

Response ID ANON-V3MW-TSQJ-F

Submitted to New Zealand International Education Strategy 2022-2030
Submitted on 2022-06-28 10:07:43

Introduction

A new future for international education

1 To what extent do you support this vision?

Somewhat support

2 Do you have any further comments?

I also want to say:

Rather than broad aspirational statements, the vision should be clearly articulated along with what issues the government is seeking to address in the references to the 'new future' of international education looking different to what the eco-system looked like prior.

Goal 2

3 How well does the wording "ensuring international education is sustainable and resilient" capture the above three outcomes?

Adequately

4 Do you have any further wording changes?

No

What are your suggested changes? :

Actions

5 There are six actions in Phase One: Key actions to support the build and recovery. Which two would you prioritise?

Actions to prioritise - Build preference for and promote New Zealand's international education brand through marketing and public relations activity to attract learners to study with New Zealand :

Actions to prioritise - Use the broader impact research of New Zealand international education ENZ is undertaking to inform the recovery and sustainability :

1

Actions to prioritise - Refresh the Prime Minister's Scholarships for Asia and Latin America to attract more diverse participants and enhance connections and partnerships with Asia and Latin America :

Actions to prioritise - Review the Education New Zealand Recognised Agency Programme to support building and thriving international education, ensuring that it is supporting high-quality agents who will support the sector's recovery:

Actions to prioritise - Develop a framework for evaluating how well New Zealand is implementing the NZIES and monitoring progress towards its three goals :

2

Actions to prioritise - Leverage other diplomatic reconnecting and travel activity to promote international education:

Actions to prioritise - Other (please specify):

Actions to prioritise - Other (please specify):

If you selected "other", what is your action? :

6 There are seven actions in Goal 1: Delivering an excellent education and student experience. Which two would you prioritise?

Actions - Work with the New Zealand international education sector to identify and address its capability needs:

2

Actions - Maintain the Education (Pastoral Care of Tertiary and International Learners) Code of Practice in line with the vision and aims of the International Education Strategy, including updated expectations for schools:

Actions - Foster and maintain key connections and partnerships in targeted markets that contribute to a connected New Zealand:

Actions - Deliver clear, timely and learner-focused information about studying with New Zealand education providers to learners and agents:

Actions - Continue to rigorously monitor the quality of international education provision through programme monitoring, external evaluation and review and investigations, as necessary:

1

Actions - Continue research on market perceptions of quality and how New Zealand's education is perceived internationally:

Actions - Support initiatives to enhance international student wellbeing:

Actions - Other (please state):

Actions - Other (please state):

If you selected "other", what is your action? :

7 There are four actions in Goal 2: Ensuring international education is sustainable and resilient. Which two would you prioritise?

Actions - Ensure the Export Education Levy is sustainable and remains fit for purpose, and review the International Students Fee:

Actions - Develop new and extend existing education programmes, markets, products and modes of delivery that reflect New Zealand's unique offerings:

Actions - Explore whether English language schools should be considered as a distinct sub-sector of tertiary education:

Actions - Work with Te Pūkenga and other providers to strengthen vocational education opportunities for international students:

1

Actions - Other (please specify):

2

Actions - Other (please specify):

If you selected "other", what is your action? :

Immigration policy reviews and the Productivity Commission have highlighted how critical international skills and talent are to New Zealand's economy and communities. This needs to be acknowledged in the draft Refresh, and more clarity and responsibility given around the role of education agencies to ensure that New Zealand providers are operating in a way that encourages good educational and employment outcomes for all. Punitive immigration settings and restricting work rights for post-graduate study will also make New Zealand less attractive when we could be looking at a more integrated approach to create sustainable skills retention for New Zealand and a better outcome for international students.

8 There are seven actions in Goal 3: Developing Global Citizens.

Actions - Undertake policy work on how we can best support outbound mobility, particularly as sectors recover from COVID-19. This will include looking at how student scholarships and exchanges contribute to outbound mobility and if they could be better supported:

Actions - Help students to develop global competencies through delivery of the national curriculum:

Actions - Enhance our connections with education systems and key stakeholders in the Pacific and create education opportunities for Pacific students both in the region and in New Zealand:

Actions - Promote supports that enable schools to offer language learning, including the development of a National Language Strategy and the refresh of the New Zealand Curriculum in 2024:

Actions - Support Centres for Asia-Pacific Excellence to develop globally informed citizens, and monitor their effectiveness:

Actions - Work with Māori to understand their aspirations for international education, and what it would mean for it to be high-value and of benefit to Māori:

Actions - Establish an understanding of what it means to honour Te Tiriti in international education:

Actions - Other (please state):

Actions - Other (please state):

If you selected "other", what is your action? :

Diversification of markets, products and modes of delivery

9 How would you describe your support for increasing the diversification of international education in order to protect it from future shocks and other risks?

Somewhat support

10 Do you have any further comments about diversification?

Do you have any further comments? :

There is a conflict between the desire for high-value education and offshore/online delivery format. Online delivery also misses out on delivering all the experiential and cultural exchange elements along with the supplementary spending which is so valuable to the economy.

Given the challenges to NZ's international reputation and increased global competition, the closed border, and decisions taken over the last two years, should be factored into the draft Refresh and acknowledge how challenging it may be to rebuild the international education market.

11 How would you rate your preparedness to diversify your markets? (By preparedness, we mean things like having the staff, capability, capacity, resources and relationships to enable you to start diversifying in your area.)

Not applicable

12 How would you rate your preparedness to diversify your services/products? (By preparedness, we mean things like having the staff, capability, capacity, resources and relationships to enable you to start diversifying in your area)

Not applicable

13 How would you rate your preparedness to diversify your modes of delivery? (By preparedness, we mean things like having the staff, capability, capacity, resources and relationships to enable you to start diversifying in your area. "Modes of delivery" refers to the way education and products are delivered - eg, online, offshore, onshore.)

Not applicable

14 Do you have any further comments about your preparedness for diversification?

Further thoughts on preparedness for diversification:

The draft refresh lacks reflection on how the world has changed in the last two years, and a realistic view on what is needed to rebuild a strong international education market again.

Other comments on the Strategy refresh

15 Do you have any other comments on the refresh of the New Zealand International Education Strategy 2022-2030?

Further thoughts on the refresh of the Strategy:

We support the BusinessNZ Submission on the Draft Refresh of the International Education Strategy and their following points:

- The draft Refresh provides broad aspirational statements but no concrete actions, timelines or key performance indicators. The draft Refresh sets a lowers standard for international education by failing to have in place basic metrics about the sector or critical success factors that were in place before the Covid pandemic. It fails to highlight any strategic initiatives above what could be considered business as usual.
- The draft Refresh represents a 'do nothing' approach to international education and lacks reflection on how the world has changed in the last two years, and a realistic view on what will be necessary to rebuild a strong international education market and what New Zealand's value proposition is within this competitive market.

We believe the Draft Refresh needs further work to be able to clearly articulate the strategy and plans for recovery of the International Education sector.

We encourage the rewriting of the Draft Refresh document by government in line with the following recommendations.

- The vision for international education needs to be clearly stated, and when the government talks about the rebuild being different from previous international education offers, it should be clear what concerns they are trying to address and what their goal is for international education;
- The draft strategy should analyse and forecast data to inform the expected path of international education recovery as soon as possible; establish monitoring mechanisms and provide data analysis and forecasting in the draft strategy.
- Define the co-dependencies of international education and the impact of decisions that are already taken on New Zealand's ability to rebuild its international education sector.
- Coordination is needed between immigration, regulatory and educational settings to promote greater coherence of international education with the broader skills and labour market challenges.

Demographic Information

16 What is your name?

My name is:

Joanna Hall

17 What is your email address?

My email address is:
joanna.hall@ema.co.nz

18 Are you providing this submission:

On behalf of a different organisation (eg, education agent, regional economic organisation)

19 If you are providing this submission on behalf of an education provider, education peak body, or other organisation, please specify which one and what your role there is.

My role in this organisation is:
Senior Policy Advisor

My organisation is:
Employers and Manufacturers Association (EMA)

Thank you for your feedback