

# AIEC 2018

# EMPOWERING THE NEW ZEALAND SCHOOL SECTOR'S GROWTH

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# INTERNATIONAL EDUCATION STRATEGY

## HE RAUTAKI MĀTAURANGA A AO

2018–2030

# INTERNATIONAL EDUCATION STRATEGY GOALS

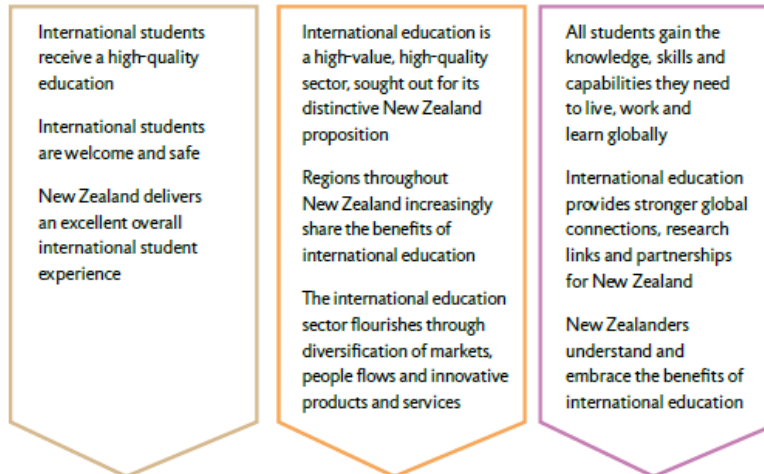
## AN INTERNATIONAL EDUCATION STRATEGY for New Zealand 2018 – 2030

This International Education Strategy aims to create an environment where international education can thrive and provide economic, social and cultural benefits for all New Zealand. It builds on New Zealand's quality education system and focuses on delivering both good education outcomes for international students and global opportunities for domestic students and our education institutions. The Strategy is underpinned by the International Student Wellbeing Strategy, and a commitment to maintaining the integrity of New Zealand's immigration system.

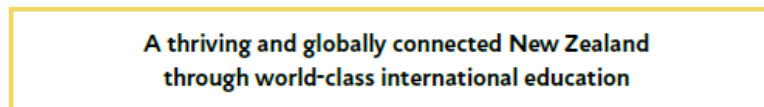
### GOALS



### WHAT WE WILL ACHIEVE

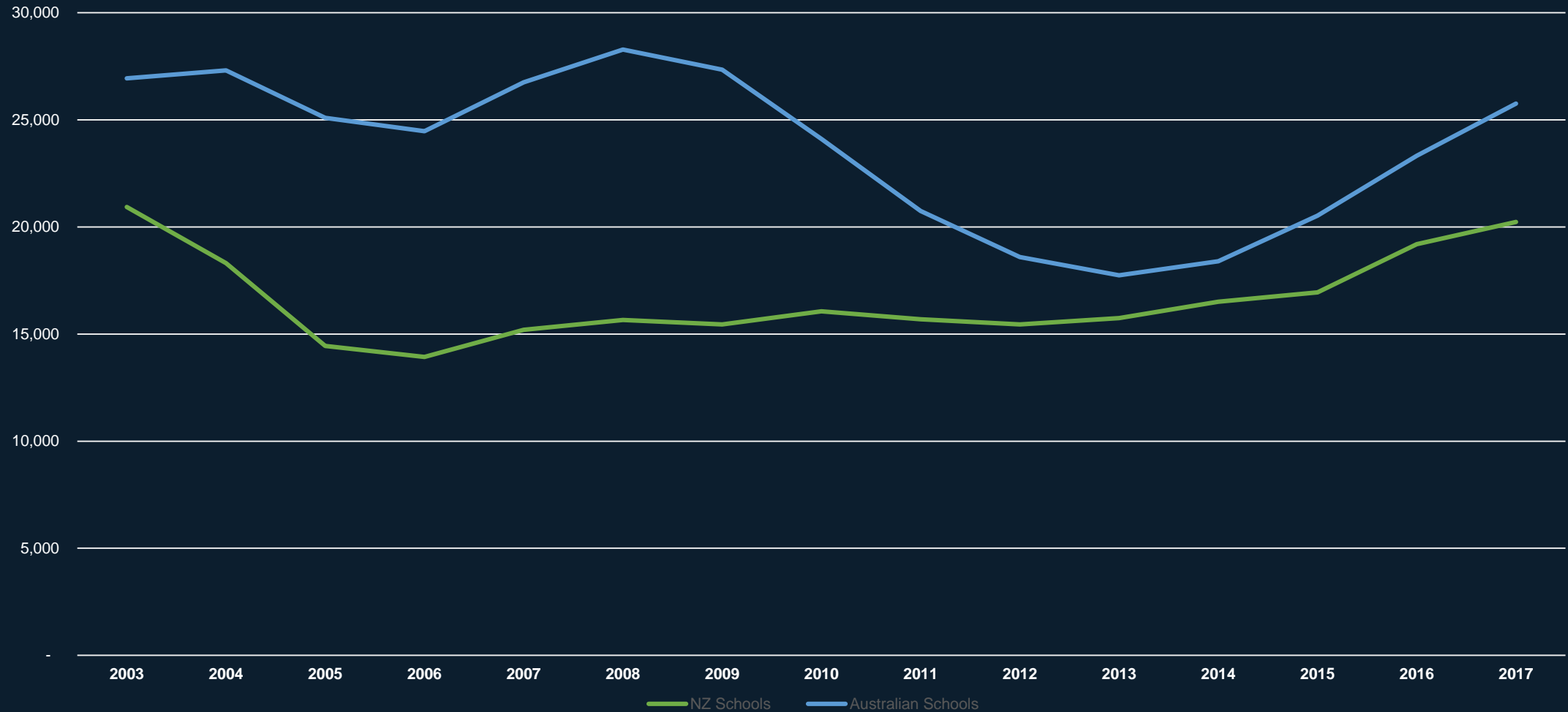


### OUTCOME

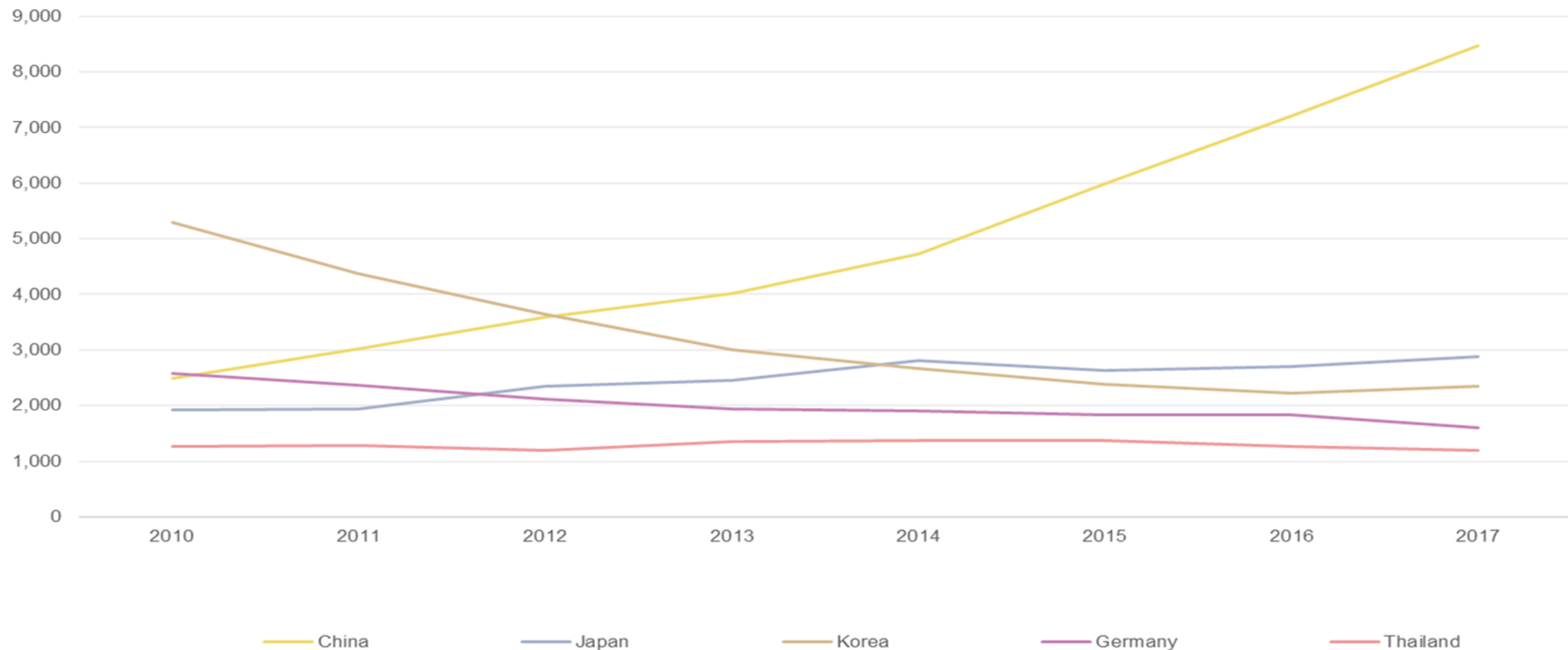


# AUSTRALIA VS NEW ZEALAND 2003 - 2017

## STUDENTS BY YEAR



# Current data for NZ schools : TOP 5 MARKETS



# 1989: EDUCATION REFORMS TOMORROW'S SCHOOLS

- **Where it all began**
  - the Department of Education was split into six new bodies
  - Schools became autonomous entities, managed by Boards of Trustees
  - This also allowed for international student enrolments at NZ schools
    - Subsequently the Code of Practice for Pastoral Care was introduced in 2003 to ensure minimum standards of welfare for students

# 2011 BOOST TO INTERNATIONAL EDUCATION

- No active govt oversight or ownership – somewhat organic growth
- Promotional organisation with little emphasis on the school sector
- No national overview / strategy – a leadership statement focuses on the economic
- Relatively fractured sector - no coordination
- Each school responsible for its own marketing / admissions
- Pockets of collaboration existed but ad hoc



# 2014 SCHOOL SECTOR ROADMAP

- A pivot point for all stakeholders
- School sector mandated a voice to enable actions
- Industry + government partnership





# **SIEBA PURPOSE**

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## **Purpose**

... to provide leadership, increased business capability, greater collaboration and stronger representation for international education in New Zealand schools.

As the peak body for schools, it plays a key role in supporting consistent growth in quality, professionalism and value in international education.



# SIEBA THE FIRST TWO YEARS

- While SIEBA grew its membership, govt. provided implementation funding
- Expectations were high from members
- Limited resource to deliver – essentially reliance on one key staff member
- Revised Code, quality issues and govt. advocacy/submissions ...

Meant everything suddenly landed on SEBA's desk!

# 2018 CURRENT STATE

## SUPPORT

- 330+ member schools – a collaborative and collegial approach
- New Board and staff
- Govt. acknowledgment as sector body
- Commercial and Government partnerships
- ENZ as a strategic partner
- Partnerships with other school organisations
- Commercial partners to leverage SIEBA's brand

# 2018 CURRENT STATE

## ACHIEVEMENTS

- Strong relationship with govt. agencies
- Growth strategy aligned with govt. priorities
- Advocated and achieved legislation change
- Templates & processes to achieve sector consistency & efficiency
- Sub-sector programmes
- Professional Learning and Development programme
- Improved collaboration and sharing across the school sector
- Membership continues

# 2018 CURRENT STATE

## STRATEGIC PARTNERSHIP

- Transparent and trusted relationship
- ENZ and SIEBA growth programme
- Identifying common goals

## INVALUABLE TO ENZ

- Operationalising programmes
- Sounding board and sector voice
- Staff are experts drawn from the sector

## EVOLVING STRATEGIC OBJECTIVES

- Lead, connect and Grow – keeping true to this
- Managing a growing demand for services
- Increasing opportunities for engagement with global B2B partners
- Gaining consistency in business practice across the school sector
- Widening capability with member schools that includes internationalisation of domestic students
- Identifying common goals e.g. pathways to tertiary



# IN SUMMARY

- Strong and trusted ongoing government / SIEBA partnership
- Empowering the school sector growth: now and into the future
- Leadership and cohesion
- Good return on government investment