

## Education New Zealand Briefing

<b>Title:</b>	<b>Bid to host the Asia-Pacific Association for International Education Conference and Exhibition 2021</b>		
<b>Date:</b>	22 February 2018	<b>Priority:</b>	High
<b>Security level:</b>	In Confidence	<b>ENZ ID no:</b>	1718-093

### Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p><b>Note</b> that Education New Zealand and all eight New Zealand universities have been developing a bid to host the Asia-Pacific Association for International Education Conference and Exhibition 2021 in Auckland.</p> <p><b>Agree</b> to sign the attached letter endorsing the bid.</p>	26 February 2018

### Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 <sup>st</sup> contact
Grant McPherson	Chief Executive	[REDACTED]	[REDACTED]	X Withheld under s9(2)(a)
Angela Meredith	Accountability Manager	[REDACTED]	[REDACTED]	Withheld under s9(2)(a)

### 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 Withdrawn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:**

## Education New Zealand Briefing

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## Recommendations

Education New Zealand recommends that you

- a. **note** that Education New Zealand and all eight New Zealand universities have been developing a bid to host the Asia-Pacific Association for International Education Conference and Exhibition 2021 in Auckland

**Noted**

- b. **agree** to sign the attached letter endorsing the bid by Monday 26 February 2018

**Agree / Disagree**



Grant McPherson  
**Chief Executive**  
**Education New Zealand**

Hon Chris Hipkins  
**Minister of Education**

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## Purpose

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1. This briefing seeks your endorsement of the University of Auckland-led bid for New Zealand to host the Asia-Pacific Association for International Education (APAIE) Conference and Exhibition 2021.

## Asia-Pacific Association for International Education

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2. APAIE was established in South Korea in 2004 by 13 university representatives from across the Asia-Pacific region. It has expanded to become a thriving association. APAIE's objectives are to encourage greater cooperation between institutions, to enrich and support international programmes, activities and exchanges, and to promote the value of international education across the region and beyond.
3. APAIE seeks to bring together international educators, universities and related organisations active in Asia-Pacific higher education to promote communication, networking and professional development. It facilitates the exchange and mobility of students, staff and scholars and the progression of academic collaboration inter-regionally. APAIE strives to promote best practice and policy in cooperation with various institutions and agencies, to support benchmarking to advance institutions, and to represent and promote the Asia-Pacific region's views on international education to the rest of the world.
4. Each year, the conference attracts around 250-300 exhibitors and approximately 1,600-2,000 delegates from 45 countries. Attendees network, improve their professional skills and learn about new developments in international education. Attendees include international education policy makers, practitioners and experts from around the world.
5. The 2018 conference is being held in Singapore on 25-29 March and the 2019 conference will be held in Kuala Lumpur, Malaysia.

## Unsuccessful 2020 bid

6. In November 2017, Auckland competed with Vancouver, Canada to host the 2020 conference. The University of Auckland-led Auckland bid was unsuccessful, with the decision made in favour of the British Columbia Council of International Education coordinating the event in Vancouver.<sup>1</sup>
7. In summary, the 2020 bid was unsuccessful due to:
  - a. a very competitive British Columbia bid which included supporting scholarships initiatives, a supporting cast of eight co-host universities and a committed implementation plan including the venue organiser attending the presentation.
  - b. an Auckland-focused bid was led by the University of Auckland that did not include formal co-hosting by other New Zealand universities as other New Zealand universities have tended to focus on their engagement with the United States rather than the Asia-Pacific region.

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<sup>1</sup> Education New Zealand briefed you about the 2020 conference bid (ENZ 1718-035) and reported in a fortnightly report about the outcome of the bid (ENZ 1718-056).

8. Questions were also raised by the assessment panel around the preparedness of the Auckland Convention Centre to host a conference in 2020, following its opening in 2019.

### **Bid for Auckland to host the 2021 conference**

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9. The University of Auckland has been leading the development of a more compelling New Zealand bid to host the 2021 conference in Auckland, with support from Education New Zealand (ENZ) and the other seven New Zealand universities.
10. The 2021 conference bid includes:
- a comprehensive New Zealand offering, with seven formal co-hosts supporting Auckland as the lead host
  - planned partner academic days at New Zealand universities to foster academic exchange and increase the benefits of hosting the conference
  - central and local government support including from Auckland Tourism, Events and Economic Development (ATEED), the Auckland Mayor and ENZ
  - commitments by New Zealand universities to be more active participants in the APAIE network which is the Asia-Pacific region's pre-eminent forum for international education collaboration and exchange.
11. New Zealand would be well prepared to host a conference of this size with the new Auckland Conference Centre opening in 2019 and New Zealand hosting APEC in 2021<sup>2</sup>. The 2021 conference would be tentatively scheduled for the last week of March 2021. The University of Auckland has signalled that the conference date could be shifted if it would clash with the America's Cup final<sup>3</sup>.
12. Japan is understood to be also planning to bid to host the 2021 conference.

### **Benefits of hosting the 2021 conference**

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13. ENZ is supportive of the 2021 conference bid as:
- it would highlight the importance of international education in New Zealand's relationships with the Asia-Pacific region as it would be among a series of Asia-Pacific international events hosted in New Zealand in a 12-18 month period
  - the conference would be attended by up to 2,000 leading educators and education professionals from across the Asia-Pacific region
  - the conference would provide an opportunity to showcase New Zealand, New Zealand's education system and its international education offering and New Zealand's universities
  - the conference would grow New Zealand's education linkages across the Asia-Pacific region

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<sup>2</sup> The APEC Leaders' Week will be held on 8-14 November 2021 in Auckland, with other meetings and events to be spread across New Zealand.

<sup>3</sup> The America's Cup match will be held in March 2021 following the Challenger series in January/February.

- the attending delegates would spend up to a week in New Zealand, providing significant tourism and regional development opportunities
- engagement between New Zealand educators and APAIE members<sup>4</sup> would be strengthened before, during and after the conference which raise New Zealand education's profile in seven of ENZ's priority markets.

### **Draft letter from the Minister of Education**

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14. ENZ recommends that you sign the letter as a formal endorsement of the bid because:

- your letter will strengthen the chances of New Zealand being awarded the hosting rights and realising the benefits of hosting the conference
- Ministerial endorsement of the bid would substantially strengthen the endorsements being provided by the eight university Vice-Chancellors, Auckland Mayor and ENZ.

15. The initial bid needs to be submitted by 28 February 2018 to APAIE for assessment.

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<sup>4</sup> APAIE includes members from 10 Asia-Pacific countries (including 7 of ENZ's priority markets).

## **Appendix One: Draft letter from the Minister of Education to APAIE**

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28 FEB 2018

Ms Louise Kinnaird  
Director  
APAIE Secretariat  
c/- University of Melbourne

Dear Ms Kinnaird

## Support for New Zealand's 2021 APAIE Conference and Exhibition Host Bid

This letter is in support of New Zealand's bid to host the APAIE Conference and Exhibition in 2021 in Auckland. The lead host would be the University of Auckland with support from New Zealand's other seven other universities as formal co-hosts for the event.

The New Zealand Government, led by its international education agency, Education New Zealand (ENZ) is actively engaged in supporting this bid.

ENZ will be actively involved in making this conference a New Zealand-wide experience for delegates. This bid represents a cross-Government effort to promote the values of international education for all students while showcasing our country, our international education offering and the country's eight universities.

New Zealand is an outward-looking trading nation and in the last two decades we have actively welcomed international students to our cities and to study at our education institutions. We value the contribution these students make to our universities, our research and our communities.

New Zealand is committed to international education and the opportunities it offers young people to study in New Zealand and for our young people to study around the world.

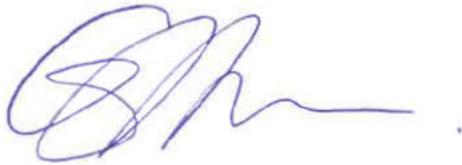
We are also committed to APAIE's mission in spreading the benefits of international education across the region, and I understand that ENZ and several New Zealand universities will be active participants in the upcoming APAIE 2018 conference in Singapore.

New Zealand will host the 33<sup>rd</sup> Asia-Pacific Economic Cooperation (APEC) leaders meeting in 2021. During the year, there will be a range of associated conferences and events held in New Zealand. Hosting APAIE in the same year will see your organisation stand alongside the region's key representative bodies and leaders.

The APAIE conference in 2021, at the recently opened Auckland Convention Centre, will be among a series of Asia-Pacific international events hosted in New Zealand over a 12-18 month period.

One or more Government Ministers would value a role in welcoming your delegates to New Zealand.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'CH', with a long horizontal line extending to the right.

**Chris Hipkins**  
**Minister of Education**