

New Zealand school sector approach to Vietnam

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What we'll cover

Background

A few key principles and wins

2019: Year one - the approach and what we learnt

2020: Year two - a more flexible approach

ENZ & SIEBAs' roles

Expectations on schools and their role

Scholarships, in-market and with government

Eol and what to be aware of

Timelines and what's next

A few principles

The approach is long-term

A holistic approach works best where each stream leverages off others

The approach does require all partners to make it work

Consistency

2019: *the approach and what we learnt*

	Short-term	Medium-term	Long-term
Objectives	<ul style="list-style-type: none"> NZ to stand out as a desirable & prestigious choice for quality students Push for conversion from “interested in NZ” to “deciding to study in NZ” 	<ul style="list-style-type: none"> Capture greater value from a larger pool of quality students and agents Generate scale through agents’ efforts and local government engagements 	<ul style="list-style-type: none"> Drive sustainable growth through multi-channel engagements Cement NZ as a top of mind choice for the school sector
Desired outcome	<ul style="list-style-type: none"> Larger pool of students from HCMC/Hanoi for NZ schools New pool of agents interested in promoting for NZ school sector <p style="text-align: right;">VOLUME</p>	<ul style="list-style-type: none"> Capture more high quality students from public schools nationwide An increase in higher quality agent activities for NZ 	<ul style="list-style-type: none"> Sustainable annual growth of 10% for student numbers School/ region partnerships thrive Growing no. of ENZRA VALUE

The 4-Pronged Approach	The Game Plan
1. Student/Parent facing (B2C)	NZSS as game changer & hook to generate interest
2. Government Engagement	To (i) tap into public schools channel, (ii) engage key influencers, and (iii) facilitate in-market partnerships with schools, provinces
3. Education Agent Engagement	<ul style="list-style-type: none"> Up-skilling new agents with tailored training, facilitating intro. with NZ schools Key Agent Partners to open doors for School’s own engagement & investments
4. School-to-school Partnership	Sustainable effort for direct channel for recruitment

A few success stories

MoUs now signed with HCMC and Hanoi

School to school MoUs signed

High level HCMC DoET visit to NZ

Scholarships awarded

Students enrolled (including to primary schools)

A strong foundation built to launch year two

Strong student growth: Valid Student Visas for secondary schools up 21% (+104) through to October 2019

2019: *the approach and what we learnt*

More education on the approach

- NZ schools on each aspect
 - Why are we promoting scholarships
 - The objective of offering scholarships
 - Why school to school relationships
 - Central and local govt – the enabler
- Vn schools on what NZ can offer
 - Why school visits are important
 - How to make school relationships work
 - ENZ and schools to be more proactive
- Vn agents
 - What we need agents to do at each stage
 - Aware and up to date on INZ concerns

Expectations on schools and their role

Far more onus on schools in year two to progress

ENZ wants to grow the market but also to build sector capability

Fortnightly webinars

Turning collegial into collaborative practice

Offers of place, enrolments

Meeting set service standards

Ensuring quality and student family expectations are met

2020: Year two – a more flexible approach

- ENZ to provide a framework to operate within
- ENZ promotional activity throughout

Opt-in styled menu of services

- Scholarships, market visits and school relationship building
- Striving towards a sector approach
- While flexible there will be more onus on schools to also own and drive

The role of SIEBA will be more advisory

2020: Year two – a more flexible approach

In-market events

- Utilise two windows – March and August
- Regional visits outside of these windows
- Encourage cluster representation (events)
- Opt-in to school relationship building
- SIEBA in an advisory capacity
- Simplified scholarships approach

INZ

When in market and working with your partner agents, some key messages to remember:

- Quality quality quality
 - Vietnam is a high risk market
 - Dependent on school and partner agents ensuring due diligence regarding funds etc.
 - Your agents are key – education and support
 - Further webinars with INZ into next year



Scholarships

50% scholarships

Inclusive of all compulsory costs

15% agent commission

No ENZ subsidy in 2020

ENZ will fund promotional budget

Number of overall scholarships
and individual school scholarships
to be informed by EoI

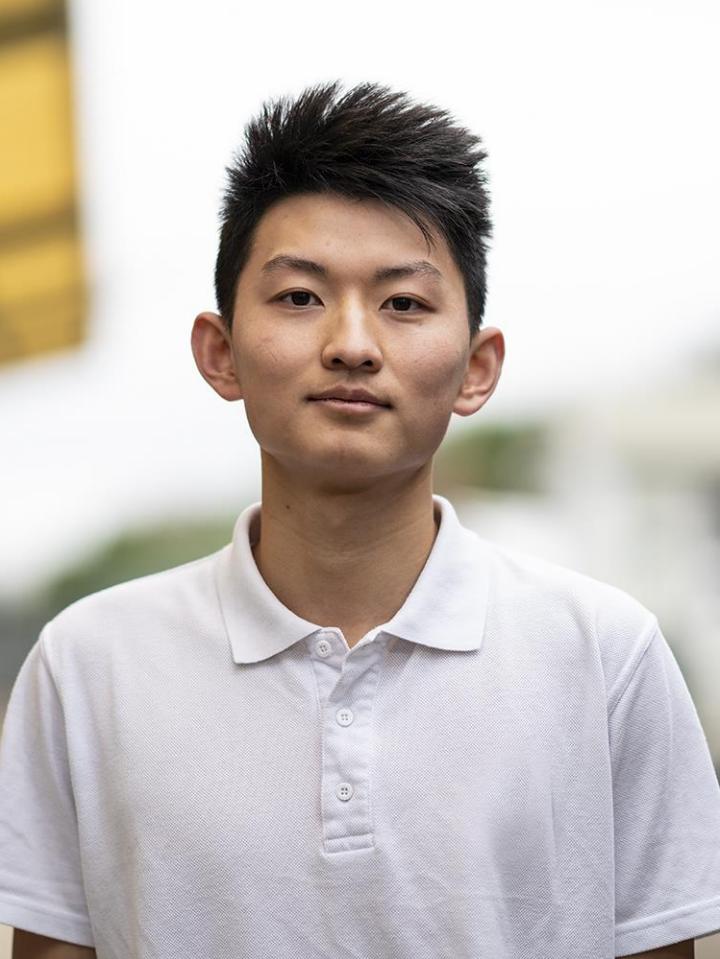
School detail you provide will be
used

Managed through ENZ
scholarship platform

2020: School promotional collateral

Ensure all info is correct and accurate

Sections	Requirements
Landscapes Photo	Resolution 150-300ppi
School type	Co-ed/ Boys/ Girls/ ...
Total student number	
International student number	
Region	
Unique features	
Facilities	Text < 190 words
Accommodation	
International student support	
ESOL support	Text < 170 words
Extra-curricular activities	
Tuition fee	
Homestay fee	
All other fees	For a school year from July 2020 – July 2021, or Jan 2021 – Jan 2022
Student testimonial	Text < 100 words + Portrait photo of a student
Contact person	Name, Email, Website



Scholarships

Schools to progress offers

Service metrics

Reporting to ENZ

Top students applying for a school to be progressed first

Following this students will be linked to 'scholarship schools' to progress

In market activity



LAYOUT HANDBOOK

LANDSCAPE PHOTO
(RESOLUTION 150-300ppi)

TEXT < 103 WORDS

TEXT < 100 WORDS



TEXT < 103 WORDS

LANDSCAPE PHOTO
(RESOLUTION 150-300ppi)

TEXT < 170 WORDS

PORTRAIT PHOTO



TEXT < 160 WORDS

TEXT < 100 WORDS



In market activity

Two event windows

ENZ and ENZRA events

Bespoke regional support

School visits

All connected to NZSS

Agent engagement & training



Govt. based activity

Planning for July 2020 onwards

Building on govt. visits

Purpose ...

- to strengthen relationships
- to progress MoUs
(with govt. cities and schools)

NZ based activity

Famil planning

(agents, govt, school leaders)

Scholarship facilitation and support

Timeline

28 Nov 2019	Eol for school participation opens
2 Dec 2019	Eol for 2020 Vietnam events open <i>(March and August)</i>
6Dec 2019	Eol for school participation closes
12 Dec 2019	Eol for 2020 Vietnam events closes
19 Dec 2019	School info sheet due
Jan 2020	Collateral booklet designed
1 Feb 2020	ENZ Fair promotional campaign launch <i>(including scholarships)</i>
27 - 30 March 2020	In-market activity
17 Feb – 19 April 2020	Scholarship application period
19 – 21 April 2020	First tranche of successful students provided to schools

Next steps

- EoI will be released and sent to today's participants and through SIEBA to its member secondary schools
- Start thinking about clusters and how your school could be represented
- Start drafting your school's info sheet text for promotional booklet

Email question, queries and info sheet to
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