

HIGH VALUE INTERNATIONAL EDUCATION [DRAFT FOR CONSULTATION- NOT GOVERNMENT POLICY]

A system that provides **excellent education and ākonga/student experience**, targets and attracts **ākonga/students in high value markets** and delivers a **range of benefits to New Zealand**.
 Alongside the provision of international education, a high value system will promote global citizenship and support opportunities for New Zealand students to study abroad.

WHAT DOES THIS MEAN?

EXCELLENT EDUCATION & EXPERIENCE

Provision of high quality courses and wellbeing support



- Students in high quality, globally recognised courses and qualifications
- Meeting students' educational goals
- Integration of international students into education settings
- World-class pastoral care
- Students see value in their investment in the NZ educational experience

ĀKONGA / STUDENTS

Ākonga/students who will succeed, and who provide benefits to NZ across a range of values



Ākonga/students motivated by education in coming to New Zealand, with the appropriate academic background, English language proficiency if required, and financial resources to succeed. Such as ākonga/students:

- enrolled at secondary schools
- enrolled in degree level or above, aligned with NZ priorities
- who plan to pathway (including secondary schools)
- enrolled in sub-degree level with connection between study and work
- participating in education tourism (e.g., school tour groups, English language and Study Abroad students)
- enrolled in online and offshore offerings in tertiary education

HIGH VALUE MARKETS

Strategic segments within priority source countries



Target markets will vary depending on the values we are seeking to maximise, but could include:

- Priority segments (e.g., PhD students) of existing markets
- Diversification into one or two less established markets
- Countries where we are seeking to strengthen our bilateral relations

BENEFITS TO NEW ZEALAND



Immediate Economic Value
 Direct revenue from fees and wider student spending on products & services

- An optimal mix of sectors, modes of delivery (onshore and offshore), products and services to diversify revenue streams
- Benefits to regions



Longer-term Economic Value
 Longer term benefits from research & innovation partnerships and from labour force contributions

- Global recognition of NZ areas of research excellence and increased innovation
- Students with specialist talent
- Productive workforce through nuanced student work rights and residency pathways



Education System Value
 Benefits to our domestic education system (through relationships and funding)

- Increased research output
- Cross-national education relationships
- International ākonga/students contribute to leading research and Centres of Research Excellence



Cultural Value
 Social and cultural benefits to domestic students and wider communities

- Increased cultural competency of NZers and global citizenship
- Internationalisation of the NZ national curriculum
- Strategic use of scholarships



International Relations Value
 International diplomacy, development and trade benefits

- Global network of international alumna
- Increased outbound mobility for NZers
- International exposure and understanding of Te Ao Māori
- Support for development objectives

IMMEDIATE FOCUS

- Bring in priority ākonga/student cohorts while border restrictions remain in place
- Review key policy and regulatory settings, for example work rights and enrolment in primary and intermediate schools
- Maintain established international connections but with limited market expansion and recruitment
- Scenario planning to help identify which countries and parts of markets we will connect with as borders re-open
- Expand offshore provision as a pathway to onshore study for tertiary education

LONGER TERM FOCUS

- Refocus and align our marketing and international presence with policy and regulatory settings
- Diversify source countries and build relationships with strategic partners
- Promoting outbound mobility and global citizenship initiatives

WHAT DOES SUCCESS LOOK LIKE?



New Zealand is recognised for its excellent international education and student experience.



Our international education system targets and attracts high value ākonga.



We achieve the vision and overarching goals of the International Education Strategy.