



Education New Zealand Briefing

<b>Title:</b>	'NauMai NZ' digital student experience platform
<b>Date:</b>	11 February 2019
<b>Priority:</b>	Medium
<b>Security level:</b>	In Confidence
<b>ENZ ID no:</b>	1819-127

**RECEIVED**  
 11 FEB 2019  
*Official Hon M. P. L.*

Action sought

Addressee:	Action sought:	Deadline:
Prime Minister Minister of Education	<b>note</b> that that Education New Zealand is developing a digital platform, called NauMai NZ, to support international student experience and wellbeing in New Zealand	
Prime Minister	<b>agree</b> to video record a welcome message for international students that also encourages them to visit NauMai NZ	
	<b>agree</b> that proactive publication of this briefing is deferred until after NauMai NZ has been officially launched	
<b>Enclosure:</b>	No	<b>Round robin:</b> No

Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 <sup>st</sup> contact:
Carole van Grondelle	Communications Manager	[Redacted]	[Redacted]	x
John Goulter	General Manager Stakeholders and Communications	[Redacted]	[Redacted]	

*Withheld under s9(2)(a) of the Official Information Act*

The following departments/agencies have seen this report

<input type="checkbox"/> ERO	<input type="checkbox"/> MBIE	<input type="checkbox"/> MFaT	<input type="checkbox"/> MoH	<input type="checkbox"/> MoE	<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 Withdrawn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:**

Proactively released

## Education New Zealand Briefing

Title:	'NauMai NZ' digital student experience platform
Date:	7 February 2019
ENZ ID no:	1819-127

### Recommendations

#### We recommend that the Prime Minister and Minister of Education

- a. **note** that that Education New Zealand is developing a digital platform, called NauMai NZ, to support international student experience and wellbeing in New Zealand

NOTED

NOTED

- b. **agree** that proactive publication of this briefing is deferred until after NauMai NZ has been officially launched

Agree / Disagree

#### We recommend that the Prime Minister

- c. **agree** to video record a welcome message for international students that also encourages them to visit NauMai NZ

AGREE / DISAGREE



**Grant McPherson**  
Chief Executive  
Education New Zealand

**Rt Hon Jacinda Ardern**  
Prime Minister

\_\_\_\_/\_\_\_\_/\_\_\_\_



**Hon Chris Hipkins**  
Minister of Education

12/2/19

---

## Purpose

1. This briefing:
  - informs the Prime Minister and Minister of Education about Education New Zealand's (ENZ) new digital platform to support international student experience and wellbeing, and
  - seeks the Prime Minister's agreement to video record a welcome message for use on the platform.

---

## NauMai NZ – a digital platform to support international student experience

2. ENZ has developed a digital platform (a mobile-friendly website) to increase international students' preparedness for a successful study experience in New Zealand and support the quality of their experience overall.
3. This is a key action under the goal of 'Delivering an excellent education and student experience' in the [New Zealand International Education Strategy 2016-2030](#), and is also underpinned by the [International Student Wellbeing Strategy](#).
4. The platform is called NauMai NZ<sup>1</sup> and is a distinctly New Zealand initiative that helps to set New Zealand apart from other destination countries as one that is proactively working to improve the experience and wellbeing of international students.
5. The platform will be a trustworthy New Zealand government source of information, focused on the needs and interests of international students. It has involved significant cross-agency collaboration during its development, and this will continue following its launch.
6. The decision to develop a digital platform is the result of in-depth research into the drivers of a positive student experience. It will be available to all students visiting New Zealand. It aims to improve the availability of clear, timely and customer-focused information to:
  - Enhance international student wellbeing
  - Enable social connections
  - Reduce information overload
  - Bridge expectation and reality
7. The NauMai NZ platform will be rolled out in three phases, with the first phase to be soft-launched in March 2019 and officially launched in May 2019. This phase draws together immigration and work rights information from the Ministry of Business, Innovation and Employment, and ENZ's Study in New Zealand platform. Some new content is also being created, with a focus on wellbeing. This will help international students start their journey on a positive note by delivering information during the pre-arrival and arrival stages of their New Zealand journey.

---

## Welcome message video

8. To promote NauMai NZ as a resource that supports and welcomes international students, it is proposed that a short video message of welcome will be delivered by Electronic Direct Mail (EDM) to all international students who have had their New Zealand student visa approved by Immigration New Zealand.

---

<sup>1</sup> The phrase 'nau mai' is both an invitation and welcome, and also, in this instance, a call to action.

9. The message would also include information about NauMai NZ and an invitation to sign-up to the platform for personalised content.
10. ENZ seeks the Prime Minister's agreement to give the video-recorded welcome message for NauMai NZ.
11. If agreed, ENZ will work with the Prime Minister's office to develop a short script that both embodies manaakitanga and reflects the Government's priorities for international education in New Zealand.

Proactively released