

New Zealand Education Centres: Summary information

Introduction

Education New Zealand (ENZ) and a New Zealand Universities Project Group are inviting proposals from organisations to partner in establishing dedicated New Zealand Education Centres in source markets.

These proposals would be strictly commercial-in-confidence to the Project Group, informing a broader investment and academic case for universities and Government consideration.

Project objectives

The New Zealand Government's 2020 Strategic Recovery Plan for International Education prioritises initiatives that enable students to begin their New Zealand journey from their home countries.

In line with the Government's Plan, ENZ and the Project Group is establishing dedicated Centres that provide an authentic New Zealand education experience, to achieve greater:

- International recognition of New Zealand's quality education system, through the physical presence and reputation of the Centres in source markets,
- Numbers of students progressing to further study in or with New Zealand education providers, through the education programmes delivered by the Centres,
- Educational, cultural, trade and diplomatic engagement with other countries, with the Centres acting as a beach-head for academic, educational and other initiatives.

The Centres are envisaged to have **one or more** of the following attributes:

1. Delivering programmes that are designed to progress students towards further New Zealand study, rather than towards a range of education destinations,
2. Including lectures and/or research delivered by New Zealand institutions online or in person,
3. Delivering elements of New Zealand curriculum within the programmes offered,
4. Resulting in the achievement of New Zealand Qualifications at the Centre,
5. Giving an authentic New Zealand and Tikanga Māori experience, in the design of the Centre and experience of students and visitors,
6. Providing a platform for broader New Zealand outreach into the local community, either through education, trade, diplomacy and other initiatives.

Submission process

To be considered, proposals must be referred to the Project Group for consideration, with the support of a New Zealand education institution (e.g. university) or existing partner organisation.

Organisations are invited to send a proposal by Wednesday 25 May to nzcentres@enz.govt.nz.

As the process is a referral process, organisations are invited to discuss aspects of this proposal and other opportunities with ENZ and the Project Group prior to 25 May. The Project Group may contact organisations for further discussion following the referral process.



Benefits for Centre Hosts:

- ENZ funded design and marketing package to establish the Centre,
- Revenue benefits, including tuition and other revenues based on the academic model,
- Diplomatic and New Zealand government support for the launch and ongoing promotions, trade outreach activities,
- Commitments from participating institutions for:
 - Promotion, student recruitment incentives and business development support,
 - Student counselling and information provision,
 - Co-ordinated curriculum and qualification development or recognition, with pathway or joint programmes leading to further study with New Zealand universities,
 - Guest lecture delivery,
- Targeted promotions, incentives and New Zealand experiences for students which differentiate the centre from other local offerings – including integration with New Zealand companies and expatriates operating offshore.

Product and delivery specifications

<i>Product Outputs</i>
<ul style="list-style-type: none"> • The range of education products delivered at the Centres includes: <ul style="list-style-type: none"> • New Zealand Qualifications, taught at foundation, undergraduate, and post-graduate levels, • Non-New Zealand qualifications that provide articulation or credit towards New Zealand qualifications, with a preference towards qualifications that include New Zealand-focussed curriculum elements, • Joint qualifications being awarded by New Zealand and non-New Zealand institutions. • The Centres may also be used for broader New Zealand trade and commercial events.
<i>Student experience</i>
<ul style="list-style-type: none"> • A centralised application and offer process for students, confirming study pathway options upon acceptance to pathway, • Ability to promote New Zealand career support and guidance within the programme.
<i>Operating requirements of partner organisation</i>
<ul style="list-style-type: none"> • Adherence to local laws, policies & regulations governing programme delivery and operation, • Management of student services, in-market promotion and recruitment channels.

Market priorities

Feasibility work has identified China, India, Korea, Vietnam, Indonesia and Thailand as priority markets for the initial tranche of New Zealand Centres. However, interest from other markets or regions is also invited through this process.

Process

Successful proposals will be selected to progress to accreditation due diligence and curriculum mapping discussions, to inform partnership negotiations and agreement signing. These processes intended to enable Centres to open and offer first student intakes in 2022.