



Education New Zealand Report: Quarter Two Report for 1 October – 31 December 2024

To:	Hon Erica Stanford, Minister for Education		
Date:	17 April 2025	Priority:	Medium
Security level:	In Confidence	ENZ ID no:	2425-211
Deadline date:			
Drafter:	Di Solomon, Director Government Relations & Communications	DDI:	S 9 (2)(a)
Key contact:	Di Solomon, Director Government Relations & Communications	DDI:	S 9 (2)(a)
Agencies who have seen this report:	Ministry of Education		

Purpose

This briefing provides Education New Zealand’s (ENZ) Quarter Two report for the period 1 October – 31 December 2024 for your consideration, which is attached as Appendix One.

Alignment with Government priorities

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

Recommendations and Proactive Release

Education New Zealand recommends that you

- a. **note** that Education New Zealand’s performance for Quarter Two Report for 1 October – 31 December 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

16/04/2025

Hon Erica Stanford

Minister of Education

__/__/__

Context

1. ENZ's Quarter Two Report provides an overview of the organisation's performance for the period 1 October to 31 December 2024. It outlines how ENZ's activities and investment over the second quarter supports the Government's international education policy direction including doubling of New Zealand's export revenue.
2. ENZ's Board recently reviewed the report and approved it being provided to you.

Summary of Performance

3. ENZ has made good progress in Quarter Two, advancing its strategic goals and reinforcing New Zealand's global position as a study destination.
4. ENZ's focus for the second quarter has been on growing the onshore student population, while diversifying the source countries where international students come from. It has achieved this by leveraging its offshore networks, promotional and marketing activities, and partnerships.
5. As at 31 December 2024, ENZ is on track to achieve its non-financial performance measures for 2024/25, with one exception. For the second 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 a 24% increase on the total for the same period in 2023, and a 6% increase on the 2023 full end of year numbers.
7. The evolution of ENZ's global brand campaign, Learn New Every Day, targeted in-market events and student fairs, and agent webinars, has contributed to an increased brand 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 supporting the Prime Minister's trade delegations to Viet Nam and India. 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. The focus of ENZ's sector capability building efforts have been directed towards schools and private training establishments sub-sectors.



Appendix One: ENZ's Quarter One Report 1 October – 31 December 2024
