



### Education New Zealand Briefing

<b>Title:</b>	Visit to Education New Zealand to learn about the digital marketing programme		
<b>Date:</b>	6 December 2018	<b>Priority:</b>	Medium
<b>Security level:</b>	Unclassified	<b>ENZ ID no:</b>	1819-088

**RECEIVED**  
 06 DEC 2018  
*Off. of Hon. Hooper*

### Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p>Note that ENZ developed a seamless student journey where we drive student mobility for value to New Zealand.</p> <p>Agree that this briefing is proactively released as part of the January 2019 release.</p>	13 December 2018

### Contact for telephone discussion (if required)

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

### 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 Withdrawn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:**

Proactively released

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## Recommendations

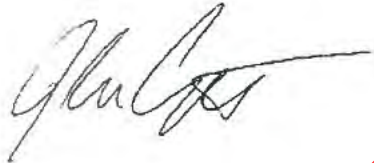
Education New Zealand recommends that you

- a. **note** that ENZ developed a seamless student journey where we drive student mobility for value to New Zealand

Noted

- b. **agree** that this briefing is proactively released as part of the January 2019 release

Agree / Disagree



John Goulter  
Stakeholders and Communications  
General Manager  
Education New Zealand

Hon Chris Hipkins  
Minister of Education

— / — / —

Proactively released

Noted - Hon Hipkins  
13/12/18 Klt

## Purpose

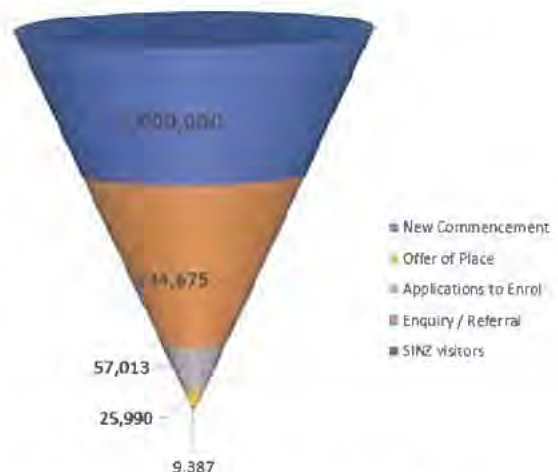
1. This briefing provides information about your visit to Education New Zealand's (ENZ's) Wellington office to learn about ENZ's digital marketing programme at 3.30-4.30pm on Thursday 13 December. You are welcome to walk around ENZ's Wellington office following the digital marketing programme presentation.

## Meeting details

2. The details of the visit are:
  - Venue: Education New Zealand, Level 5, Lambton House, 160 Lambton Quay, Wellington
  - Room: The Beehive meeting room
  - Time: 3.30-4.30pm
  - You will be met by Grant McPherson, ENZ Chief Executive
  - Angela Meredith is the key contact, phone [REDACTED]  
*Withheld under s9(2)(a)*
3. The presentation on ENZ's digital marketing programme will be attended by Student Acquisition Director Euan Howden, Student Marketing General Manager Paul Irwin, Stakeholders and Communications General Manager John Goulter and Accountability Manager Angela Meredith.
4. The Ministry of Education's Group Manager International Education Belinda Himiona and Senior Manager International Cooperation and Engagement Tara Thurlow-Rae will also attend.

## Background

5. Until 2016, ENZ and industry were largely focused on growing awareness of New Zealand as an education destination to generate more applications for study in New Zealand. At the same time there was little, if any, significant effort invested in improving conversion rates between the various stages between awareness and commencing study in New Zealand.



6. In 2016 and 2017, ENZ developed a vision for to use database marketing to improve conversion of prospects and provide better analysis of the return on investment of our marketing activity.
7. To achieve the vision, ENZ developed a seamless student journey where we drive student mobility for value to New Zealand by:
  - following the entire student experience from registering interest through to graduation and then post-study
  - ensuring we deliver a strongly positive student experience for international students, which in turn leads to advocacy for a New Zealand education.

## THREE HORIZONS OF FOCUS



8. In mid-2017, ENZ completed Phase 1 of the database marketing programme which established the infrastructure for ENZ to gain in depth knowledge of prospective students who visit the studyinnewzealand website.
9. Since then ENZ has implemented Phases 2 and 3 of the programme to extend the capability of the database marketing programme across the entire student journey, lift industry capability and integration, and facilitate product development. This included the development of MyStudyNZ. This tool generates a personalised list of study matches for prospective students, based on the information they provide when setting up their MyStudyNZ profile.



### **Proactive release**

10. 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.

Proactively released