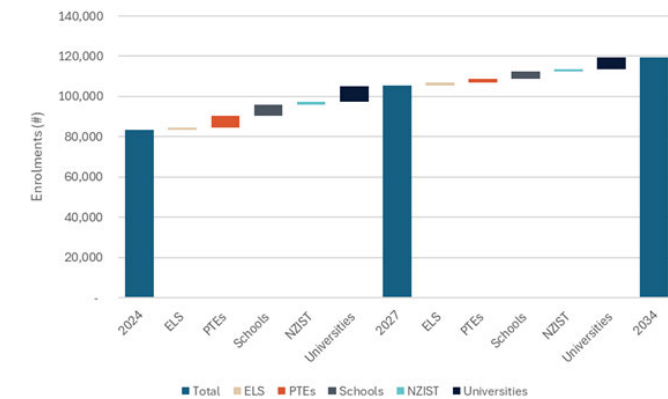


# International Education Going for Growth

## New Zealand is the destination of choice for international students

### Vision Statement

We will double the value of international education by 2034, which will take us to **\$7.2 billion in 2034** from \$3.6 billion in 2024.



### Growing international education matters economically for a range of reasons:

Direct contribution to GDP – student consumption currently adds about \$3-4b to the economy, including \$1b in fees

Student consumption and earnings generate considerable tax revenue (via GST and personal income tax)

As a service export, international education diversifies and complements our commodity dominant exports

International education fosters country connections and cultural understanding useful for export linkages and foreign affairs

## Objectives

We will raise awareness of New Zealand as a study destination from 40% in 2024, to 42% in 2027 and 44% by 2034

We will grow student enrolments from 83,400 in 2024 to 105,000 in 2027 and 119,000 by 2034

We will increase the proportion of prospective students rating NZ among their top 3 choices of study destination from 18% in 2024 to 20% in 2027 and 22% in 2034

New Zealand will have a **distinctive brand** that brings our **quality education experience** to life focusing on drivers of preference - high quality providers, great student experiences and employable graduates

We will:

- Launch a high-profile global branding campaign to showcase NZ education's unique advantages and raise awareness in key international markets.
- Implement an improved agent network model that standardises training and engagement with recruitment agents to increase effectiveness in student outreach and enhance education provider collaboration with agents.
- Advance our AI-driven platform providing round-the-clock support and information to prospective students and partners worldwide, improving responsiveness and service quality.

New Zealand will have a **world-class targeted route to market** with tailored content to reach diverse student audiences

We will:

- Develop and execute on tailored go to market plans for each target country and education subsector, addressing specific needs and opportunities while maintaining flexibility to respond to changing global circumstances.
- Deliver more of our immersive in-market events and experiences (e.g. roadshows, delegations, fairs, events) to directly engage students, parents and influencers and showcase New Zealand's educational environment.

## Actions and Activities

### Immigration settings open the door to New Zealand for genuine students

We will:

- Expand in-study work rights for eligible students
- Extend eligibility for in-study work rights for students on approved exchange and Study Abroad programmes
- Streamline assessment and requirements for student visas for students and institutions
- Review the Pathway Student Visa Pilot with a view to introduce multi-year visas for students on multi-year programmes
- Introduce a new 6-month duration work visa for sub-degree international graduate students to serve as a bridge to the Accredited Employer Work Visa

### Provide a high quality education and qualification for students who come to study in New Zealand

We will:

- Undertake ongoing quality assurance and monitoring of education providers and qualifications
- Work with providers to support diversification of products, channels, and modes of delivery
- Work with peak bodies to include quality offerings, supports, and help to grow the sector

### Build the experience and capability of the sector to increase capacity for growth

We will:

- Fund a support function to build capability in schools
- Increase engagement with agents in key markets, including development of an engagement approach for prominent agents in key markets
- Provide capability-building support for providers on requirements for working with agents
- Support capability across all subsectors
- Support providers' transnational education goals through Government-to-Government engagement and connections

### Set a clear direction for international education in New Zealand

We will:

- Deliver a Government Policy Statement that sets out our commitment to sustainably grow high-quality international education, through maintaining stable and predictable settings
- Build new and strengthen existing international relationships and connections
- Work with universities to promote New Zealand's collective higher education offering