

Quarter Three Report Education New Zealand Manapou ki te Ao

1 January to 31 March 2025





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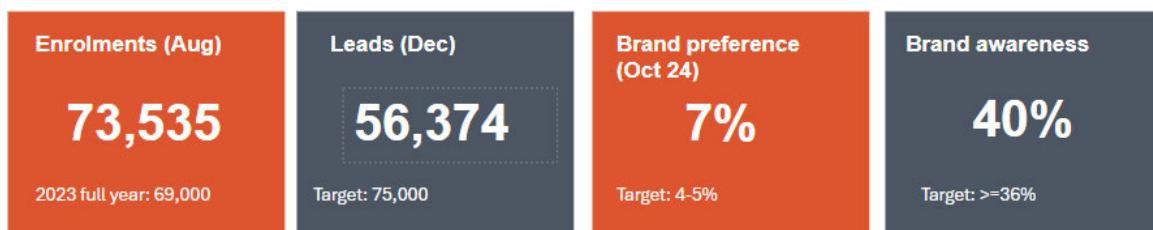


1. Executive Summary

Education New Zealand Manapou ki te Ao (ENZ) continued to make good progress on key strategic goals for the third Quarter of 2024/25. Highlights this quarter include:

- Leading the International Education Plan for Growth with a focus on delivering 14 market assessments.
- Supporting the Prime Minister's Mission to Viet Nam and India and planning for the upcoming China visit for June.
- Hosting a wide range of in-market agent and student events to increase awareness of New Zealand as a study destination.
- Surpassing ENZ's delivery targets for the Learn New Every Day campaign.

2. Performance Measure Highlights



Measures at risk of not being achieved

There are currently two measures at risk of not being met:

1. **Maintain or increase number of leads to providers** - Despite the increased course researcher volumes (46,561), we have not seen a related increase in leads. This puts us at risk of not achieving the year-end target of 75,000. To support improved performance an additional \$250,000 from the budget underspend has been diverted to targeted marketing to drive lead generation before year end.
2. **Diversify New Zealand Source Markets** - ENZ anticipates China slightly reducing its share and India increasing its share. Consequently, other markets are unlikely to achieve the projection of 54 percent for 2024/25. For FY25/26, diversification targets will need to be looked at carefully in times of constrained budgets.

3. Operational Highlights

Visa Applications

Student Visa approvals:

In March 2025, 5,548 student **visa approvals** were granted (1,844 of these were first time visas).

- Year-to-date approval rate: 87% (80% for first time visas)
- Visa decline rate (all visas) reached 11% in March; lowest seen since February 2024.
- Highest decline rates (all visas) in March: PTEs (23%), NZIST/Te Pūkenga (19%), with universities lower at 5% and schools the lowest at 2%.

- Indian nationals' visa applications (all visas) had a 19% decline rate across all subsectors (down from 37% in December 2024).

S5 Valid Student Visa Holders:

- There were 55,157 student visa holders in March 2025, up 2% from February, like the pattern seen in 2024.
- March 2025 student visa holders were at 82% of March 2020 levels (67,331).
- 48% of student visa holders were enrolled at universities (26,504), the largest proportion with the University of Auckland (9,226)
- In March 2025, China and India continued to remain significant markets for our sector, with 48% of all visa holders from China and India (down slightly from 49% in December 2024).

Goal 1 - Grow international student numbers

Measure	Actual 2023/24	YTD 2024/25	Target 2024/25	Comment
Maintain brand preference in targeted markets.	4%	7%	4% - 5%	The 7% figure combines the April 2024 and October 2024 surveys. This is a positive result which can be attributed to a combination of policy changes in competitor markets and our global brand campaign and in-market activities.
Maintain or increase brand awareness (prompted)	36%	40%	>=36%	The 40% figure combines the April 2024 and October 2024 surveys. This is a positive result which can be attributed to a combination of policy changes in competitor markets and our global brand campaign and in-market activities.
Increased number of students proactively gathering information about New Zealand as an international education destination	355,521	346,292	400,000	February and March experienced the highest course researchers this year (compared to YTD target of 168,000). This is a consequence of ENZ relaunching the Learn New Every Day campaign, optimisation of the SWNZ site to the SWNZ homepage, the introduction of a short specific agile campaign run in Viet Nam to coincide with the Prime Minister's visit and a seasonal spike of prospective students coming to SWNZ off the back of the Manaaki scholarships application window being opened.
Maintain or increase number of leads to providers (on-line* and off-line**)	-*	56,374	75,000	Despite the increased course researcher volumes described above, we have not seen that convert to leads. This puts us at risk of achieving the year-end target of 75,000. To drive performance improvement against this metric, \$250,000 from the budget underspend has been diverted to target content to those in the high engagement stage of the funnel to close current media gaps, upweight existing media activity, and accelerate scale and reach to those in the "considerer" phase of engagement.
The economic contribution from international education is increased.	-	-	\$3.5 Bn	Work on the Economic Value has been incorporated into the Plan for Growth discussions and an agreed cross NZ Inc agency approach will influence how this measure is calculated.
Increase in international student enrolments	-	73,535	85,000	Based on 2024 Jan-Aug enrolment numbers and the returns for term 3 in 2023 we expect that total numbers for 2024 will meet the projection of 85,000.
Diversify New Zealand Source Markets***	35%	34%	35%	ENZ anticipates China slightly reducing its share and India increasing its share. Consequently, other markets are unlikely to achieve the projection for 2024/25. For FY25/26, diversification targets will need to be looked at carefully in times of constrained budgets.
- China				
- India	11%	14%	11%	
- Others	54%	51****	54%	

*Note calculated on a different basis in 2023/24 (In 2023/24 we counted the direct enquiries from SWNZ to our providers. In 2024/25 we are counting the direct enquiries and the clicks from SWNZ through to provider websites.)

**Offline includes registration for flagship events that are fully funded by ENZ

***Note the targets were set before the final actual enrolment data was available for 2023/24.

****The Q2 report featured 52% which had been incorrectly rounded up. The YTD figure in this previous report should have been 51%. This has now been corrected in the above table.

Global Brand Campaign - Learn New Every Day

The Learn New Every Day campaign continued its strong performance through Quarter three recording a total of 1,301,301 sessions to the Study with New Zealand (SWNZ) website. Session numbers were lower than the previous quarter due to a planned pause in campaign spending through January, as noted in our previous report. As a result, 181,545 total sessions were recorded on the SWNZ site in January. Campaign spend resumed in February with session levels increasing to 326,338 that month. March was the strongest month in the quarter with 793,418 sessions recorded. This spend featured the updated campaign assets that were rolled out in Quarter two.

The total number of sessions recorded so far this financial year is 4,407,502 – more than 900,000 above the target of 3.5 million for 2024/25. With the campaign still running in our key markets, it is expected that we will finish the year significantly ahead of the set target.

Study with New Zealand website updates

ENZ worked with Immigration New Zealand (INZ) and representatives from the sector, including Peak Bodies and education providers, to create a 'Find the right education agent for you' resource on the SWNZ website. The resource was launched in March and since then the page has been translated to Japanese, Arabic, Korean and Thai, to ensure better accessibility for key markets. Coming soon will be pages in Simplified Chinese, Portuguese, Spanish, and Vietnamese.

Agent Events

South America Roadshow

From 12 -21 March 2025, ENZ held its first in-market, in-person roadshow in Latin America since before the Covid-19 pandemic. 18 New Zealand education providers took part in the activities held in Colombia (Bogotá), Brazil (São Paulo), and Chile (Santiago), which brought together 143 representatives from 97 education agencies. Representatives from institutions across New Zealand's education sector (universities, English language schools, PTEs, and secondary schools) had the opportunity to network with agents and recruit students directly, strengthening connections with strategic partners and raising New Zealand's profile. The broad mix of providers gave agents a full, positive and connected picture of what New Zealand's international education has to offer.

Some New Zealand institutions also took part in parallel events in Bogotá and Santiago, organised by ENZ in collaboration with local partners. This included a student fair and a dedicated session with private and International Baccalaureate schools, reflecting the growing interest from students and families in pursuing undergraduate studies in New Zealand. The value of these engagements is currently being estimated and collated.

Agent Seminars in China

Three agent seminars were hosted by ENZ in March in Guangzhou, Beijing, and Shanghai. Across the three events, 484 agents and education stakeholders were given the opportunity to engage with the 48 New Zealand education providers who attended. The session co-hosted with INZ was particularly well received. The new INZ Engagement Advisor based in Beijing attended the Beijing seminar and will work with ENZ to better understand and potentially address challenges and boost New Zealand education exports to China.

Agent Webinars

INZ in partnership with ENZ, held a Global Agent Webinar on 5 March November. There were 2,464 registrations with 1,364 education agents who attended across two sessions (to cater to both hemispheres).

The webinar focused on providing the latest visa processing update, outlining the best practices for student visa applications and other key resources. The next Agent Webinar is scheduled for 29 May and will feature the Immigration Advisers Authority.

Agent Co-funded Activity

Market	Activity
India	ENZ hosted three agent co-funded activities in Hyderabad, Madurai and New Delhi which generated 492 student leads. The student-facing activities involved New Zealand universities, Te Pūkenga/NZIST, selected PTEs and Whitecliffe College.
Indonesia	ENZ hosted two agent co-funded activities in Jakarta, Surabaya, Semarang and Bandung which generated 3,134 student leads. The student-facing activities involved New Zealand universities, Te Pūkenga/NZIST and selected PTEs. The third co-funded activity was a digital campaign promoting New Zealand to 16 schools across Indonesia.
Malaysia	ENZ hosted two agent co-funded activities in Kuala Lumpur. The student-facing activities involved the NZ universities, Te Pūkenga/NZIST and Navitas. The activities resulted in 123 student leads and 30 students confirmed for enrolment.
Viet Nam	ENZ hosted a range of agent co-funded activities with five education agencies – student-facing, digital campaigns and workshops. The ENZ Viet Nam team is still working on consolidating the student lead data from the education agencies.

Goal 1: Student facing activities previously reported to the Minister

The following table lists the activities and initiatives that have been previously reported to the Minister in ENZ's monthly updates. These support Goal 1: Grow International Student Numbers.

Initiative	Timing	Highlights/Updates
Welcome to NZ Scholarship Campaign	Applications closed 8 February 2025	Four scholarships were on offer to tertiary and secondary students in France, Germany, and Italy. During the campaign period from 14 October 2024 there were 19,965 total views on the 'Welcome to New Zealand' Scholarship page resulting in 206 signups to the SwNZ database from Germany, 67 signups from France and 18 from Italy. In addition, there were 172 enquiries to New Zealand providers. Ultimately, three scholarships were awarded as no winner was found in France. This was due to a lack of eligible applications being received from this market. Despite the low turnout from the French market, interest amongst German and Italian students was high. ENZ remains committed to engaging with prospective students in the French market and attracting stronger participation in future campaigns.
Viet Nam – New Zealand Schools Scholarships	Launched in January	Applications for the New Zealand Schools Scholarship closed on 31 March 2025. 85 applications were submitted, which is the highest number ever for the initiative. ENZ is now working with New Zealand schools (45 participated this year) to award

		<p>scholarships to the applicants. Not all 85 students can receive scholarships, but students who are not awarded become highly engaged leads for ongoing marketing and conversion efforts.</p>
KIWI Challenge launches in the Philippines	Launched in February	<p>The Philippines is a key growth market for the vocational education subsector and the fourth largest market for Te Pūkenga/New Zealand Institute of Skills and Technology. ENZ partnered with Ara Institute of Canterbury and Otago Polytechnic to highlight New Zealand's strengths in this subsector. Directly connecting prospective students with New Zealand providers for this initiative helps create a pipeline of engaged prospects.</p> <p>Interest in the event was strong with 66 teams of students registering and over 320 individuals attending the launch via webinar. The finals took place in April, and this was broadcast live by the collaborating agent. This event captured over 15,800 views, 321 shares and 246 other live engagements.</p>

Goal 2 - Partner and connect

Measure	Actual 2023/24	YTD 2024/25	Target 2024/25	Comment
ENZ's key connections and partnerships in targeted markets contribute to a connected New Zealand	Achieved	-	Qualitative	Refinement underway with reporting in Quarter Four.
International students have access to relevant information to support their New Zealand education experience.	N/A	-	80%	Measure to be reported Quarter Four through the student experience survey.
ENZ's international education insights that are valued by the international education sector and NZ Inc agencies.	New Measure	20	Deliver at least ten key insights publications and/or events to Sector. 75% satisfaction	Measure has been developed and will be reported next month.
Maintain or increase Māori and Pasifika participation in the PMSA/LA	25.0% Māori	25.6% Māori 4.4% Pasifika	Maintain	
International students in New Zealand have a positive experience	New Measure		Projection 80%	Reported in Quarter Four
Percentage of payments ENZ makes to tertiary education institutions for the Manaaki NZ scholarships programme that are made within agreed timeframes	98%	96%	97%	Currently behind expected target due to having to query provider invoices and waiting for their response before we are able to process invoice for payment.

Supporting the Prime Minister's Trade Delegations to Viet Nam and India

Prime Minister's Trade Mission to Viet Nam from 25 to 28 February 2025.

The Prime Minister's Trade Mission to Viet Nam in February saw significant education outcomes delivered, including boosting the number of available Manaaki New Zealand Scholarship awards, increasing the number of New Zealand Schools' Scholarships to 45 places and introducing 14 New Zealand Universities Awards for the first time. The five providers who joined the education component of the Mission, alongside ENZ's Chief Executive, established several new partnerships with Vietnamese education providers during the visit.

These providers are still working with their partners in Viet Nam to actualise the opportunities provided by the Mission and ENZ and NZTE will work with them to gather more information on the projected value of these partnerships. At this point in time, Neurofrog and Media Design School have confirmed the following values of their partnerships.

New Zealand Provider	Key Deliverables and value
Neurofrog	<p>A national-level partnership between Neurofrog and Cộng Đồng Bàu was announced during the Mission and has been valued at \$25 million over five years.</p> <p>This partnership aims to promote New Zealand's leadership in the neuroscience of early education to all first-time parents in Viet Nam.</p>
Media Design School	<p>The signing of the Memorandum of Understanding between Media Design School (MDS) and Hanoi University of Science and Technology, Viet Nam is a partnership that is valued at approximately \$2.85 million over three years from 2026.</p> <p>This MOU will establish a suitable pathway articulation for prospective students from Viet Nam transferring to MDS for degree completion.</p>

Prime Minister's Trade Mission to India from 16 to 20 March 2025

Education featured prominently throughout the Prime Minister's Trade Mission to India in March 2025 with key deliverables including the signing of a refreshed New Zealand's bilateral Education Cooperation Arrangement (ECA) and ten Memoranda of Understanding between the education delegations and various Indian Institutions.

Following the successful Mission, ENZ has worked with MOE and MFAT to produce a draft Action Plan and Reporting Framework to capture progress against the deliverables and any associated risks that may arise. Those actions for which ENZ is responsible for (and sharing responsibility for) are included in the below table:

Growing education cooperation initiatives including increased two-way student mobility and delivery of New Zealand education programmes in India	Action	Responsible	Status
	Implementation of deliverables under refreshed ECA	MOE/ENZ	Signed during PM's Mission March 2025
	Scholarships – implement the New Zealand Excellence Awards (NZEAs)	ENZ	Announced during the PM's Mission March 2025
	S6 (a)		

Goal 2: Activities previously reported to the Minister

The following table lists the activities and initiatives that have been previously reported to the Minister in ENZ's monthly updates. These support Goal 2: Partner and Connect.

Initiative	Timing	Highlights/Updates
Deputy Prime Minister's Alumni RoundTable in Beijing	26 February 2025	Genuine alumni experiences help attract students by showcasing the real impact of a New Zealand education and are a powerful marketing tool used to inspire and connect with prospective students. ENZ was able to leverage this event by creating videos of alumni for promotion on ENZ's social media channels in China.
New Zealand – India Connect	24 March 2025	The event included high level bilateral updates by New Zealand's High Commissioner to India, Patrick Rata, followed by an education overview by ENZ's Chief Executive. Representatives at New Zealand-India Connect included senior international education staff from all eight New Zealand universities. The programme was designed to provide them with expert insights and up-to-date intel to inform their student recruitment and internationalisation strategies for India. The event included a panel discussion and an update from INZ who also ran an India focused workshop.
APAIE 2025		All eight New Zealand universities attended alongside representatives from the Southern Institute of Technology, WhiteCliffe College, and Ignite Colleges. ENZ featured strongly in the programme, with the Chief Executive contributing to three panel discussions.

Scholarship Programmes

Quarter three saw significant promotional activity taking place for the Manaaki New Zealand Scholarships Programme (MNZSP) in all Maanaki intake countries and short-term thematic courses to professionals from eligible countries.

A significant procurement programme has also gained momentum this quarter alongside an improvement programme designed to enhance the MNZSP. The below table denotes the status of the procurement process over this period.

Procurement Process	Status of the tender
Future State Scholarship Management Solution	Contract signed
Vocational - Short Term Training Scheme	Contract signed
Thematic – Short Term Training Scheme	Contract signed
Tertiary Selection	Currently in contract negotiation
English Language Training for Officials	Currently in contract negotiations
Tertiary Provider Panel Agreements	Approach to market by end of June 2025.

Goal 3 - Support sector capability development

Measure	Actual 2023/24	YTD 2024/25	Target 2024/25	Comment
ENZ's support is valued by the international education sector	77%	-	75%	Measure will be reported in Quarter Four via the sector survey
Provide international education insights that are valued by the sector	New Measure	21	Deliver at least ten key insights publications and/or events to Sector.	Measure has been developed and will be reported in Quarter Four
		100%	75% satisfaction	A survey was run for one webinar with 10 sector representatives and achieved a 100% satisfaction response

Goal 4 - Optimise Education New Zealand

Measure	Actual 2023/24	YTD 2024/25	Target 2024/25	Comment
Percentage of ENZ staff who have undertaken te reo Māori and cultural training	93%	Approaching 100%	85%	Te Rito courses 1-4 have reached 100% completion. Continued good engagement with this work.
Percentage of ENZ staff who agree or strongly agree that ENZ's actions contribute to the safety and wellbeing of its employees	85%	-	85%	Reported via the pulse survey, scheduled for May 2025

ENZ organisational change

In Quarter 2, ENZ's Chief Executive released a proposal for change to staff outlining significant changes to the organisation's structure to better align the organisation with ENZ's legislative mandate and government priorities. The final decision on organisation design was announced in December and the new structure took effect on 3 February 2025, alongside announcing the appointments to its Senior Leadership team during this quarter.

Ministerial Servicing

During this quarter, ENZ engaged with its Monitors on the development of the draft Statement of Intent and Statement of Performance Expectations. ENZ also continued to provide timely and relevant briefings, reports, and responses to parliamentary questions for the Minister. Following a quiet January (1), March was busiest (42), followed by February (37).

Deliverables	Jan-25	Feb-25	Mar-25
Briefings	1	3	1
Correspondence			
Speech			
Ministerial Correspondence			
Monthly Report		1	1
OIA - ENZ			
OIA - Minister			1

Deliverables	Jan-25	Feb-25	Mar-25
OIA – media request			
WPQ		33	39
Total	1	37	42

4. Looking Forward

2025 International Student Experience Survey

Fieldwork for the 2025 International Student Experience Survey (ISES) is currently in field and is expected to be completed by the end of May. Following this fieldwork, a report, interactive dashboards will be provided to the Minister's office and subsequent presentations given to education providers to help them inform their student attraction strategies.

NAFSA 2025

ENZ will host a New Zealand Pavilion at the upcoming NAFSA conference in San Diego, California, from 27 to 30 May. The event theme is *Purpose. Place. Partnership*. The pavilion will feature seven New Zealand universities, one PTE, and ENZ. NAFSA, the world's largest association dedicated to international education and exchange, offers a valuable platform to promote New Zealand as a study destination to global education professionals through the exhibition and networking events.

CACIE and New Zealand as the Country of Honour

Planning for Country of Honour activities is well underway with a project team established and meetings between the team occurring fortnightly. Engagement with the sector started in this past quarter with a presentation to the Peak Body Forum in March and this engagement will continue as the delegation and activities are finalised.

Prime Minister's Scholarships to Asia and Latin America

The group round for the Prime Minister's Scholarships to Asia and Latin America closed in April 2025. The panel is meeting towards the end of May to make the final decisions on the successful recipients, and these will be announced in June.

Prime Minister's Delegation to China

ENZ is supporting the Prime Minister's Trade Mission to China planned for June. This has included nominating potential international education delegates and suggesting international education deliverables for the proposed visit. ENZ will continue to work on organising the international education events planned during the Mission.

5. ENZ Financial Performance to 31 March 2025

Statement of Financial Performance		
For the 9 months to 31 March 2025		
	Actual	YTD Budget
\$000s		
Operating Revenue		
Revenue from the Crown - Operating	18,713	18,968
Other revenue	1,737	1,759
Total operating revenue	20,450	20,727
Scholarship Revenue		
Revenue from the Crown - scholarships	2,813	2,813
Total scholarship revenue	2,813	2,813
Operating Expenditure		
Personnel costs	10,460	10,870
Contractors & Consultants	94	82
Other expenditure	8,070	9,074
Total operating expenditure	18,624	20,026
Scholarship expenditure		
Scholarship expenses	824	1,542
Total scholarship expenditure	824	1,542
Net surplus / (deficit)	3,815	1,972
Statement of Financial Position		
As at 31 March 2025		
	Actual	Full Year Budget
\$000s		
Assets		
Total current assets	8,402	6,181
Total non-current assets	565	339
Total assets	8,967	6,520
Liabilities		
Total current liabilities	1,835	3,600
Total non-current liabilities	591	202
Total liabilities	2,426	3,802
Net assets	6,541	2,718

Surplus made up of:	Year-to-date	Year-to-date Budget	Year-to-date Variance
International Education Programmes	1,826	701	(1,125)
Prime Minister's Scholarships	1,989	1,271	(718)
Surplus/(Deficit)	3,815	1,972	(1,843)

Statement of Cash Flow		As at 31 March 2025	
\$000s		Actual	Full Budget
Cash flows from operating activities			
Receipts from the Crown		21,526	28,673
Receipts from Other revenue		1,391	1,500
Payments to suppliers, employees and IRD		(21,622)	(29,734)
Net cash flow from operating activities		1,295	439
Cash flows from investing activities			
Payments for new term deposits		0	0
Interest received		342	440
Purchase of property, plant and equipment		0	(257)
Receipt from maturity of term deposits		0	0
Net cash flow from investing activities		342	183
Net cash flow from financing activities			
Net increase/(decrease) in cash		1,637	622
Cash at the beginning of the year		3,410	329
Cash at the end of the period		5,047	951

Summary

ENZ is currently behind year-to-date budget for International Education programme expenditure of \$1.402m. The majority of the underspend relates to the organisation changes. We will utilise the underspend for activities that will be executed to provide value and impact to support the sector. We anticipate recording a surplus at year end.

6. Manaaki NZ Scholarship Programme

The Manaaki New Zealand Scholarship Programme (MNZSP) is funded by the Ministry of Foreign Affairs and Trade (MFAT) and is delivered by ENZ. Funding is paid in advance each month to maintain sufficient working capital.

STATEMENT OF FINANCIAL PERFORMANCE		For the 9 months to 31 March 2025		
	\$000s	Actual	YTD Budget	Last Year
Scholarship Revenue				
Revenue from MFAT		50,657	57,268	41,737
Total scholarship revenue		50,657	57,268	41,737
Operating Revenue				
Revenue from MFAT - Operating		2,818	3,295	2,749
Total operating revenue		2,818	3,295	2,749
Scholarship expenditure				
Scholarship expenses		50,657	57,268	41,639
Total scholarship expenditure		50,657	57,268	41,639
Operating Expenditure				
Personnel costs		1,785	2,089	1,919
Other expenses		1,033	1,206	928
Total operating expenditure		2,818	3,295	2,847
Net surplus/(deficit)		0	0	0

STATEMENT OF FINANCIAL POSITION		As at 31 March 2025		
	\$000s	Actual	Full Year Budget	Last Year
Assets				
Total current assets		17,638	14,570	15,818
Total non-current assets		-	-	-
Total assets		17,638	14,570	15,818
Liabilities				
Total current liabilities		17,638	14,570	15,818
Total non-current liabilities		-	-	-
Total liabilities		17,638	14,570	15,818
Net assets		0	-	0

Summary

The Manaaki New Zealand Scholarship expenditure is tracking \$8.18m under budget. The majority of the underspend is in the Pacific Tertiary Scholarship scheme and the Vocational Short-Term Training scheme.