

Education New Zealand Report: 2024 Quarter One Report for 1 July – 30 September

To:	Hon Penny Simmonds, Minister for Tertiary Education and Skills		
Date:	3 December 2024	Priority:	Medium
Security level:	In Confidence	ENZ ID no:	2425-134
Deadline date:			
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Agencies who have seen this report:	Ministry of Education		

Purpose

This briefing provides Education New Zealand’s (ENZ) Quarter One report for the period 1 July – 30 September 2024 for your consideration, which is attached as Appendix 1.

Alignment with Government priorities

This report aligns with Government priorities by demonstrating how ENZ’s activities and investments over the first quarter of 2024/25 enable the New Zealand international education to double its export revenue and achieving your expectations.

Recommendations and Proactive Release

Education New Zealand recommends that you

- a. **note** that Education New Zealand’s performance for Quarter One Report for 1 July – 30 September 2024 is outlined in the report attached as Appendix One

Noted



- b. **agree** that this briefing will be proactively published with any information needing to be withheld done so in line with the provisions of the Official Information Act 1982

Agree / Disagree



Amanda Malu

Chief Executive

Education New Zealand

3/12/2024

Hon Penny Simmonds

Minister for Tertiary
Education and Skills

___/___/___

Context

1. ENZ's Quarter One Report provides an overview of the organisation's performance for the period 1 July to 30 September 2024. It outlines how ENZ's activities and investment over the first quarter supports the Government's for international education policy direction including doubling of New Zealand's export revenue.
2. ENZ's Board recently reviewed the report and approved providing the report to you.

Summary of Performance

3. ENZ has made good progress in Quarter One, advancing its strategic goals and reinforcing New Zealand's global position as a study destination.
4. ENZ's focus for the first quarter has been on growing the onshore student market, while diversifying the source countries where international students come from. It has achieved this by leveraging its offshore networks, promotional and marketing activities, and partnership function.
5. As at 30 September 2024, ENZ is on track to achieve all its non-financial performance measures for 2024/25. For the first quarter, ENZ has also maintained a solid financial position.

Goal 1: Growing International Student Numbers

6. ENZ has demonstrated strong performance in growing international student numbers, with total enrolments reaching 73,535. This is 24% increase on the total for the same period in 2023, and a 6% increase on the 2023 full end of year numbers.
7. ENZ's global brand campaign, Learn New Every Day, and targeted engagements in key markets like China, Thailand, and Germany have contributed to increased awareness and preference of New Zealand as a study destination.

Goal 2: Partner and Connect

8. ENZ has strengthened international partnerships through high-level engagements, including the Prime Minister's trade delegation to Malaysia and South Korea, and participation in the European Association for International Education (EAIE) Conference. These initiatives have enhanced New Zealand's educational ties globally and fostered valuable connections with international institutions and stakeholders.

Goal 3: Supporting sector capability development

9. Goal 3 remains a priority, as evidenced through the successful delivery of the New Zealand International Education Conference (NZIEC) KI TUA 2024, which brought together 449 delegates and achieved an 86% satisfaction rate.



Appendix One: ENZ's Quarter One Report 1 July – 30 September 2024
