



Briefing Note: Draft International Education Strategy

To:	Minister of Education		
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Summary

A draft International Education Strategy is attached to this briefing for your feedback. We continue to revise this and it will be discussed at the International Education Ministers meeting on 9 April 2018.

Recommendations

The Ministry of Education recommends you:

- a) **Provide** feedback to the Ministry of Education on the draft strategy



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28/03/2018

Hon Chris Hipkins
Minister of Education

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Background

1. On 26 February 2018, International Education Ministers broadly agreed to a draft framework for an International Education Strategy (strategy).
2. Ministers commissioned Education New Zealand and the Ministry of Education to draft a strategy for their meeting on 9 April 2018. It was agreed that the draft strategy would expand on the goals identified in the strategy framework.

Draft Strategy

3. We propose that the draft strategy be introduced through a **Foreword** from the Minister of Education, which can be used to position the draft strategy as a cross-government initiative and to signal the Government's commitment to a sustainable sector.
4. We propose that the Foreword be followed by an **Introduction** which:
 - a. positions the strategy as a government strategy with strong sector involvement
 - b. introduces the three overarching goals
 - c. provides some high level indicators for success (these will be supported by developing clear targets and an evaluation plan)
 - d. provides contextual information on international education, both within New Zealand and globally.
5. The draft strategy introduces each goal and describes what each sub-goal is focused on and why.

Annex

Annex 1: Draft International Education Strategy

FOREWORD

I am pleased to introduce the International Education Strategy 2018-2030.

A thriving and globally connected New Zealand through world-class international education is the Government's vision for international education in 2030. The Government aims to achieve that vision by working across government agencies and alongside the international education sector.

This strategy takes a broad and ambitious view of the future of international education. Globally, provision of international education sector is constantly evolving. We must be agile in order to respond to emerging challenges and opportunities.

The Government will work closely with the international education sector and with students to build on New Zealand's quality education system. Together we will ensure international education provides educational, economic, social and cultural benefits to all New Zealanders, while maintaining the integrity of the immigration system.

We will both continue to put students at the centre, with a strong regard for student wellbeing, and focus on good education outcomes. Government will work to ensure students are in New Zealand for genuine study reasons and support them to understand their study and work options while they are here. We will focus on attracting those students who benefit New Zealand, while not providing a back door to residence through student visas.

In turn, the sector needs to shift to a more sustainable future, focused on high quality, high value programmes and services to more diverse markets, and where all regions across New Zealand share in the benefits of international education.

New Zealand's reputation for high quality international education, and the international alumni that result from it, will help to enhance our trade opportunities and strengthen diplomatic ties. Education will remain a key part of our engagement in the Pacific, through which we can help shape the future of our region. New Zealand will continue to engage internationally, using institutions like UNESCO and the OECD, to project New Zealand's voice and to contribute to the global agenda and the United Nations' Sustainable Development Goals.

Importantly, this strategy supports domestic students to develop the knowledge and skills they need to become global citizens, and to have access to international experiences and connections that complement their domestic education.

Through this strategy, the Government and the sector will position New Zealand globally as a centre of excellence in international education, and a nation at the forefront of quality education.

Hon Chris Hipkins

Minister of Education

International Education Strategy 2030

OUR VISION:
A thriving and globally connected New Zealand through world-class international education.

INTRODUCTION

The International Education Strategy looks toward to a thriving and globally connected New Zealand through world-class education.

This is a government strategy but one which relies on strong sector involvement. Achieving the vision of the strategy requires action by a broad range of government agencies as well as providers of education, businesses, researchers, students and communities. To achieve collective impact for international education, we must align policies, practices and regulation, across a range of portfolios and priority areas covering education, immigration, tourism, trade and foreign affairs.

Government wants a sustainable international education sector that delivers quality education and ensures students are welcome and safe in New Zealand. We want to share the benefits of international education across the regions. It is important that we attract students who are in New Zealand for genuine study reasons and that those students are not placed in a position where they can be exploited.

The Strategy has three overarching goals:

- Delivering an **excellent education and student experience** by providing high-quality education and ensuring international students feel welcome, safe and well in New Zealand.
- Achieving **sustainable growth** by ensuring our educational offering is high quality and delivers a range of products that are sought after by diverse markets, and that all regions share the benefits of international education.
- Developing **global citizens** by providing opportunities to develop global competencies, make global connections, including research links, and encourage New Zealanders to embrace the benefits of international education at home and overseas.

Under these goals, the Strategy outlines a set of objectives that respond to the wider strategic context for international education globally. We will measure success across a range of areas including:

- international student satisfaction (an excellent education experience)
- international student perceptions of education quality (an excellent education experience)
- economic value of the industry (sustainable growth)
- international students studying outside of Auckland (sustainable growth)
- market diversification (sustainable growth)
- New Zealand students undertaking an outbound international experience through their studies (global citizens)
- New Zealand students studying a foreign language (global citizens)
- international postgraduate students (global citizens)

Tracking our work against these areas will enable us to know how successful we are in achieving the objectives of the strategy and meeting our vision for international education.

This strategy replaces the 2011 Leadership Statement for International Education. Development of the strategy has been co-led by Education New Zealand and the Ministry of Education in partnership with other international education agencies: the Ministry of Business, Innovation and Employment, the New Zealand Qualifications Authority, the Tertiary Education Commission and the Ministry of Foreign Affairs and Trade. We recognise, and are grateful for, the considerable input given by the sector in the development of the strategy, including input from international students.

CONTEXT AND ENVIRONMENT

A long history of international education in New Zealand

New Zealand has a long and proud history of involvement in international education, beginning in the 1950s with students from the Asia-Pacific region attending New Zealand universities under the Colombo Plan. Over the last 25 years, international education has grown to become New Zealand's fourth largest export industry and second largest services export sector after tourism.

In 2016 New Zealand's international education sector:

- Was worth \$4.5 billion to the New Zealand economy
- Provided nearly 132,000 international students with a New Zealand education
- Supported 33,000 New Zealand jobs.
- Supported 4,486 international students studying at PhD level and, through that, contributed to New Zealand and global research and development.

International education also enabled many New Zealand students to have an international experience through student exchanges, undergraduate or postgraduate study, and research or internships offshore.

International education has grown rapidly, challenging the Government to ensure that quality and student wellbeing standards are maintained. Regulatory changes and responses from the sector, as well as initiatives such as the International Student Wellbeing Strategy, have been successful in meeting these challenges.

Many students choose to come to New Zealand for our safe communities, welcoming people and natural environment, and because our country is affordable and safe. However, on their own these things are not enough. We know that the quality of the education they experience is also a key driver for international students.

To stay competitive, we need to ensure that we are consistently enforcing quality standards across the sector. Work to build on the quality of the international education system must remain aligned with the broader aims for a New Zealand education system that is world class, responsive and student-centred.

New Zealand is best in the world at preparing students for the future

New Zealand ranks 1st out of 35 economies for having an education system, and teachers trained, to provide skills needed for the future.

Education For The Future Index. The Economist Intelligence Unit

A changing global picture

International education operates in a global environment and its fortunes are highly sensitive to global demographic and policy changes that affect the flow of international students.

There has been unprecedented global demand for international education over the last five years. Currently, there are an estimated five million internationally mobile students, expected to increase to seven to eight million by 2025.

The source countries for international education are too narrowly spread. Two countries, China and India make up 50% of all international students in New Zealand. Beyond 2025, leading academics suggest that there will be a decline in Chinese students leading to increased competition among destination countries. English-speaking destinations are facing competition from countries such as Singapore and Malaysia which are establishing themselves as education hubs. An increasing number of destination countries are adopting ambitious government-supported strategies and targets designed to maximise the economic and social benefits of international education.

To maintain or increase the contribution that the sector makes to the New Zealand economy, New Zealand will need to attract more students from a wider range of markets. While building from a low base number, student numbers from Latin America have increased at a rapid rate in recent years (up 31%). Growth from South East Asia was up 6% in 2016. The demographic trends driving these increases are likely to remain for some time, and competition is growing for students from these regions.

GOAL 1: Delivering excellent education and student experience

What does success look like:

- International students receive a high quality education
- International students are welcome and safe
- New Zealand delivers an excellent international student experience

International students receive a high quality education

New Zealand's high quality education system is a vital component of international education in New Zealand. To support its ongoing success, we need to continue to deliver high quality education, provide an excellent student experience, prioritise student wellbeing, and attract students seeking quality study opportunities.

We need to ensure our education system continues to be recognised for our qualifications, products, services, providers, educators and researchers.

Government has a key role in creating an environment that supports success for the sector. It has a range of policies, practices and regulation that can be used to support the provision of a high-quality education offering which prioritises student wellbeing and seeks good education outcomes. We will continue to focus on ensuring quality issues are addressed quickly, efficiently and fairly by taking a system view. This will include further investigation on how the quality of New Zealand's education is perceived internationally.

International students are welcome and safe

International students face unique challenges, including being in unfamiliar surroundings, having English as a second language, and being far from family and social networks. We want all international students to have a great time living and studying in New Zealand. The International Student Wellbeing Strategy was developed to ensure all international students are welcome and safe. The Education (Pastoral Care for International Students) Code of Practice, which all providers who enrol international students are required to sign up to, is also a strong signal to the sector and to students that New Zealand cares about international students. We will also introduce measures to reduce the likelihood of students being exploited by unscrupulous employers, education providers and agents.

New Zealand delivers an excellent international student experience

An excellent education goes beyond learning in the classroom. It is the 'whole experience' as an international student and visitor in New Zealand. A student experience that can offer a new perspective and a truly authentic New Zealand experience while studying is an important way to differentiate ourselves from our competitors.

Alongside Government activities, the sector will support this goal by delivering high quality education, an excellent student experience, and having a strong regard for student wellbeing.

GOAL 2: Achieving sustainable growth

What does success look like:

- International education is a high value, high quality sector, sought out for its distinctive New Zealand proposition
- Regions across New Zealand increasingly share in the benefits of international education
- The export education sector flourishes through diversification of markets and products

International education is the fourth largest export earner for New Zealand, contributing \$4.5b in export earnings and supporting 33,000 jobs in 2016. It provides significant revenue for a range of education providers, many of which rely on international students to remain viable as a business.

Understanding and investing in areas of the international education sector that bring value to New Zealand is a key part of sustainable growth. To grow sustainably, the sector needs to be able to seize new opportunities and respond to a future environment that may be quite different to the current environment.

We will ensure that immigration settings for international students incentivise high quality study; and that students who wish to seek permanent residence in New Zealand are appropriately skilled and qualified. We will also support the development of closer links between education programmes for international students and the labour market, particularly for in-demand skills.

International education is a high value, high quality sector, sought out for its distinctive New Zealand proposition

Economic growth for the sector requires government and the sector to work together to focus on high quality, high value programmes and services that attract and meet the needs of international students.

We need to ensure that the significant economic growth we've seen in New Zealand's international education sector over recent years continues to be based on quality education and a great student experience.

We will aim to attract students who can provide a benefit to New Zealand beyond immediate financial gain, through lifting the educational performance of our institutions or meeting skill needs in our labour market. We will facilitate the entry of students who are in New Zealand for genuine study reasons and ensure that they understand their study and work options and obligations while they are here.

Focusing on our unique strengths, Government will work with the sector to enhance our distinctive New Zealand proposition. We will build greater collaboration between education providers and other industries, support the development of niche products in key areas of expertise, and develop our brand to focus on our high-quality education experience.

Regions across New Zealand increasingly share in the benefits of international education

International education has a positive impact on New Zealand's regional economies. We have already seen a shift starting to occur with regions increasing their share of international students and there is potential for further growth around the country. It can, however, be difficult to attract students to regions outside of Auckland. To continue to grow the sector with a greater balance across regions, we will work alongside regional Economic Development Agencies. We will assist regions to identify how they can attract international students and how international education can benefit their particular region.

Skilled graduates help increase the productivity and competitiveness of New Zealand. The international education sector can attract international students with aspirations to gain the qualifications and skills needed to complement the New Zealand labour market. We will continue to improve and strengthen its policies, regulations and practices to enable the international education sector to attract these students. We will also help industries attract international students and retain graduates with the skills and qualifications New Zealand needs.

Other industries accrue benefits from the presence of international students in New Zealand. For example, international students play a role in attracting their friends and relatives to visit New Zealand. Government will explore ways to strengthen the connections between the international education sector and other industries, like tourism and IT, to leverage value across sectors and regions.

The export education sector flourishes through greater diversification of markets and products

We are committed to working with the sector to identify and understand the opportunities and risks around both existing and emerging markets.

New Zealand attracts half of all international students from two key markets: China and India. Both will remain key focus markets, however, in the long term the broadening and deepening into other markets will also be important.

Market diversification requires expanding the number of source countries from which we draw international students, as well as developing a greater range of innovative products and services offered by New Zealand providers. New technologies and approaches to education may be delivered onshore, offshore, online, or through a combination of these methods. Government will support the sector to identify further opportunities to develop their educational offerings (including through free trade agreements and the removal of non-tariff barriers) and to attract skilled people from other countries to help grow New Zealand's economy.

Diversification may also include the expansion of New Zealand education consultancy services and products marketed to countries overseas for use in their own education systems.

GOAL 3: Developing global citizens

What does success look like:

- All students gain the knowledge and skills they need to live, work and learn globally
- International education provides stronger global connections, research links and partnerships
- New Zealanders understand and embrace the benefits of international education

Global citizens are those who can study, work and live across cultural and national boundaries; they are open to new ideas, connected internationally, outward focused, interested in other people and their cultures, and know that what is normal in one culture may not be normal in another. We need these global citizens to be able to tackle global issues of the 21st century, such as sustainability, globalisation and climate change.

Global citizenship refers to a sense of belonging to a broader community and common humanity. It emphasises political, economic, social and cultural interdependency and interconnectedness between the local, the national and the global.

Global citizenship is the point at which “we make sure citizens feel engaged in our position in the world.”

Prime Minister Ardern during her keynote speech at the New Zealand Institute of International Affairs sponsored conference: Law of the Jungle. Wellington. March 2018.

All students gain the knowledge and skills they need to live, work and learn globally

New Zealanders benefit from enhanced knowledge and understanding other cultures and languages. People who are capable of effectively operating within diverse cultural contexts are required in greater numbers. This applies both within New Zealand’s increasingly diverse population and overseas. Internationally capable people are also more likely to interact, and form positive connections, with international students, migrants, and tourists to New Zealand.

Improving New Zealanders’ language skills is a challenge. Our geographic location means it can be more difficult for New Zealand students from English speaking backgrounds to have exposure to other languages than for students in other parts of the world. We want to encourage more New Zealanders to learn other languages alongside English and te Reo, both for the insight it provides into other cultures and the cognitive skills it supports.

Developing global competencies happens in part through the mobility of students across our borders, whether it is international students coming to New Zealand or our students going overseas for part of their studies. Competencies may also be explicitly taught through classroom studies.

Achieving the global citizenship objectives of the International Education Strategy will also support New Zealand meeting the targets outlined under the United Nations Sustainable Development Goals ¹.

“By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development”.

UN Sustainable Development Goal 4.7, Education for sustainable development and global citizens

International education provides stronger global connections, research links and partnerships

International education provides stronger global connections. International contacts between students and researchers can foster the spread of knowledge and values from one country to another. Such connections lift the quality of research, and contribute to improving the quality of education, leading to collaborative innovation. Such relationships and exchanges also help us understand our key trading partners and develop opportunities for growth in many other sectors.

Through this strategy Government will encourage linkages between international education, research and business activities. We will continue to grow New Zealand’s research capability by supporting international postgraduate research students to study in New Zealand. We will explore ways to attract and retain academic talent that can help lift our institutions’ capability.

Individual institutions in New Zealand are already engaged in significant outreach through vehicles such as the International Science Strategy. We want to build on existing partnerships, to encourage greater levels of collaboration and cooperation internationally. Building bilateral relationships using our educational diplomacy networks will support the sharing of best practice.

Through the New Zealand Aid Programme, we are investing in the development of quality education systems in the Pacific region and in skilled human capital through the provision of scholarships to Pacific students. We are actively exploring how to build on and enhance our connections with education systems across the Pacific to support and learn from these systems to create opportunities for Pacific students both in the region and in New Zealand.

New Zealanders understand and embrace the benefits of international education

A thriving and sustainable sector needs the support and buy-in of New Zealanders. As the sector has grown, New Zealanders’ understanding and support has not always kept pace.

Making the link between international education, and the social, cultural and economic benefits it brings, will be crucial to help New Zealanders understand the contribution international education makes to New Zealand. This will help New Zealanders understand and embrace international education.

¹ New Zealand has adopted the Sustainable Development Goals established by the United Nations in 2015.

Appendix 2: Government agencies involved in international education

<p>Education New Zealand (ENZ)</p>	<p>ENZ is the government's international education marketing and business development agency. It works to attract international students to study with New Zealand providers and promote the delivery of education products and services offshore and/or online.</p>
<p>The Ministry of Education (MoE)</p>	<p>MoE is the government's lead advisor on the education system, shaping direction for education agencies and providers, including international education. MoE also administers the Export Education Levy and provides policy advice on pastoral care for international students.</p> <p>MoE works with other NZ Inc agencies to develop and support international connections of significance to the whole education system. It reports on New Zealand's international obligations related to education, including the United Nations' Sustainable Development Goal 4. MoE also provides Secretariat support to the NZ National Commission for UNESCO.</p>
<p>The Ministry of Business, Innovation and Employment (MBIE)</p>	<p>MBIE administers the immigration system and develops and administers student visa policies. MBIE also provides advice on the outcomes of students who participate in the labour market and the interface between immigration and the labour market. MBIE also, along with MoE, responsible for oversight of the performance and impact of ENZ and TEC, and is jointly responsible for the overall Tertiary Education Strategy.</p>
<p>The New Zealand Qualifications Authority (NZQA)</p>	<p>NZQA is responsible for the New Zealand Qualifications Framework, the quality assurance of qualifications on the framework and setting the rules for quality assurance in the tertiary sector. NZQA administers the National Certificates of Educational Achievement (NCEAs) for secondary school students, and the Education (Pastoral Care of International Students) Code of Practice 2016 (Code of Practice). NZQA also works to increase the recognition of New Zealand qualifications overseas, including through formal recognition arrangements with other countries.</p>
<p>The Tertiary Education Commission (TEC)</p>	<p>TEC manages public investment in tertiary education, is accountable for the delivery of the government's Tertiary Education Strategy, provides career services from education through to employment, and monitors the Crown's ownership risk in relation to tertiary education institutions.</p>
<p>The Ministry of Foreign Affairs and Trade (MFAT)</p>	<p>MFAT addresses non-tariff barriers affecting delivery of education services, negotiates market access for education providers delivering offshore, promotes and supports education exports through its network of posts, and promotes the New</p>

	Zealand International Education brand, including engaging with overseas governments to manage any diplomatic issues or risks that may arise.
Education Review Office (ERO)	ERO evaluates and reports on the education and care of children and young people in early childhood services and schools.

Proactively Released

AN INTERNATIONAL EDUCATION STRATEGY FOR NEW ZEALAND

This strategy will build on New Zealand's quality education system to ensure international education provides economic, social and cultural benefits for all New Zealanders. The strategy will create an environment where the export education sector can thrive and respond to changing global trends.

Government will ensure this by seeking good education outcomes, having a strong regard for student wellbeing, and maintaining the integrity of the immigration system.

