

## Education New Zealand Briefing

<b>Title:</b>	<b>Understanding New Zealanders' perceptions of international education in 2019</b>		
<b>Date:</b>	13 November 2019	<b>Priority:</b>	Medium
<b>Security level:</b>	Unclassified	<b>ENZ ID no:</b>	1920-022

### Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p><b>Note</b> that 58% of people either agree or strongly agree that international education brings benefits to New Zealand nationally.</p> <p><b>Note</b> that 51% people either agree or strongly agree that international education contributes to local communities.</p> <p><b>Note</b> that a draft media release and communications plan have been provided to your office separately, with the aim the results of the research being announced by you by 28 November 2019.</p> <p><b>Agree</b> that this briefing is proactively released as part of the January 2020 release.</p>	28 November 2019

### Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 <sup>st</sup> contact
John Goulter	General Manager Stakeholders and Communications	██████████	██████████	
		<i>Withheld under s9(2)(a) of the OIA</i>		
Angela Meredith	Accountability Manager	██████████	██████████	x

### The following departments/agencies have seen this report

<input type="checkbox"/> ERO	<input type="checkbox"/> MBIE	<input type="checkbox"/> MFaT	<input type="checkbox"/> MoE	<input type="checkbox"/> MoH	<input type="checkbox"/> MSD
<input type="checkbox"/> NZQA	<input type="checkbox"/> NZTE	<input type="checkbox"/> TEC	<input type="checkbox"/> TPK	<input type="checkbox"/> Treasury	<input type="checkbox"/>

### Minister's office to complete

<input type="checkbox"/> Approved	<input type="checkbox"/> Declined	<input type="checkbox"/> Noted	<input type="checkbox"/> Needs change
<input type="checkbox"/> Seen	<input type="checkbox"/> Overtaken by events	<input type="checkbox"/> See Minister's notes	<input type="checkbox"/> Withdrawn

**Comments:**

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*This briefing should have been dated "2019", not "2018"*

### Recommendations

Education New Zealand recommends that you

- note** that 58% of people either agree or strongly agree that international education brings benefits to New Zealand nationally
- note** that 51% people either agree or strongly agree that international education contributes to local communities
- note** that a draft media release and communications plan have been provided to your office separately, with the aim the results of the research being announced by you by 28 November 2019

**Noted**

- agree** that this briefing is proactively released as part of the January 2020 release

**Agree / Disagree**



John Goulter  
General Manager, Stakeholders and  
Communications  
Education New Zealand

Hon Chris Hipkins  
Minister of Education

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## Purpose

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1. The purpose of this briefing is to provide you with the results of 2019 research into New Zealanders' perceptions of international education.

## Background

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2. International education is valued at \$4.94 billion and is New Zealand's fourth largest export sector, making an important contribution to the national and regional economies. More than 117,000 international students studied with New Zealand providers in 2018. These students make a valuable contribution to New Zealand's educational institutions, workplaces and society by building New Zealand's global linkages, filling skill shortages, enriching cultural diversity and bolstering the economy.
3. International education needs to operate with an accepted social licence in New Zealand. This helps New Zealand maintain a reputation for being a welcoming place for international students.
4. Education New Zealand (ENZ) has been working to broaden New Zealanders' understanding of the value of international education. We have been 'telling the story' of international education in New Zealand and building New Zealanders' awareness of the value of international education for New Zealand's students, education institutions and communities.
5. To measure the impact of 'telling the story' and improve our understanding of New Zealanders' perceptions of international education, ENZ commissioned Kantar TNS to survey 1,001 New Zealanders about their perceptions and explore what is driving any negative perceptions around international education. The *Understanding New Zealanders' perceptions of international education 2019* report discusses the findings of this research.
6. This was the third year that ENZ has commissioned a survey of New Zealanders' perceptions of international education.

## Understanding New Zealanders' perceptions of international education 2019

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7. The social, cultural and economic benefits of international education to New Zealand are widely recognised with 58% of people either agreeing or strongly agreeing that international education brings benefits to New Zealand. A further 31% of people were neutral and only 10% believed it does not contribute.
8. 51% of people either agree or strongly agree that international education contributes to local communities.
9. 65% of people recognise the benefits international education brings to New Zealand's economy and its economic growth. This has increased from 56% in 2017. This is equally being recognised at a regional level, with 53% believing international education benefits the regional economy in comparison to 49% in 2017.
10. More people are seeing the opportunity for international students to learn about New Zealand's culture and way of life – 76% in 2019 compared to 64% in 2017.

11. The perception that international education is bringing in needed skills to New Zealand's workplaces is improving. In 2019, 59% of people agreed that international education is bringing in the skills needed. This is up from 46% in 2017.
12. The perception that international education provides opportunities to make friends and connections has increased, with 62% now believing this to be the case instead of 55% in 2017.
13. The perception that international education is providing opportunities to make friends and connections and learn about other cultures is driving the extent to which international education is perceived to be contributing to local communities.
14. 65% of people perceive New Zealanders studying abroad gain an increased understanding of other cultures, ideas and approaches.
15. 68% believe studying overseas is an opportunity for New Zealanders to gain the knowledge, skills and capabilities they need to live, work and learn globally.
16. Along with positive perceptions, some perceived challenges of international education were identified. Compared to 2018, a smaller proportion of people recognised these as challenges. The most widely recognised challenge was the perceived impact international students (and families) are having on New Zealand's housing system, ability to get jobs and access to education and medical services, which are seen as already being strained. However, this perception has reduced slightly from 40% in 2018 to 37% in 2019.
17. An infographic summarising the research findings is attached to this briefing.

### **Next steps**

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18. ENZ has provided your office with a draft media release and communications plan.
19. ENZ will work with your office to identify a suitable opportunity to announce the research results and proposes that you announce the research results by 28 November 2019, as the ENZ's Annual Report 2018/19 includes the research results and must be tabled in the House by 25 November.
20. After the announcement, ENZ will publish the research report in IntelliLab so that the New Zealand international education sector and government agencies can access it.
21. ENZ will be proactively approaching key education and ethnic publications to pitch in the research, as well as linking this piece of research with other research outcomes, such as the employability research.
22. ENZ will incorporate the perceptions research into its new Communications Strategy.

### **Proactive release**

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23. ENZ proposes to defer the proactive release of this briefing until after you announce the results of the research.

# NEW ZEALANDERS' PERCEPTIONS OF INTERNATIONAL EDUCATION

Education New Zealand takes an annual pulse of the sentiment and perceptions of New Zealanders to international education. The 2019 wave, undertaken by Kantar, surveyed a nationally representative sample of 1,001 adult New Zealanders in order to understand their perceptions



**KANTAR**

**THINK NEW**



**117,248**  
international students

enrolled in New Zealand in 2018

International education contributes **\$4.94** billion

to New Zealand economy in 2018

International education is New Zealand's **5th** largest

export industry

**47,490** jobs

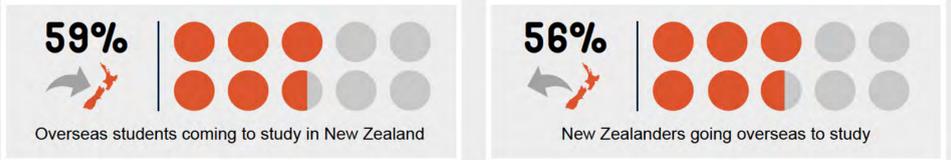
are supported by international education in New Zealand

## PERCEIVED CONTRIBUTION OF INTERNATIONAL EDUCATION TO NEW ZEALAND

International education is perceived to contribute to New Zealand as a country as well as at a community level...

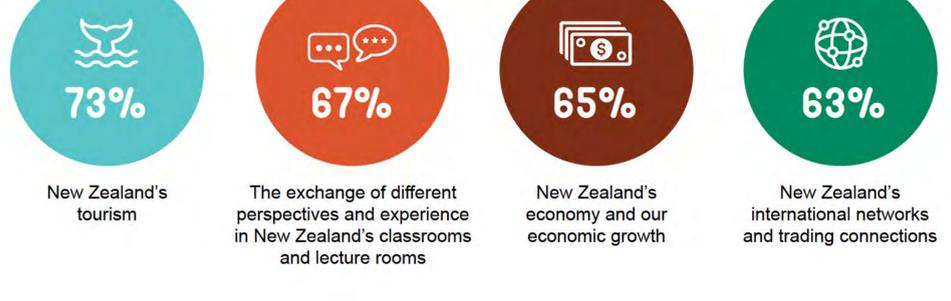


The majority of New Zealanders agree or strongly agree that the following types of international education contribute to New Zealand...

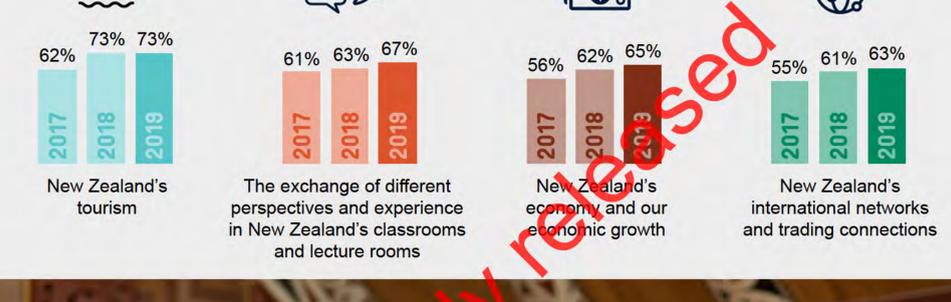


## PERCEIVED BENEFITS INTERNATIONAL EDUCATION BRINGS TO NEW ZEALAND

The majority of New Zealanders agree or strongly agree that international education benefits...



And a number of these perceptions are improving over time...



Benefits are also felt at a community level with the majority of New Zealanders agreeing or strongly agreeing that international education contributes positively to...

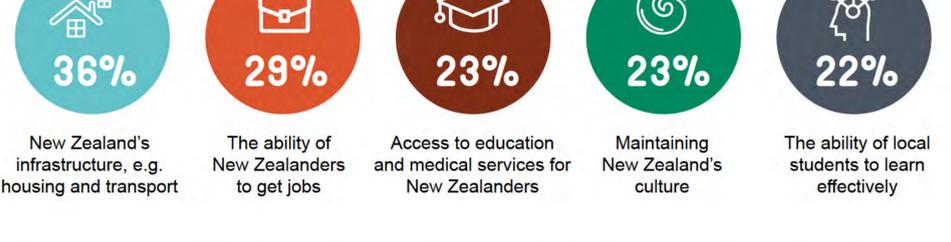


The recognition of a number of these are improving over time...

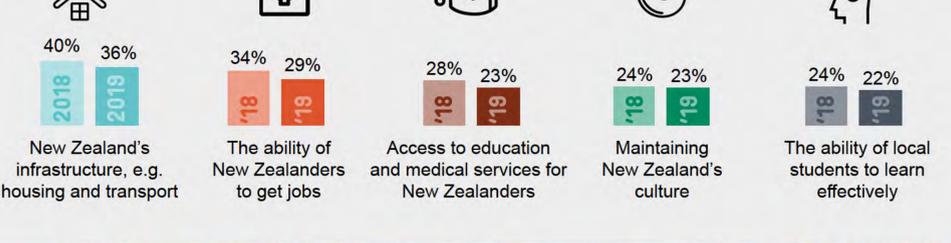


## PERCEIVED CHALLENGES INTERNATIONAL EDUCATION BRINGS TO NEW ZEALAND

Some New Zealanders believe that international education contributes negatively to...



However, compared to 2018, a smaller proportion of New Zealanders are recognising these challenges



**KANTAR**

**THINK NEW**

