EMPOWERING THE NEW ZEALAND SCHOOL SECTOR’S GROWTH

Mary Camp and Richard Kyle
Education New Zealand
INTERNATIONAL EDUCATION STRATEGY

HE RAUTAKI MĀTAURANGA A AO

2018–2030

New Zealand Government
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

- Excellent education and student experience
- Sustainable growth
- Global citizens

WHAT WE WILL ACHIEVE

- International students receive a high-quality education
- International students are welcomed and safe
- New Zealand delivers an excellent overall international student experience
- International education is a high-value, high-quality sector sought out for its distinctive New Zealand proposition
- Regions throughout New Zealand increasingly share the benefits of international education
- The international education sector flourishes through diversification of markets, people flows and innovative products and services
- All students gain the knowledge, skills and capabilities they need to live, work and learn globally
- International education provides stronger global connections, research links and partnerships for New Zealand
- New Zealanders understand and embrace the benefits of international education

OUTCOME

A thriving and globally connected New Zealand through world-class international education
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
... 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.
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
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
2018 FUTURE STATE

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