing study for 1-2 years at the Centres before progressing to study with a New Zealand university, subject to meeting visa and border requirements.

The model will see one "lead" university use its curriculum (foundation and diploma) as a pathway for entry to all universities. As the owner of the curriculum, the lead university will be responsible for the quality assurance, moderation, and pastoral care of students. ENZ will work with NZQA to ensure the system meets their requirements.

ENZ and the lead universities are now considering levels of support with the remaining New Zealand universities. ENZ will provide funding to the lead universities to establish the Centre programmes.

## Hono

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*Aotearoa New Zealand makes the best possible use of its international education expertise to improve educational outcomes, establish partnerships and grow global connections*

### Protecting New Zealand's education brand

#### *Joint mobility arrangement with Germany for early-career academics*

During the quarter, ENZ and the German Academic Exchange Service, Deutscher Akademischer Austauschdienst (DAAD) signed a Project-Related Personal Exchange Programme (PPP) arrangement at the New Zealand Embassy in Berlin.

The PPP programme focuses on early-career researchers across a broad range of academic fields and is open to Te Pūkenga as well as universities. It involves researchers travelling in person for varying periods of time, dependent on their research. DAAD spends more than €545m per year to send students/researchers overseas.

The arrangement builds on strong education and science links between Germany and New Zealand and provides a significant opportunity to support young academics, build long term connections and drive innovation in research.

ENZ is currently planning a virtual New Zealand-German Academic Partnership Event on 23 February 2022 to encourage cooperation between New Zealand institutions and their German counterparts, ahead of the first call for proposals in April 2022. We will update you on progress for the Programme.

#### *University of Canterbury education partnership with Indonesia's i3L School of Business*

University of Canterbury finalised an International Pathway Program in Business education partnership with Indonesia's i3L School of Business and University of Canterbury was finalised. ENZ spoke at the launch and provided PR support for the partnership.

Students in Indonesia will be able to complete their first year of study with i3L School of Business, following which they can directly progress into the second and third year of study under University of Canterbury's Bachelor of Commerce programme. The partnership builds on ENZ's Global Education Pathways to New Zealand, which offers international students the opportunity to begin their New Zealand education from their home countries and reinforces ENZ's aim to build stronger global connections between New Zealand's educational institutions and other global institutions

#### *Prime Minister's Scholarships – alumni network*

ENZ hosted the inaugural Prime Minister's Scholarship alumni event Hono Mai (a call to connect) in November 2021. More than 100 alumni attended from across New Zealand to network, hear from speakers and to share ideas for future alumni events. Attendees were welcomed by ENZ board member Rachael Tuwhangai and heard from representatives of Asia New Zealand Foundation, and Latin America New Zealand Business Council's Young Professionals Network. There were also opportunities during the event for virtual networking and connecting through the virtual Meeting Hub.

A key success factor, according to participants, was that attendees – Prime Minister's Scholarships alumni – had ownership of the focus and outcomes of the event. More than 700 connections were made through different networking events, and ENZ plans to co-create more alumni events across Aotearoa in 2022 as part of its alumni engagement work, and to connect alumni to future scholarship recipients.



## Kono

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*ENZ's core capabilities nourish the organisation and support the delivery of all Strategic Objectives under the Four-year plan*

### Building social licence

Rebuilding and transforming the international education sector requires support from New Zealand's communities, regions and decision-makers. During the quarter, we focused on media coverage in New Zealand to highlight the benefits of international education in New Zealand's communities.

#### *New Look website, stories, and media activity*

ENZ launched a website – [www.newlook.enz.govt.nz](http://www.newlook.enz.govt.nz) – to showcase international education for New Zealanders. The site includes stories about the benefits of international education, including international student journeys.

During the quarter, the site recorded 3,855 users and 5,165 sessions, with only one month of promotion. The most popular story, "Massey student's robotic gut capsule could be a game-changer" was viewed 916 times in the period.

We actively promote these stories to New Zealand media outlets and have had good success generating coverage in the New Zealand media. In December, we launched a programme of social advertising and native placements to help drive visits to the site.

#### *Supporting the sector to tell their stories*

Following on from the launch of the social licence toolkit in October, in the first quarter of 2022 we will roll out a series of activities aimed at supporting the sector to tell their stories to their local communities. These activities will include:

- Webinars and virtual workshops to introduce the sector to the toolkit and how they can use it.
- Development of social licence related case studies and projects on the Skills Lab to help practitioners apply the toolkit to their context
- Sub-sector specific workshops (e.g. with SIEBA, ISANA, ITENZ members) to help representatives work through the application of the toolkit with colleagues.

### ENZ work across government

#### *Supporting decision making across government*

During the quarter ENZ contributed to, and supported, decision making across government relating to international education. This has included a submission from the ENZ Board to the Productivity Commission in relation to its inquiry into immigration following the release of its preliminary findings report [ENZ 2122-080 refers]. Other input has included:

- Proposal to consult on work rights for non-degree study and select system-wide settings for international students
- Immigration rebalance – options for employer-assisted workers and partners
- International School Students: Potential Border Class Exception
- International Student Enrolments under Year 9
- The Carbon Neutral Government Programme
- New Zealand-China Council's *The Southern Link: Developing a global value chain* report
- Request for information on possible policy uses for additional collection of religious demographics

Within government, we have also outlined the ongoing challenges of maintaining New Zealand's position and profile as an international education provider as other countries implement policies to attract and retain international students.

Since the Government's announcement of border changes on 3 February 2022, we have worked closely with relevant government agencies to ensure key messages and implications are clearly understood across the international education sector.

## **Building ENZ capability**

### *Staff wellbeing through COVID-19*

All ENZ staff globally have been double vaccinated and some have received their third dose. Policies have been finalised to protect staff as far as practicable when engaging with other agencies and organisations. We are in the process of updating our business continuity plans to prepare for the potential impact of community transmission of the Omicron strain within New Zealand, and the possibility of a significant proportion of staff being unwell at the same time.

## **Risks and Issues Management**

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This section describes ENZ's monitoring and reporting mechanism for managing risks and issues to maintain oversight and provide assurance over the initiatives of ENZ's Business Plan 2021/22.

To maintain high level oversight over ENZ's strategic objectives and manage risks and issues effectively, ENZ's strategic issues and risks are regularly reviewed by the Audit and Risk Committee which provides independent assurance related to ENZ's strategic risks. ENZ's senior leadership team also undertakes monthly reviews of strategic risks to ensure the mitigation plans are in place, managed and effective.

As part of the development of its new Statement of Intent for 2022-26, ENZ is currently considering its risk management policy, which includes the framework for assessing strategic risks. We will brief the Minister of Education on decisions about ENZ's strategic risks as appropriate.

## Financial performance to 31 December 2021

STATEMENT OF FINANCIAL PERFORMANCE	For the 6 months to 31 December		
	Actual 2021/22	Budget 2021/22	Actual 2020/21
\$000s			
Operating Revenue			
Revenue from the Crown - Operating	16,020	15,265	15,095
Revenue from the Crown - EEL	1,633	1,633	1,633
Other revenue	58	42	195
<b>Total operating revenue</b>	<b>17,711</b>	<b>16,940</b>	<b>16,923</b>
Scholarship Revenue			
Revenue from the Crown - scholarships	1,875	1,875	2,019
<b>Total scholarship revenue</b>	<b>1,875</b>	<b>1,875</b>	<b>2,019</b>
Operating Expenditure			
Personnel costs	7,696	7,410	6,942
Other expenses	7,725	7,870	6,125
Depreciation & amortisation expenses	97	115	137
<b>Total operating expenditure</b>	<b>15,518</b>	<b>15,395</b>	<b>13,204</b>
Scholarship expenditure			
Scholarship expenses	-	-	77
<b>Total scholarship expenditure</b>	<b>-</b>	<b>-</b>	<b>77</b>
<b>Net surplus</b>	<b>4,068</b>	<b>3,420</b>	<b>5,661</b>

STATEMENT OF FINANCIAL POSITION	As at 31 December		
	Actual 2021/22	Budget 2021/22	Actual 2020/21
\$000s			
Assets			
Total current assets	9,378	9,100	11,873
Total non-current assets	406	182	465
<b>Total assets</b>	<b>9,784</b>	<b>9,282</b>	<b>12,338</b>
Liabilities			
Total current liabilities	2,700	3,050	3,635
Total non-current liabilities	218	-	230
<b>Total liabilities</b>	<b>2,918</b>	<b>3,050</b>	<b>3,865</b>
<b>Net assets</b>	<b>6,866</b>	<b>6,232</b>	<b>8,473</b>

ENZ operating expenditure of \$15.518m was on track to year-to-date Budget as of 31 December 2021. ENZ has deferred the awarding of Prime Ministers Scholarships to April/May 2022, and we expect to use the full year Budget then.

ENZ had opening equity of \$2.798m, adding on the year-to-date surplus of \$4.068m results in net assets of \$6.866m. The surplus and net assets will reduce over the remaining months as expenditure increases in the last two quarters as the Covid Response and Recovery funded activities supporting the International Education Strategic Recovery are delivered.

ENZ is working with the Ministry of Education to seek \$2.3m of Crown funding through Budget 2022 for the 2022/23 financial year only. This is intended to replace funding from the Export

Education Levy (EEL), which has been suspended for 2022. If successful, the Budget 2022 funding will be used for professional and institutional development, research and resource development, partnering with education agents, and contributing towards ENZ's promotions and marketing activities.

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## ENZ's Impact, Performance and Organisational measures

### Impact measures

	Target 2021/22	2019/20 Full Year Result	2020/21 Full Year Result	2021/22 YTD Result	Status <sup>2</sup>	Comment
International student perceptions of education quality.	Increase	7.8 out of 10	7.7		○	The result will be reported in Q4.
The percentage of international students who were satisfied or very satisfied with their overall experience.	Increase	88%	85%		○	ENZ plans to run the survey in semester one 2022.
The economic value from New Zealand's international education sector.	Maintain	\$5.23 billion	\$3.03 billion		✘	COVID-19 and closed borders limited the number of students able to enter New Zealand in 2021.
The economic value per international student.	Increase	\$44,951	\$37,889		✘	Fewer students in the country and assumed reduced spending while in the country (due to lockdown level 4 for example) for those that could enter means that both economic value and economic value per student have decreased.  ENZ has commissioned a new broader impact valuation, commencing end of June 2021. The final valuation was due to be completed by December 2021 however it has been delayed and is now due in Q4 2021/22.
The percentage of international students enrolled to study outside Auckland.	Increase	45%	50%		✘	
The percentage of the international education sector's economic value coming from New Zealand's top two markets.	Decrease	50.4% of the onshore economic value to New Zealand	53%		✘	
Awareness of the contribution of international education to New Zealand.	Increase	Not surveyed <sup>3</sup>	New baseline		○	The result will be reported in Q4.

### Performance measures

The financial and non-financial information set out in our Statement of Performance Expectations 2020/21 (SPE) were developed prior to COVID-19 and have been impacted by the pandemic. The extent of this impact means that some of the measures set out are no longer relevant / unable to be met or measured, or that new measures are required.

	Target 2021/22	2019/20 Full Year Result	2020/21 Full Year Result	2021/22 YTD Result	On track	Comment
Supporting the rebuild of the international education sector by leading the implementation of the government's Strategic Recovery Plan's 'Transforming to a more sustainable future state' workstream, with:						
• An increase in onshore international student numbers <sup>4</sup>	New measure in 2021/22			Establish baseline	○	The result will be reported in Q4.
• Increased ENZ engagement and collaboration with providers and businesses to support a diversified international education sector <sup>5</sup>	New measure in 2021/22			Establish baseline	○	The result will be reported in Q4.
• Facilitate engagement and collaboration via the Chief Executive's Group to ensure greater alignment across	New measure in 2021/22			Establish baseline	✓	The scheduled Q2 CE group meeting did not take place, however papers were circulated and are under

<sup>2</sup> Key: ✓ on track to achieve full year target ✘ not on track to achieve full year target ○ Not measured in this quarter but expects to be reported in Q4.

<sup>3</sup> Due to the significant impact of COVID-19, ENZ did not survey New Zealanders about their perceptions.

<sup>4</sup> This is a new measure, intended to measure the "early return of students" activity set out in the Recovery Plan. This is focused on the return of students when it is safe to do so as an important part of the sector's recovery. The 2020 international student enrolment numbers will be used as a baseline. Onshore international students are non-residents of New Zealand and have expressly entered New Zealand with the intention of study. This includes international PhD students, exchange students, NZ Aid students, foreign research post-graduate students and full fee-paying international students who have entered New Zealand.

<sup>5</sup> This is a new measure, intended to reflect ENZ's role in leading the 'Transforming to a more sustainable future state' workstream as set out in the Recovery Plan. ENZ works with the sector to support a diversified international education sector. ENZ plans to survey the New Zealand international education sector to establish the baseline for improved engagement and collaboration. This measure reflects the longer term/multi-year nature of the sector's recovery from the COVID-19 pandemic.

	Target 2021/22	2019/20 Full Year Result	2020/21 Full Year Result	2021/22 YTD Result	On track	Comment
government agencies to support the implementation of the Recovery Plan <sup>6</sup>						consideration. Advice was provided to the Minister around the future of student recruitment. We have finalised the meeting schedule for the 2022 calendar year.
Number of students studying towards a New Zealand qualification through ENZ's offshore study partners or partner qualifications. <sup>7</sup>	New measure in 2021/22			Establish baseline	○	The reintroduction of COVID-19 restrictions within China and some South-East Asia markets has impacted projected enrolment numbers. We will continue to monitor enrolments.
Percentage of facilitated customers that agree ENZ's services and support have added value to their organisation. <sup>8</sup>	≥ 75%	Not surveyed <sup>9</sup>	75%		○	The result will be reported in Q4.
Percentage of Active Visits on ENZ's studyinnewzealand.govt.nz website. <sup>10</sup>	≥ 75%	77%	78%	78%	○	This is data up to 7 December when the SiNZ site was decommissioned
Number of registrations to ENZ's Student Membership Programme through studyinnewzealand.govt.nz website	55-70,000	93,052	49,435	15,474	○	This number includes the SiNZ registrations to 7 December 2021.
Number of registrations to NauMai NZ. <sup>11</sup>	2,800	6,263	2,598	488 (new)	✓	
Number of key messages about the benefits to New Zealand from international education delivered by third parties.	100	127	133	200	✓	
Percentage of users satisfied with the information and intelligence provided by ENZ	≥ 87% of users rate it as good or higher	Not surveyed <sup>12</sup>			○	The result will be reported in Q4.

## Organisational capability

	2021/22 Target	2019/20 Full Year Result	2020/21 Full Year Result	2021/22 YTD result	Status	Comment
Employee engagement.	Increase	66% favourable	60% favourable		○	The result will be reported in Q4.

<sup>6</sup> This is a new measure intended to reflect ENZ's role in supporting the implementation of the Recovery Plan and the expected impacts of the Recovery Plan. ENZ's work with managing the Chief Executives' Group will contribute to the New Zealand education sector rebuild and reset longer-term. This measure reflects the longer term/multi-year nature of the sector's recovery from the COVID-19 pandemic.

<sup>7</sup> This new measure reflects the NCUK-Universities New Zealand-ENZ partnership that will allow students to begin a New Zealand university qualification without leaving home. This initiative supports the 'Transforming to a more sustainable future state' workstream of the Recovery plan by building the sector's transnational education capability and providing greater resilience to future student mobility impacts.

<sup>8</sup> 'Facilitated customers' are large education providers, peak bodies and regional partners that ENZ business development managers work actively with to provide growth-focused services and targeted support.

<sup>9</sup> Due to the significant impact of COVID-19 on the international education sector and the cross-agency work to provide communications and support to the international education sector, ENZ did not survey the sector about ENZ's work.

<sup>10</sup> 'Active visits' are defined as those where the visitor engages with the website content, e.g. clicking links, scrolling and viewing multiple pages or video. It is considered a measure of both the quality of the traffic to the website and the quality of the content on the website.

<sup>11</sup> ENZ's NauMai NZ the official government digital platform tailored for an international student audience to provide clear, timely information for international students. The reduced target is based on the current trend of running at 6% of the year target of the student population and border closures. ENZ will continue to invest into social promotions across all our platforms to promote the content on ENZ's student experience platform and drive this growth, to encourage registrations to NauMai NZ.

<sup>12</sup> Due to the significant impact of COVID-19 on the international education sector and the cross-agency work to provide communications and support to the international education sector, ENZ did not survey the sector about ENZ's work.