

	2020/21 Full Year Result	Target 2021/22	2021/22 Full Year Result	2021/22 status	Comment (as of 30 June 2022)
Facilitate engagement and collaboration via the Chief Executive's Group to ensure greater alignment across government agencies to support the implementation of the Recovery Plan ⁶		New measure in 2021/22	4 annual engagements	Achieved	For quarter four, CEs' meetings were held in April 2022 and June 2022.
Number of students studying towards a New Zealand qualification through ENZ's offshore study partners or partner qualifications. ⁷		New measure in 2021/22			Information from the provider will be available in September and will be reported in the Annual Report 2021/22.
Percentage of facilitated customers that agree ENZ's services and support have added value to their organisation. ⁸	75%	≥ 75%	82%	Achieved	Result from Industry survey which had a 46% response rate.
Percentage of users satisfied with the information and intelligence provided by ENZ.	74%	≥ 87% of users rate it as good or higher	83%	Not achieved	Although the target was not met, the result is an improvement on the previous year. ⁹
Percentage of Active Visits on ENZ's studyinnewzealand.govt.nz website. ¹⁰	78%	≥ 75%	78%	Achieved	This is data up to 7 December 2021 when the Study in New Zealand website was decommissioned.
Percentage of Active Visits on ENZ's studywithnewzealand.govt.nz website. ¹¹		≥ 75%	62%	Not achieved	This is data from 7 December 2021 when the Study with New Zealand website was commissioned to replace the Study in New Zealand. Due to it being a new website, our ability to drive active visits to the site via search marketing was impacted. This result also reflects that ENZ was not undertaking active 'promote' marketing activity for most of the financial year.
Number of registrations to ENZ's Student Membership Programme through studyinnewzealand.govt.nz website.	49,435	55-70,000	34,600	Not achieved	Following the change from the Study In New Zealand website to the Study With New Zealand website, ENZ ceased recording this information as of 7 December 2021.
Number of registrations to NauMai NZ. ¹²	3,939	2,000	884	Not achieved	Efforts to maintain the visibility and value of NauMai NZ, throughout the pandemic, have contributed to the ongoing growth of the NauMai NZ database. Growth has been limited in the financial year given the reduced numbers of students in New Zealand. Engagement (active visitors) with the site continues to be high.
Number of key messages about the benefits to New Zealand from international education delivered by third parties.	133	100			The data for 2021/22 is not comparable with data from previous years.

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 This was collected as part of the facilitated customers industry survey. Respondents that had used ENZ's intellilab service in the past 12 months and rated it as important or very important to their organisation. This year we also gave non-facilitated customers the same question. Across all respondents that had used intellilab 83% rated it as important or very important. We also asked a question "to what extent do you agree or disagree that the information and intelligence provided by ENZ is useful for my organisation's decision making. 73% of facilitated customers agreed or strongly agreed to this and 52% of all respondents agreed or strongly agreed.

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.

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¹² 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.