



Education New Zealand Briefing

Quarter Four Report for 1 April to 30
June 2025

To:	Hon. Erica Stanford, Minister of Education		
Date:	5/8/2025	Priority:	Medium
Security level:	In confidence	ENZ ID no:	2425-292
Deadline date:	26/8/2025		
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Agencies who have seen this report:		Ministry of Education	

Purpose

This briefing provides Education New Zealand's (ENZ) Quarter Four Report for the period 1 April to 30 June 2025 for your consideration. This 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 last quarter of 2024/25 enable the New Zealand international education sector to double its export revenue and achieve your expectations.

Seeking input

ENZ is reviewing how it presents quarterly reports to you in the new financial year to ensure alignment with the International Education Plan for Growth and its report back. ENZ would welcome a conversation with you to discuss the future of these reports and how they can be of greater value to you.

Recommendations and Proactive Release

ENZ recommends that you

- a. **note** that ENZ's performance for Quarter Four for 1 April to 30 June 2025 is outlined in the report attached as Appendix One.

Noted



- b. **agree** to meet with ENZ to discuss the focus of its quarterly reports and its alignment to the International Education Plan for Growth.

Agree / Disagree

- c. **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
05/08/2025

Hon Erica Stanford
Minister of Education

20/8/25



Context

ENZ's Quarter Four Report provides an overview of the organisation's performance for the period 1 April to 30 June 2025. It outlines how ENZ's activities and investment support the Government's International Education Plan Going for Growth Plan.

This will be the last report back on ENZ's strategic goals and priorities for the 2024/25 financial year. The number of activities delivered in quarter four strongly align with the International Education Going for Growth Plan and provide a strong foundation to achieve the enrolment growth and awareness building targets.

The broad range of in-market campaign and in-person activities included in this report support ENZ's diversification goal for 2024/25. This goal and subsequent activities will be refocused in 2025/26 to reflect ENZ's market categorisation model outlined in the International Education Going for Growth Plan.

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

Summary of Performance

ENZ has had a very strong last quarter for the 2024/2025 financial year, performing well against its strategic goals and achieving almost all its targets for the year. Several of these targets were also significantly exceeded including economic contribution of the sector, brand awareness, new website sign-ups, and lead generations. This was achieved through increased online campaign activity and the launch of two tactical marketing campaigns (Green List and Emerging Markets), alongside numerous in-person and online student and education agent events in our key markets.

ENZ's annual survey of its performance with the international education sector also delivered positive results, delivering year-on-year improvements and exceeding the set targets for the value ENZ's support provides the sector and the research and insights we provide.

A highlight for the quarter includes supporting the Prime Minister's Trade Mission to China and the high-profile education events that were included in the programme. During one such event, New Zealand was announced as the Country of Honour for the China Annual Conference and Expo for International Education taking place in October.

The two measures that were not met included the percentage of staff who agree or strongly agree that ENZ's actions contribute to the safety and wellbeing of its employees and the target for international student enrolment numbers. More recent student visa numbers paint a more positive picture and the number of student visa holders in June indicate good growth in the number of international students in New Zealand.

The financial performance summary is included in this report however these are unaudited results.

2025/26 Reporting

ENZ is keen to explore how it presents these reports in the new financial year to ensure alignment with the International Education Going for Growth Plan and its report back. Based on the Cabinet Paper, ENZ knows that the quarterly reporting on the Growth Plan will focus on actions and activity while annual reporting will focus on reporting on growth.

In light of this, ENZ is proposing for its quarter report a scorecard or dashboard presentation focused on:



- Lead indicators and KPIs outlined in the Growth Plan that ENZ is the lead on such as:
 - Economic contribution from international education;
 - Lead generation; and
 - Early indication on sector growth (based on visa numbers and ENZ's forecasting model).
- Delivery against other key initiatives as outlined in ENZ's Statement of Intent 2025-2029 and Statement of Performance Expectations 2025/26.
- Financial and non-financial performance reporting.

Appendix One: ENZ's Quarter Four Report 1 April to 30 June 2025