July 2020

Recovery plan framework

The strategic recovery plan is a long-term plan to support the rebuild, recovery and reset of the international education sector. It-consists of three concurrent workstreams: the immediate response is to create sector stability; the second strengthens the international education system; and the third focuses on transforming New Zealand's international education approach for a more innovative, robust and sustainable future.

Transition and economic stimulus

 Early return of students



Immediate assistance package



Support for state and state-integrated schools



Funding for English language schools



Export Education Levy



The return of students when it is safe to do so is a critical part of the sector's recovery We will continue efforts to bring in small cohorts of international students, building in 2021,

Fund PTEs key to sector recovery, targeted to providers of strategic importance to preserve the foundations of the sector (\$10 million available

Support for the remainder of 2020 to continue to employ specialist international workforce to continue teaching and providing pastoral care for students still in New Zealand (\$20 million available end-August).

Support for English language schools to deliver English language training to migrants (\$1.5 million available from mid-August).

Building on previous EEL announcement, intention to cancel payment obligations for the Levy payments until the end of 2021 and maintaining services funded by the Levy (\$6.6 million).

Strengthening the system

Steering the system



Enhancing policy and regulatory settings to guide the recovery and shape the future. Establish a cross-government group to review and agree on settings for:

High value international markets priority cohorts, how key education settings work alongside work rights as part of the education offer. accountability of providers (e.g. education agents), ensuring students have adequate funds to support themselves, pastoral care and quality offshore delivery.

 Strengthening the foundations d_____



Adjusting and embedding the revised improve education quality, student experience and to support recovery and achieve best outcomes for New Zealand by:

- Adjusting and operationalising regulatory settings to better support and enable quality onshore and offshore delivery
- \$500k to ensure the quality of a NZ education delivered offshore

 Strengthening the education offer globally



Deliver a strengthened offer to international students by:

- · Enhancing protection and wellbeing to students
- Ensuring New Zealand is targeting the students who will best thrive in New Zealand and contribute economically.
- Ensuring education agents work for students' wellbeing and interests and align with New Zealand's interests.
- Ensuring New Zealand is partnering with the right strategic partners and institutions onshore and offshore

 Reducing crown risk and increase sector resilience



- Determine how we can invest over the next 1-5 years to shift the market to more offshore delivery and new products.
- Confirm the risk appetite of the crown and what financial sustainability and resilience will mean for the sector in the future Includes choices about the levy and insurance arrangements.

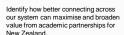
Re-focus our international presence



relationships and greater value.

Review and enhance offshore footprint to align with agency work programmes, delivering greater value to New Zealand

Optimise research relationships



Strengthening institution to institution relationships to enhance benefits from New Zealand's science, research and innovation partnerships

Transforming to a more sustainable future state

- Diversifying products and services to extend reach
- A flexible package of seed funding to test, develop and deliver new products and services to increase resilience
- A New Zealand branded one-stop shop digital platform, where we can connect learners across their lifetimes with different types of digital education content from all parts of New Zealand's education sector. For example micro-credentials to full digital credentials, virtual summits
- An offshore pathway initiative that will enable learners to begin their New Zealand journey from their home country and then transfer directly into qualifications offered in New Zealand. This work will start with New Zealand universities and has future potential to involve other providers.
- (\$10 million over 3 years)

- Marketing and **Brand Protection**
- Keep New Zealand's brand alive in the hearts and minds of people purchasing international education as well as utilising New Zealand's world leading COVID-19 safety reputation.
- Targeted promotion campaigns, market channel development and student retention
- Coordinated marketing efforts supporting the recovery and development of the sector and
- (\$3 million over 2 years)

- ENZ activities aligned to recovery plan
- Education New Zealand will be re-shaping its business plan activity and resources to support and drive the recovery plan
- Activity will include brand positioning. maintaining engagement with students partners and agents offshore, student retention and transitions, building the international reputation of New Zealand education, and working with the sector and regions on innovation and new modes of delivery

Next steps

- Transition and Economic Stimulus continues to be rolled-out Mid-August
- Targeted sector engagement August 2020
- Strengthening the System policy underway August 2020
- Transforming to a More Sustainable Future State underway August 2020
- Cross-agency work on developing a suitable model for re-entry of international students Continues
- Marketing and brand protection activity commencing August 2020 and ongoing
- Report back to Cabinet on Recovery Plan implementation December 2020
- Advice to Minister/s on Strengthening the System March-December 2021
- Offshore pathways soft launch late 2020
- Digital platform in place prototype ready October-December 2021

Further Information

For further information, visit Education New Zealand https://enz.govt.nz/recovery-plan/