

# INTERNATIONAL EDUCATION STRATEGY FOR **NEW** ZEALAND

DRAFT FOR  
CONSULTATION  
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# FOREWORD

## I am pleased to share the Government's draft International Education Strategy to 2025.

International education strengthens New Zealand's cultural, educational and economic links with the world. The sector has experienced significant growth and change since the Leadership Statement for International Education was published in 2011.

As a small Pacific nation, New Zealand relies on global trade and partnerships, and the exchange of ideas. International education supports these endeavours. And the economic return of international education is valuable, sustaining many thousands of New Zealand households. I have made it a priority since coming into this portfolio to promote the sustainable growth of the sector.

The starting point is that international students have a high quality experience while studying in New Zealand, and return home as ambassadors for studying here.

The draft strategy sits within the Government's broader strategic direction for education and the economy. It aligns with and reflects Trade Agenda 2030, the Business Growth Agenda, the Tertiary Education Strategy and the New Zealand Curriculum's focus on international capabilities. It has been developed to align with other related strategies including the Tourism Strategy and Education System Digital Strategy.

Once finalised, this strategy will clarify what agencies will do to support sustainable growth. My immediate priorities are to ensure regulatory levers are aligned and that New Zealanders understand the benefits of international education. Government will work with the sector to encourage development

of innovative products and services to diversify New Zealand's markets and to support regional economic growth.

We can't do it without the support of the international education sector. My agencies have worked with many of you to develop this draft document. We thank you for your active engagement. This draft strategy is the outcome of a considerable effort to capture your ideas around what is important for the future of the sector.

Now I want to hear from you. I know there are a range of views, and different aspirations and priorities.

You can submit your feedback through an online survey and agencies will also be hosting workshops in July and August. Further details are available [here](#). Once we have finalised the strategy, taking into account your feedback through this and earlier consultation, the Government will launch the new International Education Strategy towards the end of the year.

Consultation closes on 31 August 2017.



**Paul Goldsmith**  
Minister for Tertiary Education,  
Skills and Employment

# WHAT SUCCESS WILL LOOK LIKE IN 2025

**International education provided at home and globally contributes to a vibrant and prosperous New Zealand.**



# INTERNATIONAL EDUCATION STRATEGY

International education makes a significant economic and social contribution to New Zealand.

The annual value of international education export earnings has already passed \$4 billion and is on the way to achieving the Leadership Statement for International Education goal of \$5 billion earnings by 2025.

In 2015, international education:

- was the fourth largest export sector in the New Zealand economy
- supported 32,000 New Zealand jobs
- provided 124,000 international students with a New Zealand education, a 20% rise from 2010, and
- supported more than 4,000 international students studying at PhD level which contributed to the volume and quality of New Zealand’s research and development.



**A key focus for our international programme is bringing cultural diversity to our school and wider community...it has led to an increase in domestic students wanting to study abroad, study languages, and be buddies for international students.**

Darfield is a small homogeneous rural community. Every year Darfield High School hosts short term student groups for cultural immersion in the New Zealand education experience. Our students and host families relish the chance to meet and learn from our international students. The cultural exchange and diversity it brings to our community helps build the international education story in New Zealand.”

Nicola Hely | Director of International Students | Darfield High School

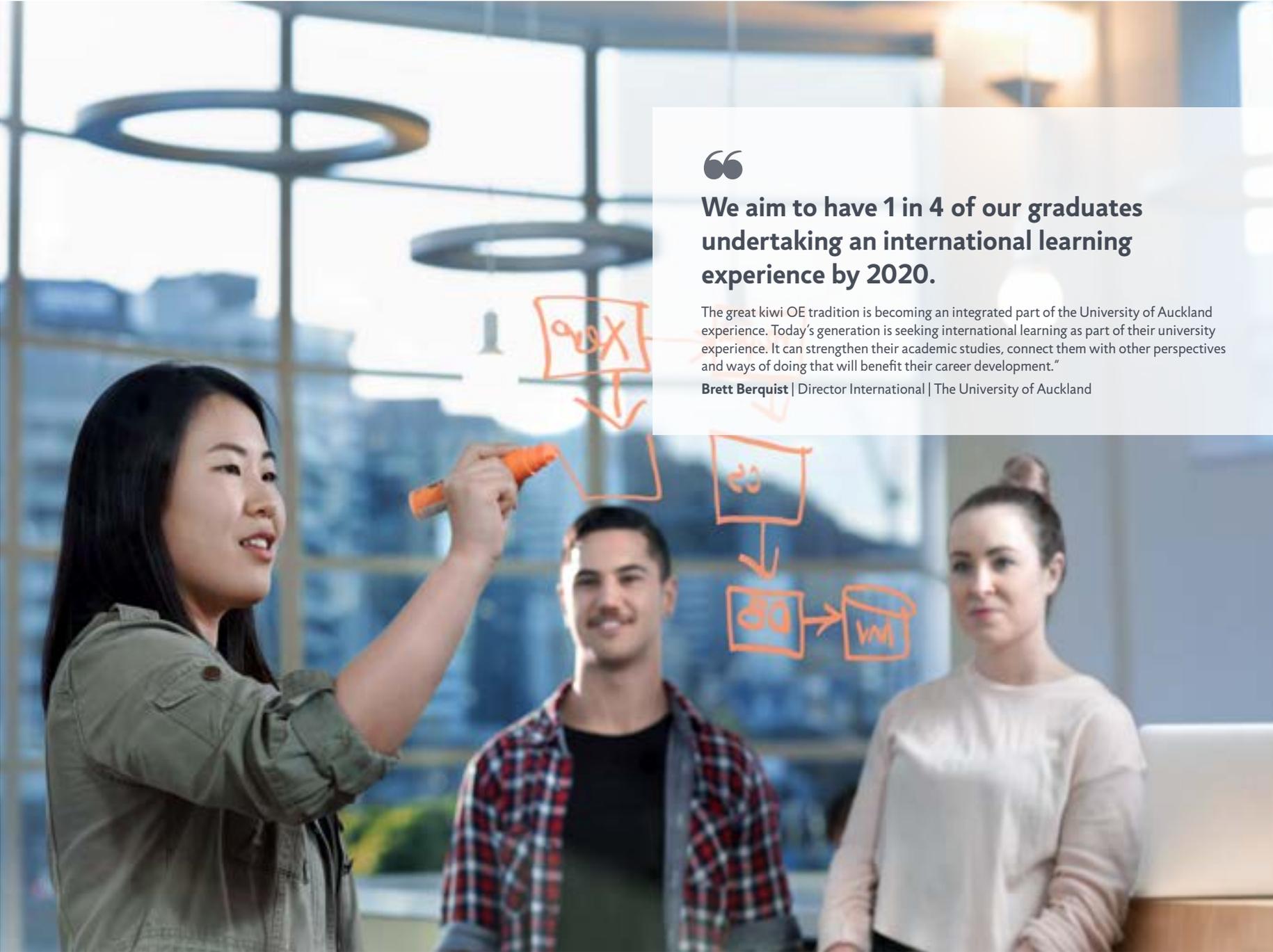
*The annual value of international education  
export earnings has already passed*

**\$4 BILLION**

*2015 provided*

**124,000**

*international students with a New Zealand education*

A woman with long dark hair, wearing a green jacket, is standing in front of a whiteboard and drawing a diagram with an orange marker. The diagram consists of several boxes connected by arrows. One box contains the word 'Kia', another contains '20', and another contains '80'. There are also some illegible symbols in boxes. Two other people, a man in a plaid shirt and a woman in a white top, are looking at the whiteboard. The background shows a large window with a view of a city.

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**We aim to have 1 in 4 of our graduates undertaking an international learning experience by 2020.**

The great kiwi OE tradition is becoming an integrated part of the University of Auckland experience. Today's generation is seeking international learning as part of their university experience. It can strengthen their academic studies, connect them with other perspectives and ways of doing that will benefit their career development.”

**Brett Berquist** | Director International | The University of Auckland

For New Zealand, international education helps grow our human and social capital, build our global competitive advantage and increase international research and business connections. It creates employment opportunities for many skilled New Zealanders based on export income. It also helps New Zealanders develop the cultural and language skills needed for our nation's growing diversity and engagement in an increasingly mobile and connected world.

For students, a New Zealand international education offers a safe, authentic experience while studying at high-quality schools and tertiary education providers and institutions. The skills and knowledge international students gain strengthens their employment prospects and builds the cultural competencies to succeed in the global labour market. These students become lifetime ambassadors for our country and promote the New Zealand education brand.

For the industry, international education offers a variety of benefits including research and institutional linkages, lifelong alumni connections, tuition fees, increased student numbers, and for some parts of New Zealand increased cultural diversity. New Zealand's industry is diverse with different institution and provider types. The motivations of industry participants are different and driven by their own organisational objectives.

The world and education are constantly changing. Student expectations are increasing. Students are more mobile and flexible about the location and timing of their study. New types of non-traditional providers are emerging

and there are new ways of delivering programmes. Research and technological changes will drive new innovations that may not yet be evident while the global demand of international education will continue to grow. All of these factors provide opportunities for international education to make a more significant contribution to New Zealand.

## **This draft strategy outlines the Government's vision for international education in 2025. The Government will focus on ensuring New Zealand continues to genuinely benefit from international education within regulated boundaries that ensure quality education and student wellbeing.**

While this is a government strategy, it recognises that the industry plays a key role in delivering our vision. It will require all of us – government, schools, tertiary providers, businesses, researchers, educators, students, and communities – to take responsibility and action to ensure international education continues to be a success story.

# A VISION FOR INTERNATIONAL EDUCATION IN 2025

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**International education at home and globally contributes to a vibrant and prosperous New Zealand”**

International education is a significant contributor to New Zealand’s prosperity and an enabler of a globally-connected, vibrant future for our country. Key to this success is growing international education in areas that bring net benefit to New Zealand.

**This vision and activity will be guided by the following principles:**

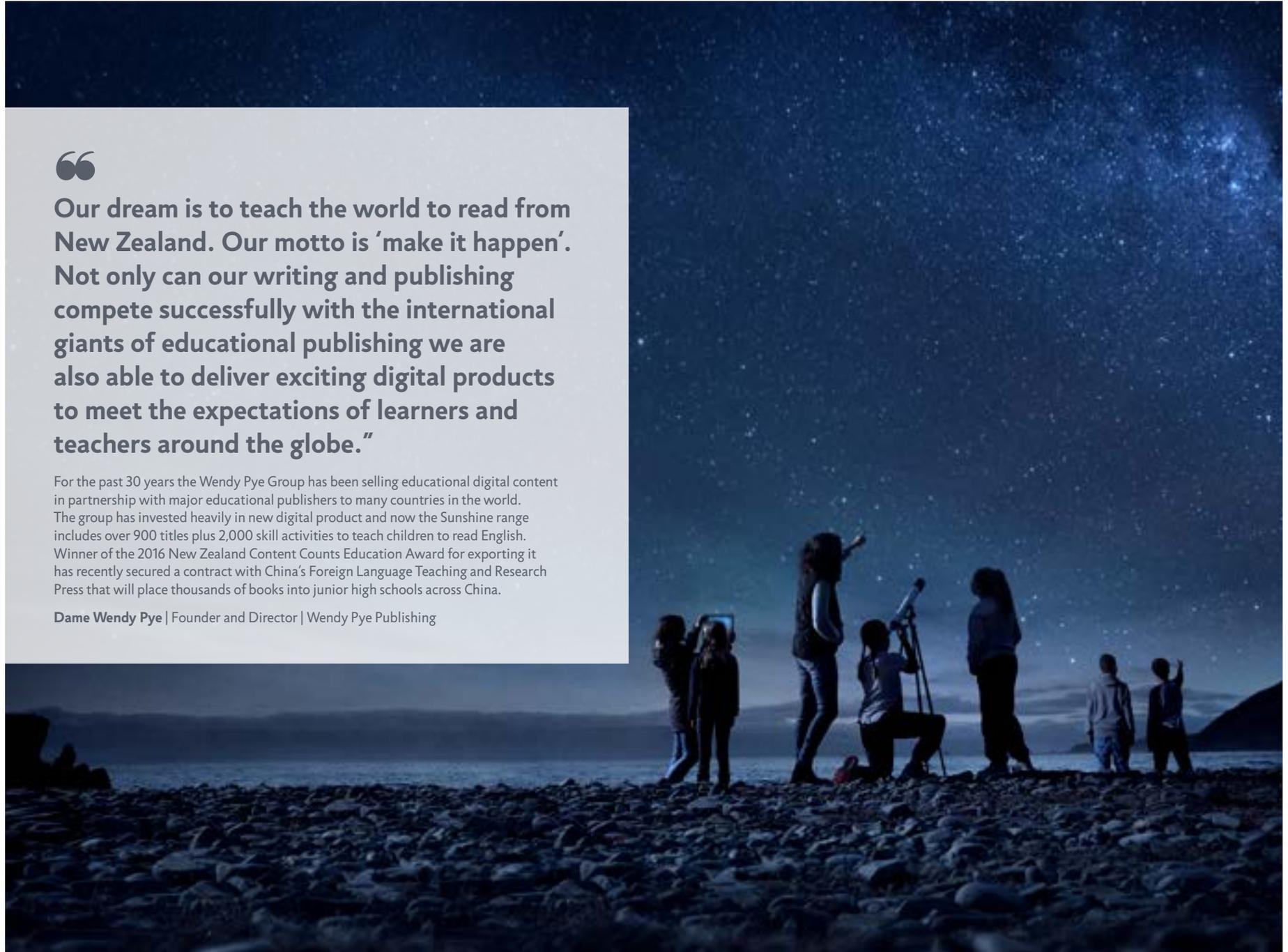
- **Student-centred** – by understanding and delivering what students want New Zealand can better meet and exceed expectations and grow New Zealand’s reputation.
- **Integrity** – is about institutions, tertiary education providers, and schools upholding New Zealand’s brand by providing a quality education experience, delivering on promises, and preventing unethical or illegal activity.
- **Collaboration** – drives collective effort within government and across the industry throughout New Zealand to focus on and grow net value, to build our brand and to do that with integrity.
- **Future focussed** – government and industry need to understand what is happening in the wider environment, to identify and take advantage of opportunities and respond to challenges.

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**Our dream is to teach the world to read from New Zealand. Our motto is 'make it happen'. Not only can our writing and publishing compete successfully with the international giants of educational publishing we are also able to deliver exciting digital products to meet the expectations of learners and teachers around the globe.”**

For the past 30 years the Wendy Pye Group has been selling educational digital content in partnership with major educational publishers to many countries in the world. The group has invested heavily in new digital product and now the Sunshine range includes over 900 titles plus 2,000 skill activities to teach children to read English. Winner of the 2016 New Zealand Content Counts Education Award for exporting it has recently secured a contract with China's Foreign Language Teaching and Research Press that will place thousands of books into junior high schools across China.

**Dame Wendy Pye** | Founder and Director | Wendy Pye Publishing





**Distance education is the only viable outreach for the University of Otago’s aviation medicine programme. Without delivery through distance the programme would not be economically viable. It enables us to reach students around the globe and get the New Zealand brand out there all the time.”**

The University of Otago Occupational and Aviation Medicine Unit offers a fully distance-taught and unique Master in Aviation Medicine programme that actively encourages international student enrolment. The University of Otago is a world leader in terms of offering online professional development for the aviation and occupational medicine industry and has 100+ students studying in the Middle East, North America, Europe, Asia and Australia.

**Dr Robin Griffiths** | Programme Director  
Occupational and Aviation Medicine | University of Otago Wellington



# OUR GOALS

## An education to be proud of

New Zealand's highly credible education system is an important foundation of New Zealand's education brand and offering.

New Zealand needs to continue to deliver an education we can be proud of. This means ensuring that schools and tertiary providers attract students motivated by study opportunities, deliver high quality education, swiftly address quality issues and make student wellbeing a priority. Everyone involved in international education must understand and build on our current strengths to ensure our education system continues to be world-recognised for the excellence of our programmes, products, services, institutions, educators and researchers.

Increasing the international recognition of New Zealand qualifications will help New Zealand and international students' employment outcomes and contribute to their competitiveness in a global labour market.

A student experience which offers a new perspective and the opportunity for students to grow as individuals while they study is an important way to differentiate ourselves from our competitors.

### Government will:

- strengthen, align and effectively monitor the regulatory levers for international education to ensure high quality and consistent outcomes
- monitor trends and provide intelligence on developments in international education
- implement the Student Wellbeing Strategy so that international students are welcome, safe and well
- set expectations about the importance of graduate employability skills
- increase the number of countries that recognise our qualifications
- tell the international education story in New Zealand so that New Zealanders understand and embrace the benefits of international education.

# Sustainable growth

New Zealand must build on the solid foundations of an education we can be proud of by taking the steps necessary to sustainably grow the sector.

Understanding and investing in areas of the international education industry that are of net benefit to New Zealand will be a key part of growing sustainability.

To promote sustainable growth in the industry, the government will support a shift up the value chain by moving from a volume to value model of delivery and student recruitment, encouraging the spread of opportunities throughout our regions, and diversifying the offshore source markets over the next few years.

In the future, the focus will be on better targeting and attracting those with the qualifications needed and skills that complement the New Zealand labour market to stay and work in New Zealand. The government will look to do this by working with industries to identify what they can do to help retain international students with skills and qualifications that indicate high labour market potential and encouraging more integrated workplace learning opportunities.

## Government will:

- identify where international education adds net benefit to New Zealand and support activity and prioritise investment in these areas
- encourage the development of specialist products in our education offerings that build on New Zealand's strengths and expertise
- target new and emerging markets and submarkets
- support the development of innovative products and excellent services that ensure we remain competitive (these could involve new modes of delivery)
- ensure New Zealand's regions have the opportunity to prosper from international education
- ensure international education contributes to a highly skilled workforce in New Zealand.



**Delivering an economic value of \$55 million annually and contributing to the creation of 504 jobs, international education is a significant contributor to economic and cultural wellbeing of Tauranga and the Western Bay of Plenty.**

Many of our local schools and education institutions (from primary schools to tertiary institutions) are engaged in international education. The international students in our classrooms and our community bring diversity and teach our kiwi students about other cultures and ways of life. They are improving the cultural literacy of our own students and creating stronger linkages that benefit Kiwi and international students and bring economic benefits to our region through trade, tourism and investment in the future."

**Nigel Tutt** | Chief Executive | Priority One, Western Bay of Plenty

## Global Citizens

International education and an increased international dimension in New Zealand's education system have important parts to play in developing global citizens.

International students who have experienced a New Zealand education, here or in their home country, can go on to create a network of advocates around the world who are knowledgeable and positive about New Zealand and its values. These graduates represent an untapped resource of influencers and skilled people that can support New Zealand companies, providers, and 'NZ Inc' to harness wider benefits and connections.

New Zealanders benefit from enhanced knowledge and understanding of other cultures and languages. The government wants young New Zealanders to be global citizens, and for New Zealand to have a sustainable social, cultural and economic future in which people from all cultures are valued for the contributions they bring. Equipping New Zealanders with the international capabilities and readiness required to live and work globally is one of the wider benefits of international education.

New Zealand plays a significant role in improving the quality of education provision in the Asia-Pacific region; providing technical expertise and budgetary support to improve teaching methods, educational leadership, management and assessment information. The New Zealand Aid Programme manages New Zealand's largest scholarship and vocational training programme which is open to young leaders and high achievers from over 90 countries around the world. These scholarships foster connections, building international networks and a life-long connection to New Zealand.

### Government will:

- create and support vibrant networks of international alumni who are active lifelong ambassadors and advocates for New Zealand
- encourage the development of New Zealanders' international capabilities and perspectives through support for language learning, curriculum resources, collaborative learning, and exchange programmes
- promote the contribution of international education to businesses that are wanting to develop the ability and knowhow to take advantage of overseas opportunities and grow internationally
- support the development of education and skills in developing country partners
- recognise the importance of international education to New Zealand's trade and diplomatic strategies
- encourage opportunities to make linkages between international education, research and business activities
- continue to grow New Zealand's research capability by encouraging postgraduate research students to consider further study in New Zealand.



# IMMEDIATE PRIORITIES

The industry is on track to achieve the Government's targets set through the *Leadership Statement for International Education*.

To reflect the industry's growth and the challenges that have emerged, this strategy sets the direction for international education by:

- **responding to the unintended consequences of the rapid growth in the industry**
- **taking account of the changing global context and education trends, and**
- **focusing on a broader range of outcomes.**

**To achieve our goals, there are six immediate priorities that the government will continue to progress.**



## GETTING THE RULES RIGHT

International education is at the intersection of education, immigration, labour market and economic development, with a range of government agencies playing a role. Government regulations need to align and enable our vision and goals for international education.

The government will continuously strengthen its regulatory settings to build rigour and consistency and ensure quality education. This will ensure that bona fide students are attracted to study in New Zealand, that they are more likely to succeed in their study and that their post-study opportunities are well understood.



## TELLING THE INTERNATIONAL EDUCATION STORY IN NEW ZEALAND

It is important that the government, industry and students communicate the benefits of international education to New Zealanders across social, cultural, and economic outcomes so New Zealanders understand and experience the broader benefits.

As both student numbers and the economic benefits of international education have grown, New Zealanders' understanding and support for international education has not always kept pace.

A cohesive, well-defined approach for telling this story has begun. It includes understanding current public perceptions around international education, and the development of a communications strategy to provide direction for telling the international education story at home – at a national and regional level.



## DIVERSIFYING OUR MARKETS

New Zealand's international education industry relies heavily on two key markets.

China and India are, and will remain, important source countries for student recruitment. But broadening the market base is important if international education is to achieve sustainable growth. This will require the joint effort of government and the industry to identify and understand the opportunities and risks around new and emerging markets.

The government will enhance our market intelligence capabilities to look for opportunities in a broader range of source markets and market segments where studying in New Zealand may be an attractive proposition.

Market diversification and sustainable growth is supported by the government's offshore presence in key markets. New Zealand already has good connections across agencies that have an offshore presence. The government will broaden and deepen this offshore presence to actively support our strategic goals of market diversification and investment in areas of net benefit to New Zealand.



## REGIONAL DEVELOPMENT

Onshore, nearly two-thirds of student enrolments, and subsequent export earnings are concentrated in Auckland.

This concentration is contributing to the infrastructure, housing and quality pressures the city is experiencing. Other regions of New Zealand have capacity for growth and to provide a positive experience for both international and New Zealand students. A more strategic regional development approach for international education is required to realise these opportunities.

The government will continue to work with regions to develop strategies that recognise their distinct characteristics and education offerings to, support and build capability to grow international education.



## STRENGTHENING INTERNATIONAL STUDENT WELLBEING

Student surveys show that most international education students have a great time living and studying in New Zealand.

However, some students can be vulnerable because of their age, English being a second language, and their distance from their family and social networks.

The new International Student Wellbeing Strategy is helping government agencies collaborate to ensure international students are safe, well and feel welcome in New Zealand. It has four outcome areas: economic wellbeing, education, health and wellbeing, and inclusion.

The Export Education Levy is being used to fund new activities to support the Wellbeing Strategy outcomes.



## DEVELOPING INNOVATIVE PRODUCTS AND SERVICES

New Zealand schools, tertiary education providers and education businesses are already adapting to innovative ways of delivery, increasing their flexibility and the use of technology.

New Zealand's international education selling-point is our open-minded approach and drive to innovate. It will be important to ensure we sustain our world-leading strengths and continue to respond to emerging trends, develop new and innovative products and services, and our providers are at the forefront

of global developments. This will include different modes of delivery such as online or offshore

The government will continue to invest in understanding the demand and providing market intelligence to support providers. Through the review and strengthening of regulations, the government will support innovation without compromising standards and quality. The government will continue to increase its capability to work with industry participants to capture new trends and opportunities in education delivery and support the industry to respond to these opportunities.



**Offshore activity provides an opportunity for Wintec to be successful in a global context, progress its growing reputation for offshore education, and benchmark and profile itself globally."**

Wintec has successfully expanded its internationalisation business away from a complete reliance on student attraction. This spans articulated pathways, joint programmes and an international college in China, business consultancy in ASEAN and offshore delivery in Saudi Arabia. Through offshore delivery, we are benefiting from lifts in staffing capability, offshore study opportunities for our students, curriculum and service improvements, and financial returns for reinvestment.

**David Christiansen** | Director International | Wintec

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**Our students are encouraged to see themselves as part of a learning community; one that starts within their school and spreads out – both nationally and globally.**

We believe in the power of face to face interactions between young people from all over the globe. Bringing students together to share food, culture, experiences, education and sport builds bonds that last a lifetime and bridge the gap between nations.

The school is serious about educating the ‘whole person’. Rangitoto College is a place where young people can mature into responsible and self-respecting citizens with a broad and balanced world view.

Through our Globalisation goal, Rangitoto College has committed to establishing opportunities for students and staff to collaborate, share and compete with renowned schools and organisations throughout the world as a means of growing the cultural understanding of the school community and critiquing our performance internationally.”

**Lynda Sullivan** | Director of International Students | Rangitoto College



New Zealand Government



NEW ZEALAND  
EDUCATION