



**What more can we do to ensure the rise of NZ education – and how?**



# Introduction



# ‘A rising tide lifts all boats’





Perceptions, challenges  
and the student journey

How is student and parent  
decision making changing?

What strategies have  
others deployed to  
raise their profile?

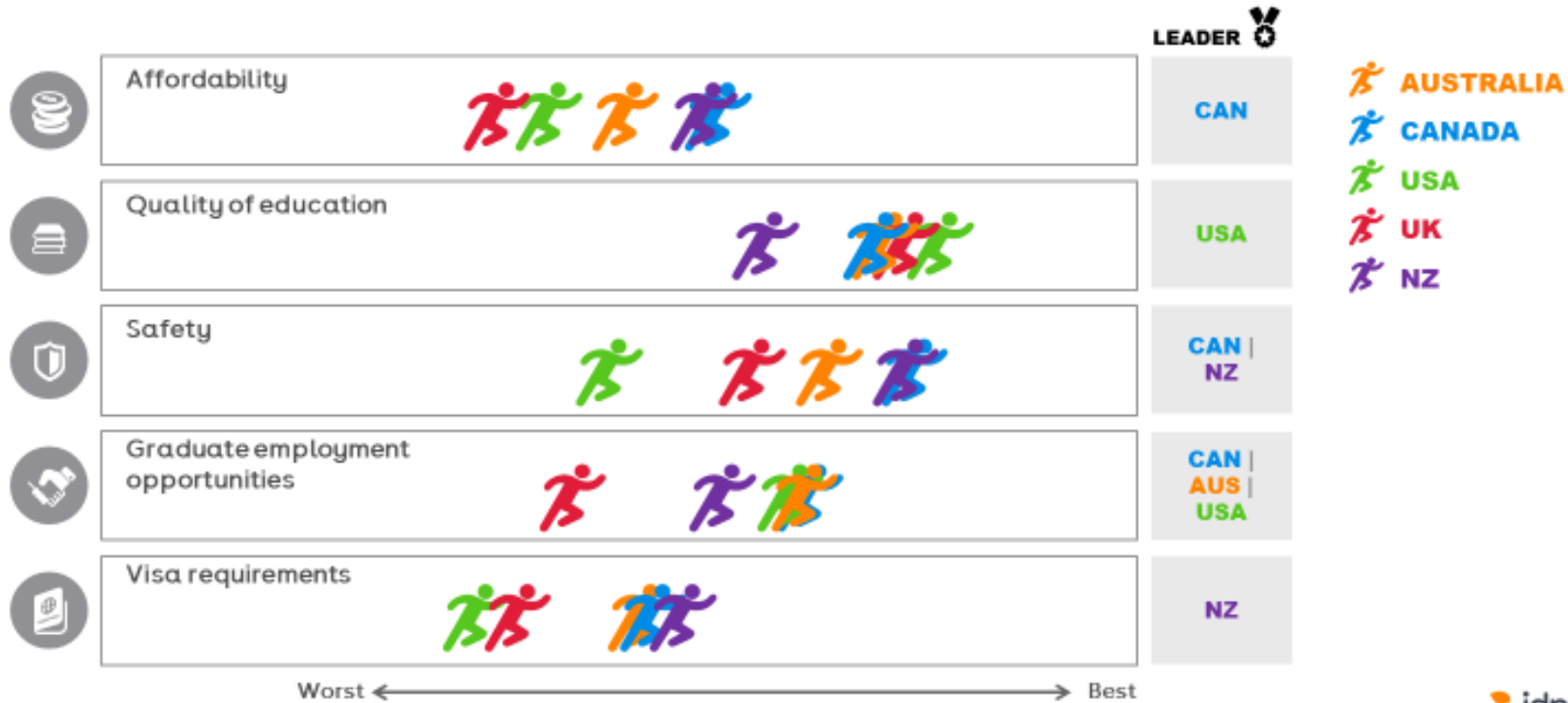
How can we better  
leverage what we  
have?

## Areas of discussion

# Perception vs reality 2016

## IDP student perceptions 2016

 student perceptions of each destination on the following attributes:



IDP received insights from 2,800+ students in July 2016 for their annual student buyer behaviour survey.

# Perception vs reality 2017

## IDP student perceptions 2017

 student perceptions of each destination on the following attributes:



IDP received insights from 2,800+ students in July 2016 for their annual student buyer behaviour survey.

# AGENT PERCEPTION – Korea, Vietnam, Thailand, China

NZ is one of the most beautiful countries in the world - students can explore the nature of NZ while studying and we need to know more about that as a USP

It's better for us and students if English language school providers have pathway programmes to school, college or university.

NZ English Language schools generally visit in-market agents when big student fairs are held – maybe twice a year. This is a competitive time.

Studying English in New Zealand is a good stepping stone to other countries or programmes – the NZ qualification or destination is not always the end point and I'd like to suggest it being creatively packaged with Australian academic programmes

We would like higher commission!

# The questions / statements we often face

A photograph of three young people (two men and one woman) standing outdoors and talking. The woman on the left has a maroon backpack. The man in the middle is wearing a dark jacket. The man on the right is wearing a grey sweater. There are four white speech bubbles with teal text overlaid on the image.

I have never considered New Zealand as a study destination

I want to study business but I'm not sure where is best in New Zealand

I don't have family or friends in New Zealand

I want to study in New Zealand but have no idea what I want to study



# WE NEED TO PERSONALISE THE EXPERIENCE



## **GUIDING CHOICE**

Consumers want plenty of choice and more personal options

## **EXPERIENCE IS EVERYTHING**

There is greater desire for good 'old fashioned' customer service in the education service

## **RISE OF THE SAVVY SHOPPER**

Students and parents are increasingly tech savvy, so will research the country, institutions and course, for the best return on their money

## **COMPLEX CUSTOMER JOURNEYS**

Customers want a seamless customer journey with a rich positive experience which translates into excellent service

## **TURNING TO EXPERTS**

People are restating their value in expert individuals in all channels

# MINDSET OF PARENTS AND STUDENT IS CHANGING

## Old Mindset



### QUANTITY

The travelling sales person provides me with deep information when I see them and mass markets to me when out of town



### PRICE - DRIVEN

I had to pay for the best because information available to me was limited, I may have perceived low pricing or 'value for money' options as poor quality



### LOYAL

My family went to US, UK and Australian universities, they succeeded and I/my child should go there



### LOCAL

Having a sense of belonging is important to me (I don't know NZ, I have no connections and therefore I won't consider it)



### A SUB CONSCIOUS DECISION

I have made my choice and I am not being presented with a viable alternative

## New mindset



### QUALITY "PERSONALISED"

I prefer things are tailored around my needs and values



### VALUE - DRIVEN

I don't mind paying more for better quality things if I understand what it is I am paying for or if you tailor it for me



### INQUISTIVE

I want to understand if there are alternatives... I think of heard of NZ.. I had friend ... I've seen on Instagram ...



### MULTICHANNEL/ TRULY GLOBAL

People are engaging with me on social media to talk to me about their experience, their study destination, their choices



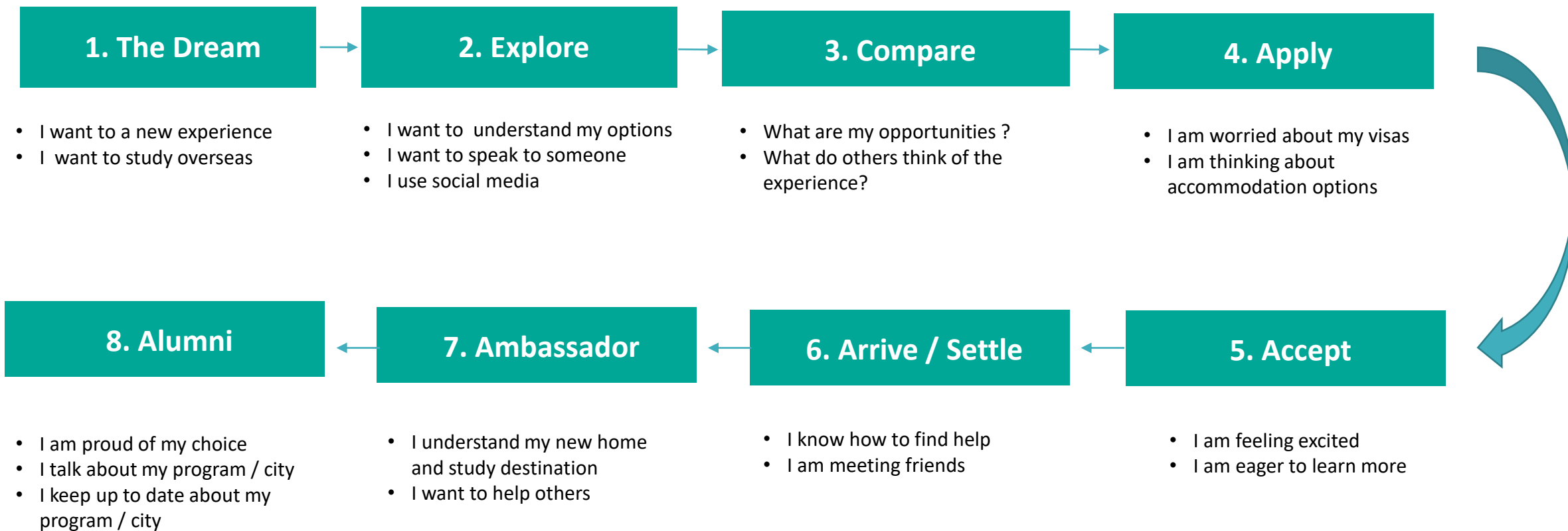
### RESEARCH DRIVEN

I find it more convenient to browse products and compare prices online before seeking expert input and purchasing.

TNS research completed for Education NZ tells us that, compared to competitor countries, when people know more about us they are **more inclined to choose us.**



# How can we inject NZ into every stage of the student journey?



## Building Reputation Through Social Media

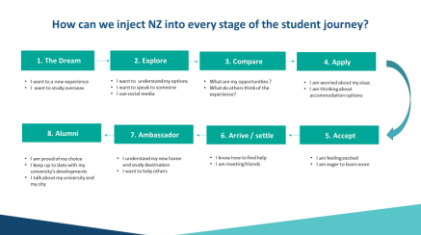
Whose recommendations do you / would you listen to?

# Social Media is Key: Twitter

- Over 100 million active users on Twitter
- Rapid growth among teenagers (doubling in size among 12-17 year olds in the past 2 years)
- Most universities have recognized the importance of Twitter and are actively engaging on it



# The Dream: Twitter



University Social Media Mar | new zealand education - Bir | Draft-NZIES-for-consultatio | Auckland Uni (@Auckla)

Twitter, Inc. [US] | twitter.com/AucklandUni

Home Moments Search Twitter Have an account? Log in

**THE UNIVERSITY OF AUCKLAND**  
NEW ZEALAND

Tweets 5,670 | Following 5,496 | Followers 36.3K | Likes 670 | Lists 1

**Auckland Uni**  
@AucklandUni

Official account for the University of Auckland, posting updates about research, news, events & campus life

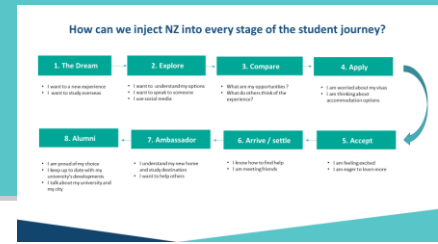
**Tweets** | Tweets & replies | Media

Auckland Uni Retweeted **Bike Auckland** @BikeAKL · 15h  
The prospect of regional travel with your bike just got a whole lot more exciting! #railstotrails #tripchaining #carfreejourneys

10:54 PM 17/08/2017



# The Dream: Twitter



University Social Media Mar | new zealand education - Bir | Draft-NZIES-for-consultatio | Harvard University (@H X

Twitter, Inc. [US] | twitter.com/Harvard

Home Moments

Search Twitter

Have an account? **Log in**

Tweets **34.7K** Following **732** Followers **756K** Likes **5,564** Lists **5** Moments **2** **Follow**

**Harvard University** ✓  
@Harvard

Devoted to excellence in teaching, learning, and research, and to developing leaders who make a difference globally.

Cambridge, MA

**Tweets** **Tweets & replies** **Media**

**Harvard University** ✓ @Harvard · 7h

A Harvard study, now almost 80 years old, is revealing clues to leading healthy and happy lives

Windows taskbar: 10:56 PM 17/08/2017





# The Dream ...



**Barack Obama** ✓  
@BarackObama



Following

Four more years.  
[pic.twitter.com/bAJE6Vom](http://pic.twitter.com/bAJE6Vom)

← Reply   ↻ Retweeted   ★ Favorited



**667,950**  
RETWEETS

**227,545**  
FAVORITES



8:16 PM - 6 Nov 12 · Embed this Tweet

Flag media



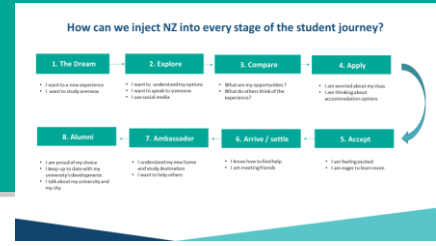
# Social Media is Key: Instagram

- Online photo-sharing, video-sharing and social networking service
- Enable users to take pictures and videos and apply digital filters to them, and share on a variety of social networking services such as Facebook, and Twitter
- In April 2017 there were 700 million active Instagram users monthly



Instagram

# Explore: AUT on Instagram




University Social Media Mar | new zealand education - Bir | Draft-NZIES-for-consultatio | AUT (@autuni) • Instagr

instagram.com/autuni

Instagram


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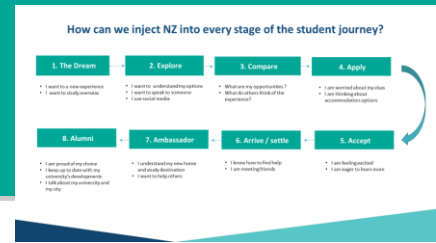
 autuni [Follow](#)

751 posts   6,390 followers   231 following

AUT Showcasing AUT's People, Places and Projects. Join the community using #autuni.  
Add us on Snapchat: 'autuni' [www.aut.ac.nz/socialmedia](http://www.aut.ac.nz/socialmedia)



# Explore: Victoria University on Instagram




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instagram.com/vicuniwgtn

Instagram

Search

Get the app | Sign up | Log in

 vicuniwgtn [Follow](#)

361 posts 4,492 followers 140 following

Victoria University Wellington Official Victoria University of Wellington Instagram page. Want to connect? Tag your photos with #VicUniWgtn 📷 📱 [bit.ly/2to7KTS](https://bit.ly/2to7KTS)

11:02 PM 17/08/2017




## Social Media Trends in China\*

- World's biggest Internet user base with 1 billion internet users
- World's most active environment for social media
- Use of mobile technologies to access social media increasingly popular

• \* The Statista Portal





**As we all know there are however social networks which are banned in China e.g.**

- Facebook
- Youtube
- Vimeo
- Twitter

## Examples of Top Chinese Social Media Sites

- Sina Weibo: Similar to Twitter with ability to include images and videos
- Tencent Weibo: Similar to Twitter
- Wechat: Mobile voice and text app with social networking features
- Youku: Similar to Youtube



# Sina Weibo

- Sina Weibo – Chinese Twitter
- More than 330 million active users and 600 million users
- This platform is being very actively used to recruit students





# Explore: Sina Weibo

**MonashUni Monash University, Australia**  
Monash University official microblogging

[+ Follow](#) [Private letter](#)

**Home** Gallery

475 Follow | 23767 Fans | 811 micro-Bo

微博认证 Lv21

Monash University official microblogging

Industry Sector Colleges - Foreign Universities

Profile: Monash University Monash University was established by Congress in 1958 to all walks of life who have made outstanding contributions to Australia's Sir John Monash's name ...

Links [Monash Chinese official website](#) [Monash course introduces Chinese version Professional and Curriculum Advisory](#) [Monash Youku Home English official website](#) [Monash Monash College official website](#)

[ # Monash # holiday travel fun] This semester exams coming to an end, for up to three months of summer vacation, the students have any plans and expect? If you choose to stay in Australia, then you can certainly spend here a perfect holiday.

At 06:20 on November 19 from a micro-blog weibo.com

Collect | Forwarding 9 | Comments 7 | 5

[ # Monash # ] on the last week of final exams! Monash is the last week of the exam students continue to refuel! Students have finished please raise their hands 😁😁

The countdown is on... #AlmostThere



**MONASH University**  
MonashUni澳大利亚蒙纳士大学  
Monash University官方微博

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微博认证 Lv21

Monash University官方微博

行业类别 高校-国外高校

简介: Monash University 蒙纳士大学于1958年由国会建立, 以曾为澳大利亚各界做出卓越贡献的John Monash爵士的名...

友情链接 [蒙纳士中文官方网站](#) [蒙纳士课程介绍中文版](#) [专业与课程咨询](#) [蒙纳士优酷主页](#) [蒙纳士英文官网](#) [蒙纳士学院官网](#)

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视频

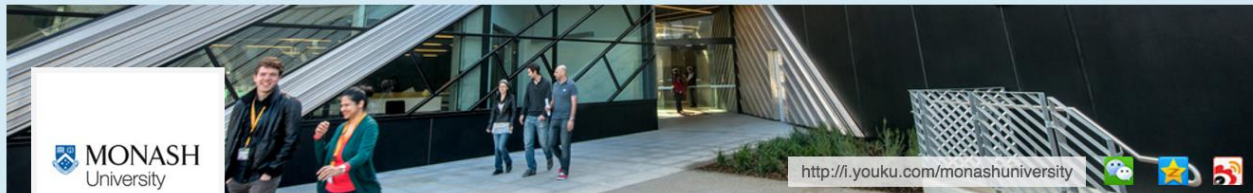
【#Monash# 假期趣旅行】本学期考试即将结束, 长达3个月的暑假, 同学们有什么安排和期待呢? 如果选择留在澳洲, 那你绝对能在这里度过一个完美的假期。

11月19日 06:20 来自 微博 weibo.com

收藏   转发 9   评论 7   5

【#Monash#】期末考试期最后一周! 蒙纳士为最后一周考试的同学们继续加油! 已经考完的同学们请举手👏👏

The countdown is on... #AlmostThere



**MONASH University**

Monash蒙纳士大学

4万 视频播放数 | 64 粉丝数

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<http://i.youku.com/monashuniversity>

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**蒙纳士职业发展 - 提高就业能力**

视频:2 | 播放:689

Here are some **tips** from **Monash** graduates.

蒙纳士毕业生和你分享... 04:46

**Studying at Monash University**

视频:5 | 播放:1,298

MONASH University  
Where brilliant begins

Monash University 蒙... 01:30

01:54 | 01:53 | 01:39 | 02:05

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超清 | 00:47

超清 | 01:27

超清 | 00:45

**粉丝 (64)**

Vincy\_Wei

中世小余

天使小乐橙

**Monash蒙纳士大学**

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自频道介绍:  
澳大利亚Monash University 蒙纳士大学官方优酷主页。世界大学排名前60 (QS 2011大学排名)。被纽约时报报道, 毕业生最受全球顶尖CEO雇主们青睐的澳洲大学。更多信息, 请登陆<http://www.monash.edu/study/international/>

Monash University官方新浪微博, 人人主页  
请搜索用户名: MonashUni澳大利亚蒙纳士大学

总播放: 44,207 | 今日新增: 0

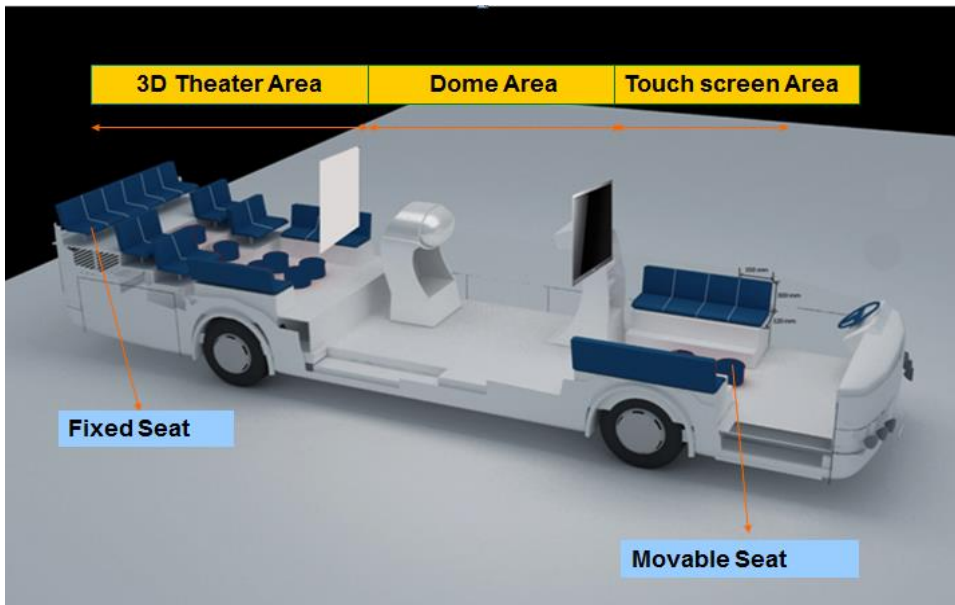


What are competitors doing to raise their profile?

# What are competitors doing to raise their profile?



# What are competitors doing to raise their profile?



# What are competitors doing to raise their profile?



FOR YOU . . .



## SCORE A COVENTRY HATTRICK

Recruit three students (either two or three term study programmes) for Coventry Foundation Campus starting in January 2015, and receive a **£500 thank you bonus**.

## A permanent presence in market is key

- 90% of consumers discover us online
- 15% buy online
- All want to speak to an expert





How can we have a permanent, local expert presence in market



A young man and woman in school uniforms are sitting on concrete stairs outside a brick building. The man is holding a soccer ball and they are both smiling and talking. Backpacks are on the stairs next to them.

# A permanent presence in market is key

A MULTI-CHANNEL INTERNATIONAL AMBASSADOR NETWORK

1. Alumni
2. Parents of current students
3. Agents
4. School counsellors
5. In-country reps

## Alumni & current students

International student ambassadors:

<https://www.bangor.ac.uk/international/ambassadors/>

**Benefits:** Case studies, represent in regional events, networking, authentic advice for prospective students

# A permanent presence in market is key

- In-market representation
  - Is cost effective
  - Provides a constant presence
  - Nurtures genuine relationships
  - Ensures proactive agent management and student recruitment
  - Gives real-time responses
  - Brings parent and student trust



Working together, working smarter



‘A rising tide lifts all boats.’





