

FOUR YEAR EXCELLENCE HORIZON

EDUCATION NEW ZEALAND TO 2020



ThinkNew®



The Four-year Excellence Horizon. What will a successful Education New Zealand look like in 2020?

The New Zealand international education system will be globally connected, be held in greater international regard, valued for its quality and innovation and will support achievement of wider education, economic and social goals for New Zealand.

Education New Zealand (ENZ) will be recognized as an exemplar in the branding, promotion and enabling of a successful, high quality, high value, international education sector.

1. Strategic and influential thought leadership

ENZ, working with its government sector partners, is acknowledged as New Zealand's expert agency in international education and has led significant innovations in New Zealand's international education delivery and presence. By working with other central government agencies, it operates in a clear and consistent policy, regulatory and strategic leadership environment that supports the achievement of the goals for international education.

ENZ does not have policy or regulatory functions, but its work influences and drives policy alignment across agencies.

ENZ's role and mandate are clear and agreed. A strong culture of collaboration among government agencies exists to ensure New Zealand realizes the maximum value from its education services capacity.

ENZ is globally recognised for its in-depth understanding of the student customer and the needs of education providers. It uses insights and market intelligence to support New Zealand's international education sector. ENZ is admired globally for its strategic targeting for value, consistent quality and achievement of strong New Zealand customer brand preference.

Education providers, communities and employers understand and appreciate the economic value and wider benefits of international education services to New Zealand. International education is an integral part of the New Zealand education system for the richness it brings, and international students are encouraged and welcomed by other students and all New Zealanders.

2. Shaping the future New Zealand international education industry

New Zealand's international education is diversified by market, product and service, globally connected, with new entrants offering new and different products and services that respond to, stimulate and grow demand. The international education industry is focused on, and recognised for high value services, delivering high value to students, providers, communities and New Zealand.

New Zealand providers have strong international links. These enrich the proposition they offer for international students, and the educational experience they offer their domestic students as well.

International preference for New Zealand as a provider of international education services is high. International students from all over the world choose to study with New Zealand providers for a range of products and services. ENZ has helped education providers understand and target the high-value niche areas where New Zealand can best take on and compete with the rest of the world.

International education is an important contributor to New Zealand's workforce skills and research capability. Highly skilled migrants choose New Zealand as a study and migration destination and have appropriate migration pathways to residency.

3. ENZ's way of working

ENZ's clarity of role, purpose and value proposition see it as a prized jewel in the education and economic development systems. Its agility, influence and intelligence are recognised and valued. It is a great and popular place to work.

ENZ's rich data analysis and intelligence underpin the industry's strategies and interventions for international education, resulting in highly relevant and valued education services and products.

To deliver on its international education leadership role, ENZ has developed and implemented an operating model to deliver the best for students, for providers and for New Zealand.

Through ENZ, New Zealand is the envy of other countries on the international education stage.