

**Education New Zealand Aide memoire**

**Title:** Update on ENZ’s social licence work  
**Date:** 6 October 2022 **Priority:** Low  
**Security level:** Unclassified **ENZ ID no:** 2223-051

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

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**Purpose**

1. This report provides you with an overview of ENZ’s social licence work within New Zealand over the last 12 months.

**Background**

2. ENZ undertakes social licence work within New Zealand to improve the perception and understanding of the contribution of international education to New Zealand. This contributes to ENZ’s Strategic Four-year plan 2021-25 and links to an action in the New Zealand International Education Strategy (NZIES).

**Progress**

3. The progress of the social licence work programme over the last 12 months includes:
  - developing and launching a communications toolkit to help the regions and the education sector tell the New Zealand international education story. The toolkit was supported with online workshops
  - continuing ENZ’s work programme to tell the international education story to New Zealand audiences
  - finalising results from a survey of New Zealanders about their perceptions toward the contribution of international students to New Zealand communities
  - agreeing the social licence work programme for 2022/23.

**Launch of a toolkit to tell the New Zealand international education story**

4. In October 2021, ENZ launched *Communicating the benefits of international education: A toolkit for increasing public support*.
5. The toolkit has a domestic story framework to guide clear and consistent storytelling about the benefits of international education and how to promote a story across multiple communications channels.

6. The toolkit launched on ENZ's BrandLab in October 2021. ENZ promoted the launch to more than 2,200 people, including two workshops (total 80 attendees) to introduce the sector to the toolkit and to explore how it could be used.

## ENZ's work programme to tell the international education story to New Zealand audiences

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7. ENZ work programme involves:
  - sourcing and publishing success stories from the sector
  - working with a New Zealand public relations agency to present content to media companies on the benefits of international education
  - working with Economic Development Agencies (EDAs) to source local community success stories from regions around the country.
8. As of August 2022, more than 30 stories were directly driven by ENZ which have appeared in local media around New Zealand, including New Zealand Herald, Newshub, Otago Daily Times, Whanganui Chronicle, Stuff, Taranaki Daily News, Air New Zealand's Kia Ora magazine and others.
9. ENZ also partnered with *The Spinoff* to publish eight feature stories which demonstrate the wider benefits of international education to a New Zealand audience. Six stories have been published to date. These stories cover the following themes:
  - helping shape the global citizens needed to solve the world's problems
  - creating a wide range of enduring relationships between international students and their local communities
  - boosting our economy now and for the future.
10. Across the first five stories<sup>1</sup> of The Spinoff partnership, there were 13,688 story reads. The stories were posted on The Spinoff's Facebook page, reaching more than 167,000 users, generating 1,374 reactions and 662 comments.
11. ENZ has also provided funding for 14 EDAs to publish up to four stories each that demonstrate the wider benefits of international education in Aotearoa. The response has been enthusiastic, with almost 60 stories having been published to date, including an op-ed piece in the New Zealand Herald from Auckland Mayor Phil Goff.
12. The ENZ website New Look (<https://newlook.enz.govt.nz/>) launched in September 2021 and is central to ENZ's social licence work. The site showcases the benefits that international education brings to New Zealand communities, people and businesses through profiling international students who have had a positive experience. The New Look website was promoted during August 2022 using social media advertising aimed at New Zealanders aged between 18 and 44. The social media advertising had a reach of 652,213 users in the campaign period of 8-31 August.

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<sup>1</sup> Data for the sixth story is not available yet.

13. ENZ published three videos on its Youtube channel, profiling three international student alumni who live in and contribute to New Zealand. The videos have been viewed 89,211 times. The former international students profiled are:
  - Ash Muralidhar from India who works at Rotokare Scenic Reserve in Taranaki
  - Htin Lin Aung from Myanmar who is researching tuberculosis at the University of Otago
  - Arash Tayebi from Iran who created Kara Technologies in Auckland.
14. A paid social media campaign ran in December 2021, and January, March and April 2022, and delivered more than 4.9 million impressions with around 14,000 users coming through to the New Look website from the advertising. The next phase of this campaign went live in August 2022, with the three videos of students being promoted on Facebook, Instagram and Youtube. As a result, visitor numbers to the website have increased.

### **New Zealander’s perceptions about the value of international students**

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15. In June 2022 ENZ conducted an online survey of a representative sample of New Zealanders about their perceptions of the value of international education to New Zealand.
16. Analysis of the June 2022 results in comparison to previous years’ results, shows that there has been a gradual positive shift across statements about the contribution of international students to NZ. The percentages below refer to those who ‘Agree’ or ‘Strongly agree’ to each statement. Due to COVID-19 there was no data collected for these statements in 2020 and 2021.

	2022	2019	2018	2017	2016
International students help with the economy	77%	65%	63%	56%	57%
Students provide needed skills for those that stay after study	66%	59%	53%	46%	48%
Students help support the education system for kiwi students	69%	55%	53%	48%	48%

### **Next steps: Promoting international education in 2022/2023**

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17. In 2022/23, as part of the promoting international education, ENZ will continue to:
  - generate and produce positive international education-related stories
  - support the sector to tell stories to their local communities that highlight the benefits of international education to New Zealand
  - track public sentiment to international education and its impact on perceptions of global citizenship and its benefits to New Zealand. The next monitoring is expected to start in January 2023, with the first monitoring report available in April 2023.

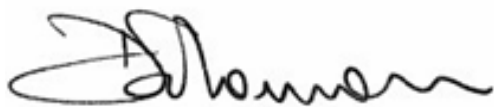
## Recommendations

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Education New Zealand recommends that you:

- a. **Note** the update on ENZ's social licence work programme
- b. **Note** that this briefing will be proactively released as per your expectation that information be released as soon as possible

**Noted**



Di Solomon  
**General Manager Government Relations**  
**Education New Zealand**



Hon Chris Hipkins  
**Minister of Education**  
14/10/2022