

Agent Newsletter

Happy New Year everyone! We hope that you've had a lovely holiday season and the New Year is beginning well for you and your organisation.

There's been a hiatus between agent newsletters, but we're pleased to be getting in touch today to provide more information from Education New Zealand (ENZ), firstly beginning with an update on the independent review of our agent programme. Beyond this, you'll find highlights of recent activity and a link to ENZ's latest student visa dashboard.

Consultation is the next step for ENZ's work with agents

Last year, Education New Zealand engaged an external organisation to review the ENZ Recognised Agencies (ENZRA) programme to understand whether it was effective and delivering value. Thanks to the agents who contributed their time and expertise alongside institutions and New Zealand government agencies to this review. You play a valued role in the success of New Zealand's international education industry.

Findings recommend change

The findings make it clear while there are some positives, there does need to be change. The programme is not performing well for our stakeholders (including some ENZRA agents) or for ENZ in our drive to grow, support and promote a quality international education industry for New Zealand.

The report recommends a number of potential areas for ENZ to consider regarding agents, including:

- Better supporting providers to develop effective relationships with quality agents
- Making available a publicly searchable database of agents who have completed our online training
- Better planning for the distinct needs of the various countries and sectors
- Supporting agents by continuing to make available NZ promotional materials
- Strengthening the rigour, scope and quality of online training, including more information on relevant NZ laws and regulations

Consultation is the next step

ENZ's next step is to consult broadly, including with institutions, agents and government agencies about the future of ENZ's work around agents. We understand that changes we have made to agent programmes in the past have been disruptive for agents and providers. As such, this thorough consultation will ensure any future solutions are effective, workable and sustainable, and supported. Our engagement will start shortly and, depending on what we hear, decisions are most likely in the second half of this year.

The ENZRA programme remains on hold

As we [shared last year](#), while the consultation is underway we will not be progressing any current ENZRA agent applications or accepting any new ENZRA agent applications.

We appreciate this may be frustrating for some agents but believe it is preferable to pause while we ensure any potential changes are carefully considered and well-supported. Please note agents are able to assist students to enrol with New Zealand education providers regardless of whether they have ENZRA status or have completed the Trained Agent online programme. We encourage all agents who have not done so already to complete our [online training](#) to become a Trained Agent, which gives you information about New Zealand and access to marketing materials in our [Brand Lab](#).

ENZ values your contribution

International education in New Zealand [experienced strong growth](#) in 2014 and 2015 and we thank agents for their significant contribution to that success. It's also great to see agents [rate New Zealand](#) as a very desirable destination for international students. We remain grateful for your contributions and are committed to ongoing support of your work promoting the great experience of an education in New Zealand.

We'll stay in touch, and if you have any questions, please contact: agenthelp@enz.govt.nz

In other news...

Events season is in full swing

The busy global event season is again in full swing and we're working hard to create impact for New Zealand at a mix of commercial fairs and ENZ events around the world. It's great to see so many of you registering to attend agent seminars – we hope you have a really valuable time catching up with your industry contacts, and making new connections.

More useful content on Study in NZ website

As part of the drive to keep delivering meaningful content to prospective students and their parents, there's new content on studyinnewzealand.govt.nz your clients will find really useful including: pages on specific programmes and courses (such as engineering or business), dedicated pages for [parents](#), [graduates](#) or those interested in [scholarships](#), and a new student blog.

[Find about more about this new content here.](#)

Global Facebook improvements

ENZ's [Study In New Zealand Facebook](#) page has also moved to the 'Global Pages' platform to improve our global social marketing efforts, with a focus on delivering more Japanese language content first up. Don't forget that if you want something shared on social media (on Facebook, Twitter or Instagram) to perform better, please make sure to include the hashtag '#studyinNZ'. This will allow the post to be searched by us and others, which will allow us to share it with our audience and increase the post's reach.


[Find out more about our Facebook changes here.](#)

Student visa dashboards

The latest student visa dashboards released in February show 2015 was another strong year for the international education industry – a total of 91,062 student visas were approved, a 13% increase in approved visas on 2014.

[You can find more data and trends information here.](#)

All the best, Education New Zealand.



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