

Education New Zealand Report: 2025

Quarter Three Report for 1 January – 31 March

To:	Hon Erica Stanford, Minister for Education		
Date:	29 May 2025	Priority:	Medium
Security level:	In Confidence	ENZ ID no:	2425-254
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Drafter:	Stephanie Morison, Senior Advisor Accountability & Ministerials	DDI:	S 9 (2)(a)
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Agencies who have seen this report:	Ministry of Education		

Purpose

This briefing provides Education New Zealand’s (ENZ) Quarter Three report for the period 1 January to 31 March 2025 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 third 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 Three for 1 January to 31 March 2025 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

Julia Wootton

Julia Wootton

Acting Chief Executive

Education New Zealand

29/05/2025

Hon Erica Stanford

Minister of Education

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Context

ENZ's Quarter Three Report provides an overview of the organisation's performance for the period 1 January to 31 March 2025. It outlines how ENZ's activities and investment supports the Government's international education policy direction including doubling of New Zealand's export revenue over this period.

ENZ's Board recently reviewed the report and approved it being provided to you.

Summary of Performance

ENZ has made good progress towards further delivery of ENZ's strategic goals this quarter. This included significant activity in the agent and student space aimed at elevating New Zealand's global brand awareness and increasing international student interest. This happened alongside significant events such as supporting Prime Minister's Trade Missions and events with our international education stakeholders that served to achieve ENZ's Goal 2 to Partner and Connect with the sector and NZ Inc agencies.

Both financial and non-financial performance indicators are largely tracking well, positioning ENZ to achieve most of its targets by the end of the financial year. The two measures that are at risk of not being met include the 'Maintain or increase number of leads to providers' and 'Diversify New Zealand Source Markets'. The report provides further information on the potential mitigations to address these shortfalls.

Goal 1: Growing International Student Numbers

1. Several initiatives were launched this quarter that are designed specifically to raise awareness of a New Zealand education and help create a pipeline of engaged prospective students. These included the launch of the New Zealand School Scholarships in Viet Nam, KIWI Challenge in the Philippines, and the culmination of the Welcome to New Zealand Scholarship Campaign.
2. The Learn New Every Day campaign continued its strong performance recording a total of 1,301,301 sessions to the Study with New Zealand (SwNZ) website this quarter. 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. The launch of the above initiatives supported the delivery of these numbers.

Goal 2: Partner and Connect

3. ENZ had the opportunity to support two Prime Minister's Trade Missions to Viet Nam and India during this quarter. Both Missions saw significant education outcomes delivered with ENZ's Chief Executive in attendance alongside several international education sector representatives. These events were leveraged to strengthen international education ties at other engagements following the Missions such as at New Zealand-India Connect and APAIE 2025.
4. Significant promotional activity also took place for the Manaaki New Zealand Scholarships Programme (MNZSP) in all Manaaki-intake countries and short-term thematic courses to professionals from eligible countries.



Appendix One: ENZ's Quarter Three Report 1 January – 31 March 2025
