

	Target 2021/22	2019/20 Full Year Result	2020/21 Full Year Result	2021/22 YTD Result	On track	Comment
government agencies to support the implementation of the Recovery Plan ⁶						consideration. Advice was provided to the Minister around the future of student recruitment. We have finalised the meeting schedule for the 2022 calendar year.
Number of students studying towards a New Zealand qualification through ENZ's offshore study partners or partner qualifications. ⁷	New measure in 2021/22			Establish baseline	○	The reintroduction of COVID-19 restrictions within China and some South-East Asia markets has impacted projected enrolment numbers. We will continue to monitor enrolments.
Percentage of facilitated customers that agree ENZ's services and support have added value to their organisation. ⁸	≥ 75%	Not surveyed ⁹	75%		○	The result will be reported in Q4.
Percentage of Active Visits on ENZ's studyinnewzealand.govt.nz website. ¹⁰	≥ 75%	77%	78%	78%	○	This is data up to 7 December when the SiNZ site was decommissioned
Number of registrations to ENZ's Student Membership Programme through studyinnewzealand.govt.nz website	55-70,000	93,052	49,435	15,477	○	This number includes the SiNZ registrations to 7 December 2021.
Number of registrations to NauMai NZ. ¹¹	2,800	6,263	2,598	400 (new)	✓	
Number of key messages about the benefits to New Zealand from international education delivered by third parties.	100	127	133	200	✓	
Percentage of users satisfied with the information and intelligence provided by ENZ	≥ 87% of users rate it as good or higher	Not surveyed ¹²			○	The result will be reported in Q4.

Organisational capability

	2021/22 Target	2019/20 Full Year Result	2020/21 Full Year Result	2021/22 YTD result	Status	Comment
Employee engagement.	Increase	66% favourable	60% favourable		○	The result will be reported in Q4.

⁶ This is a new measure intended to reflect ENZ's role in supporting the implementation of the Recovery Plan and the expected impacts of the Recovery Plan. ENZ's work with managing the Chief Executives' Group will contribute to the New Zealand education sector rebuild and reset longer-term. This measure reflects the longer term/multi-year nature of the sector's recovery from the COVID-19 pandemic.

⁷ This new measure reflects the NCUK-Universities New Zealand-ENZ partnership that will allow students to begin a New Zealand university qualification without leaving home. This initiative supports the 'Transforming to a more sustainable future state' workstream of the Recovery plan by building the sector's transnational education capability and providing greater resilience to future student mobility impacts.

⁸ 'Facilitated customers' are large education providers, peak bodies and regional partners that ENZ business development managers work actively with to provide growth-focused services and targeted support.

⁹ Due to the significant impact of COVID-19 on the international education sector and the cross-agency work to provide communications and support to the international education sector, ENZ did not survey the sector about ENZ's work.

¹⁰ 'Active visits' are defined as those where the visitor engages with the website content, e.g. clicking links, scrolling and viewing multiple pages or video. It is considered a measure of both the quality of the traffic to the website and the quality of the content on the website.

¹¹ ENZ's NauMai NZ the official government digital platform tailored for an international student audience to provide clear, timely information for international students. The reduced target is based on the current trend of running at 6% of the year target of the student population and border closures. ENZ will continue to invest into social promotions across all our platforms to promote the content on ENZ's student experience platform and drive this growth, to encourage registrations to NauMai NZ.

¹² Due to the significant impact of COVID-19 on the international education sector and the cross-agency work to provide communications and support to the international education sector, ENZ did not survey the sector about ENZ's work.