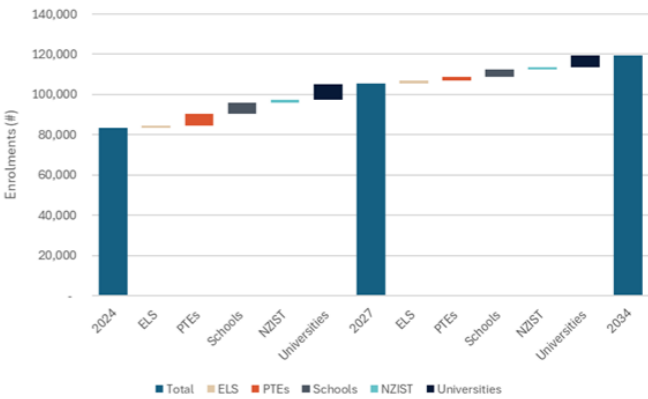


International Education Going for Growth

New Zealand is the destination of choice for international students

Vision Statement

We will double the value of international education by 2034, which will take us to **\$7.2 billion in 2034** from \$3.6 billion in 2024.



Growing international education matters economically for a range of reasons:	Direct contribution to GDP – student consumption currently adds about \$3-4b to the economy, including \$1b in fees	Student consumption and earnings generate considerable tax revenue (via GST and personal income tax)	As a service export, international education diversifies and complements our commodity dominant exports	International education fosters country connections and cultural understanding useful for export linkages and foreign affairs
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Objectives

<p>We will raise awareness of New Zealand as a study destination from 40% in 2024, to 42% in 2027 and 44% by 2034</p> <p>New Zealand will have a distinctive brand that brings our quality education experience to life focusing on drivers of preference - high quality providers, great student experiences and employable graduates</p> <p>We will:</p> <ul style="list-style-type: none">Launch a high-profile global branding campaign to showcase NZ education’s unique advantages and raise awareness in key international markets.Implement an improved agent network model that standardises training and engagement with recruitment agents to increase effectiveness in student outreach and enhance education provider collaboration with agents.Advance our AI-driven platform providing round-the-clock support and information to prospective students and partners worldwide, improving responsiveness and service quality.	<p>We will grow student enrolments from 83,400 in 2024 to 105,000 in 2027 and 119,000 by 2034</p> <p>New Zealand will have a world-class targeted route to market with tailored content to reach diverse student audiences</p> <p>We will:</p> <ul style="list-style-type: none">Develop and execute on tailored go to market plans for each target country and education subsector, addressing specific needs and opportunities while maintaining flexibility to respond to changing global circumstances.Deliver more of our immersive in-market events and experiences (e.g. roadshows, delegations, fairs, events) to directly engage students, parents and influencers and showcase New Zealand’s educational environment.	<p>We will increase the proportion of prospective students rating NZ among their top 3 choices of study destination from 18% in 2024 to 20% in 2027 and 22% in 2034</p>
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Actions and Activities

<p>Immigration settings open the door to New Zealand for genuine students</p> <p>We will:</p> <ul style="list-style-type: none">Expand in-study work rights for eligible studentsExtend eligibility for in-study work rights for students on approved exchange and Study Abroad programmesStreamline assessment and requirements for student visas for students and institutionsReview the Pathway Student Visa Pilot with a view to introduce multi-year visas for students on multi-year programmesIntroduce a new 6-month duration work visa for sub-degree international graduate students to serve as a bridge to the Accredited Employer Work Visa	<p>Provide a high quality education and qualification for students who come to study in New Zealand</p> <p>We will:</p> <ul style="list-style-type: none">Undertake ongoing quality assurance and monitoring of education providers and qualificationsWork with providers to support diversification of products, channels, and modes of deliveryWork with peak bodies to include quality offerings, supports, and help to grow the sector	<p>Build the experience and capability of the sector to increase capacity for growth</p> <p>We will:</p> <ul style="list-style-type: none">Fund a support function to build capability in schoolsIncrease engagement with agents in key markets, including development of an engagement approach for prominent agents in key marketsProvide capability-building support for providers on requirements for working with agentsSupport capability across all subsectorsSupport providers’ transnational education goals through Government-to-Government engagement and connections	<p>Set a clear direction for international education in New Zealand</p> <p>We will:</p> <ul style="list-style-type: none">Deliver a Government Policy Statement that sets out our commitment to sustainably grow high-quality international education, through maintaining stable and predictable settingsBuild new and strengthen existing international relationships and connectionsWork with universities to promote New Zealand’s collective higher education offering
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