

Education New Zealand Briefing

Title:	Update on Education New Zealand response to the Christchurch terrorist attack		
Date:	28 March 2019	Priority:	High
Security level:	In Confidence	ENZ ID no:	1819-168

Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p>Note that Education New Zealand will transition to strategic messaging that emphasizes the themes of manaakitanga and global citizenship.</p> <p>Agree that this briefing is proactively released as part of the April 2019 release.</p>	

Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 st contact
Angela Meredith	Accountability Manager	[Redacted]	[Redacted]	x
John Goulter	Acting Chief Executive	[Redacted]	[Redacted]	

Withheld under s9(2)(a) of the OIA

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 Withdrawn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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Recommendations


Education New Zealand recommends that you

- a. **note** that Education New Zealand will transition to strategic messaging that emphasizes the themes of manaakitanga and global citizenship

Noted

- b. **agree** that this briefing is proactively released as part of the April 2019 release

Agree / Disagree



John Goulter
Acting Chief Executive
Education New Zealand



Hon Chris Hipkins
Minister of Education

11/4/19

Proactively released

Purpose

1. This briefing provides you with an update on Education New Zealand's (ENZ) response to the Christchurch terrorist attack. You were previously informed about ENZ's initial response to the attack (ENZ 1819-162).

Actions taken in the last week

2. ENZ is developing an information sheet for ENZ Recognised Agencies and that international education providers can also share with their agents and with prospective international students and their families.
3. On 27 March, ENZ issued an [E-News story](#) to update the international education sector on the actions we have undertaken in response to the terrorist attack.
4. State Services Commission has indicated that the Government has decided not to require a government-wide restriction on how departments use social media. During the week, ENZ resumed paid social media advertising on ENZ's social media platforms which promoted:
 - the previous week's compassionate post to ENZ's student audience
 - shared stories about students banding together, supporting Christchurch and giving comfort
 - Kiwi Ambassador¹ content which features a female Muslim student studying at the University of Canterbury
 - a story thread about a Vietnamese student.
5. ENZ delayed the soft launch of Phase One of its 'NauMai NZ' digital student experience portal (ENZ 1819-127) until mid-April. Phase One will provide pre-emptive information during the pre-arrival and arrival stages of their study journey. This enabled ENZ to review the safety and wellbeing messaging on the portal. The formal launch of the digital platform is still planned for May 2019.
6. ENZ delayed running its international student experience survey to measure the overall satisfaction of international students with their experience. The survey was due to be sent out to international students from 8 April. ENZ will work with Immigration New Zealand, who were to send the survey out to student visa holders, to agree when the survey will be run later in 2019.
7. ENZ prepared power-point slides that address the terrorist attack for ENZ staff to use in external presentations.

International reaction

8. ENZ continued to monitor international market reaction closely and will engage with the international education sector about future strategies to reassure international markets that New Zealand continues to be an attractive, high-quality and welcoming study destination.

¹ ENZ's Kiwi Ambassador programme is a social media initiative, which involves international students sharing their New Zealand education experiences on ENZ's Instagram account over a semester.

9. Initial feedback suggests the strong New Zealand public and political response has engaged well internationally. We are now exploring sentiments in different countries in order to determine strategies.

Next steps

10. From the week starting 1 April, ENZ will start a transition from compassionate-based messaging to strategic messaging that emphasizes the themes of manaakitanga and global citizenship. ENZ will also decide on our next steps for market-specific messaging.
11. ENZ will approach its Managed Customers to seek out further intelligence about possible impacts on international student enrolments, their relationships with education providers in other countries and whether they have heard feedback from international education markets.

Proactive release

12. ENZ intends to proactively release this briefing as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.

Proactively released