



## Eol: Thailand Second Tier City Promotion for New Zealand Schools

Education New Zealand Manapou ki te Ao is providing New Zealand schools with an opportunity to expand their international partnerships and student base by forming sister school relationships with schools in Thailand’s second-tier cities. This initiative aligns with Education New Zealand’s strategy to grow the school sector in Thailand, a market with significant potential and strategic importance.

### Overview:

In the recently released full year 2023 enrolment data, Thailand comes in as the 5th largest source country for New Zealand and saw a 186% increase in students enrolling with New Zealand education institutions from 2022 enrolments (2,719 vs 950 students). About 905 Thai students (33%) coming to New Zealand were enrolled at schools. Prior to Covid pandemic, in 2019, Thailand attracted 1,199 enrolments of Thai students in New Zealand schools. Majority of which were attending secondary schools.

School sector is one of the key priority sectors in Thailand. ENZ’s growth strategy is to penetrate into the second-tier cities to raise profile of New Zealand school sector and grow interests from prospective students and parents. The international education market in Bangkok is highly saturated, with many overseas institutions already established their presence. There is strong competition among these institutions to attract prospective students. New Zealand already has a high profile among prospective students in Bangkok. Many students and families in the capital are already familiar with the benefits of studying in New Zealand, making it a well-trodden path.

Second-tier cities outside Bangkok offer less competition, providing New Zealand schools with an untapped market. These cities present new opportunities to establish a prospective student base without the intense rivalry found in the capital. Christchurch have demonstrated the potential of this approach, establishing a relationship with Rayong in 2013 and Nakhon Sawan in 2023 (2 years).

### Proposal

ENZ Thailand is planning to establish partnerships with provincial education agencies and schools in the following provinces in Thailand to form sister school partnerships in 2025-2026.

Region	Province	No of Thai student visa decision by city in 2023	Access from BKK
Central	Nakhon Pathom	24	By car
West	Ratchaburi	18	By car
North-east	Udon Thani	47	By plane
	Buriram	9	
South	Chumphon	6	By plane

ENZ Thailand would like to invite ONLY collaborative New Zealand school clusters to participate in Thailand's second-tier city promotion initiative through forming sister school partnerships with Thai schools. Each school cluster should consist of at least three schools and must include both co-educational and single-sex schools.

Through these partnerships, we may offer a wide range of study options for Thai students and schools, including short-term 4-week high school immersion programmes, 1 to 2 terms or full year study programmes, teacher trainings, virtual interaction, online curriculum-based collaborative projects, etc.

By utilising these connections effectively, we can simultaneously promote New Zealand schools to numerous provincial schools, benefiting from the advantages of scale. Besides collaborating with New Zealand schools, ENZ Thailand will be working with high performing education agencies in this initiative. Sister school partnerships in each province will not be limited to one or specific education agency but based on partnerships that either ENZ Thailand or education agencies have established.

#### ENZ's Roles and Responsibilities

ENZ will

- Develop relationships with regional education offices (or similar) to facilitate introductions
- Activate agents
- Raise awareness of NZ schools through presentations / meetings
- Arrange school visits and other relevant logistics
- Provide template sister school agreements

NZ School clusters will

- Service regional relationships
- Collaborate with Thai sister schools to offer study programmes as well as other activities e.g potential online engagements, short-term to long-term study programme, teacher exchange programme, etc.
- Nominate one person to be the key contact person working with ENZ, education agency, local government agencies and schools

#### Next Steps:

We are currently seeking feedback from New Zealand schools to ascertain their interest in participating in this initiative. If your school is interested in exploring this opportunity, we would appreciate your answers to our [online survey](#) or via the form on the next page to help us match your interest with our upcoming initiative. Please return the form to [Chortip.Pramoolpol@enz.govt.nz](mailto:Chortip.Pramoolpol@enz.govt.nz) by **Tuesday, 30 October 2024**.

Thank you for considering this proposal. We look forward to the possibility of working together to grow New Zealand school sector in Thailand and foster meaningful educational relationships between New Zealand and Thailand.

For more information, please contact:

Chortip Pramoolpol  
Market Manager – Philippines & Thailand  
Education New Zealand Manapou ki te Ao  
Email: [Chortip.Pramoolpol@enz.govt.nz](mailto:Chortip.Pramoolpol@enz.govt.nz)



## Eol Feedback Form:

### Thailand Second Tier City Promotion for New Zealand Schools

Please return the form to Chortip.Pramoolpol@enz.govt.nz by Tuesday, 30 October 2024.

<b>1. School name</b>																							
<b>2. Contact Person</b>																							
<b>3. Position</b>																							
<b>4. Email</b>																							
<b>5. Mobile phone</b>																							
<b>6. City &amp; Region</b>																							
<b>7. List of schools in your cluster</b>	1. 2. 3. 4. 5.																						
<b>1. Are you willing to visit Thai schools in the above city/ cities? –</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No  <i>Note: School cluster can nominate a representative to visit the market.</i>																						
<b>2. Programmes offered for this project.</b>	<table border="1"> <thead> <tr> <th>Yes/ No</th> <th>Programmes</th> </tr> </thead> <tbody> <tr> <td></td> <td>Four-week immersion programme</td> </tr> <tr> <td></td> <td>Eight-week immersion programme</td> </tr> <tr> <td></td> <td>One-term immersion programme</td> </tr> <tr> <td></td> <td>Two-term immersion programme</td> </tr> <tr> <td></td> <td>One-year programme</td> </tr> <tr> <td></td> <td>Online student collaborative project e.g. research, competition, etc.</td> </tr> <tr> <td></td> <td>Online classes e.g. share NZ culture</td> </tr> <tr> <td></td> <td>In-market mock up classroom</td> </tr> <tr> <td></td> <td>Teacher webinar</td> </tr> <tr> <td></td> <td>Other (please specify)</td> </tr> </tbody> </table>	Yes/ No	Programmes		Four-week immersion programme		Eight-week immersion programme		One-term immersion programme		Two-term immersion programme		One-year programme		Online student collaborative project e.g. research, competition, etc.		Online classes e.g. share NZ culture		In-market mock up classroom		Teacher webinar		Other (please specify)
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<b>3. Which of these cities are you interested in forming a sister school partnership with?</b>	<input type="checkbox"/> Nakhon Pathom <input type="checkbox"/> Ratchaburi <input type="checkbox"/> Udon Thani <input type="checkbox"/> Buriram <input type="checkbox"/> Chumphon																						
<b>4. Is there any particular educational agency or agencies you would like to work with on this project?</b>	<input type="checkbox"/> Yes, please specify below.  <input type="checkbox"/> No																						