

DATA DRIVEN ENGAGEMENT WITH EDUCATION AGENTS

Dan Smidt

Manager – Agents

Education New Zealand



To support the growth of international education, **Education New Zealand** promotes New Zealand as a study destination for international students and supports the delivery of education services offshore.



OUR CUSTOMERS LIVE DIGITAL LIVES

Being able to conduct an internet search for just about anything on the fly is leading to an “outsourcing of memory” ... As a result, young consumers are remembering less than consumers from previous generations, simply because they don’t need to.

“There is going to be a shift in demand away from knowledge to search, because young Asians are outsourcing memory to Google”

Pan Asian Wave II study by the Institute on Asian Consumer Insight, referenced WARC, 2 April 2018



INFORMATION SOURCES ARE QUICKLY EVOLVING

Impact (use x influence)	Year				
	2013	2014	2015	2016	2017
People I know who have studied overseas	1	2	5	2	3
My parents	2	1	3	10	10
Websites for overseas institutions	3	3	1	4	4
My teachers	4	3	2	5	5
A general web search	5	7	4	1	1
Education Agents	6	5	8	11	13
Reading people's comments on social media	7	6	9	8	6
Documents from overseas institutions	8	12	11	12	11
Events like education expos	9	10	10	9	9
Other family members	10	15	13	16	16
Visits to your school/university from overseas institutions	11	16	17	15	15
Ranking lists / league tables	12	13	14	14	14
Online communities or Social Media	13	9	7	3	2
Students I know that are currently overseas	14	8	6	6	7
Newspapers or Magazines	15	11	12	7	8
Parents / families with kids overseas	16	14	15	17	17
Blogs	17	18	16	12	12
Foreigners living in your country	18	17	18	18	18
Local English schools	19	19	19	19	19
My own experience overseas	20	20	20	20	20

Note: The numbers shown denote ranking, so number '1' marks the source having the highest impact for the specified year

DATA IS POWER



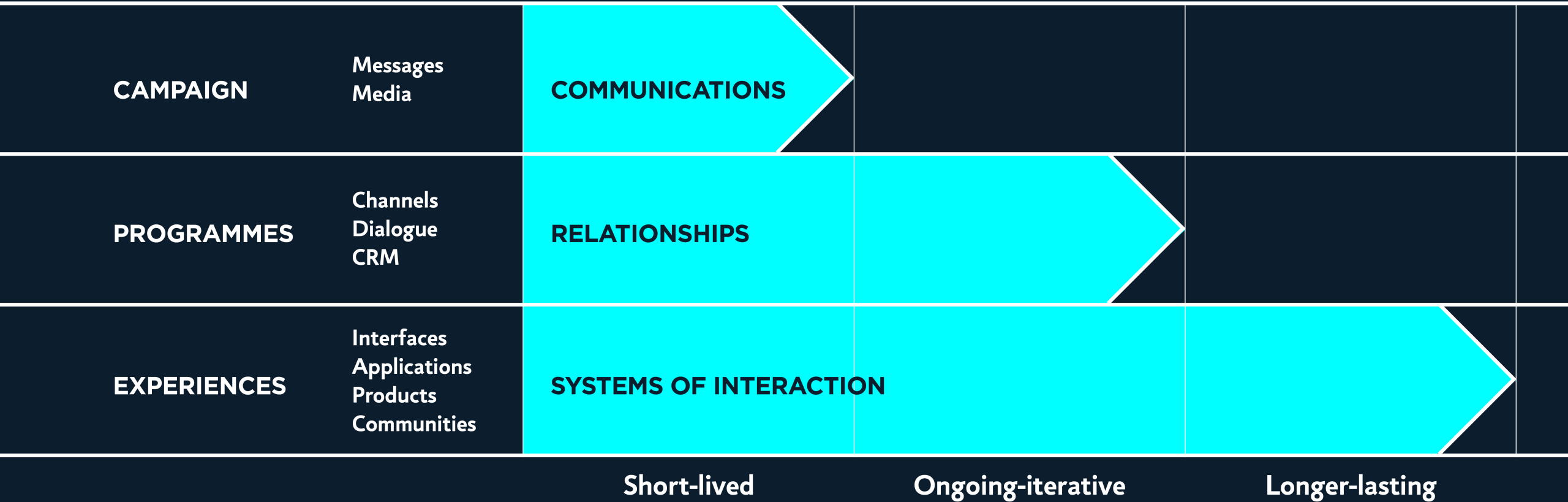
THE OPPORTUNITY

As a small country we're nimble and connected. We can use data to:

- Provide best in the world student user experiences, building advocacy
- Enable world-leading platforms
- Optimise what we do for ROI
- Demonstrate *Think New*



TODAY, BRANDS ARE BUILT BY WHAT THEY DO (not just what they say)



NEW AGENT PORTAL

NEW ZEALAND
EDUCATION

ThinkNew

X

HOME

PROFILE

COURSES

DOCS

WEBINAR

INBOX

6

Dan Smidt

WELCOME TO EDUCATION NEW ZEALAND FOR AGENTS

DOCS

WEBINAR

INBOX

MY COURSES

Search by keywords...

Text here - Short blurb to say why it is important to complete learning

NZ Champion

100

NZ Learning

10

NZ Education

100

NZ Living

10

NZ Working

100

NZ Legal

10

NZ Care

100

In Progress

Completed

tail-ferns-forward-penina-davidsons-do

deal hailed as a 'trailblazer' | Stuff.co.nz

in New Zealand hailed as a breakthrough.

Group/events/252800745/?gj=wcsL_e&rv=wc

2yzGUtNGM2ZChZDdmLWlyNzY5MjEYlWlyNA

as will be at Neighbourhood in Kingsland.

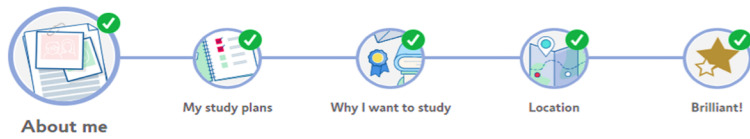
Dom.Roadina between the Wines is run by

NZ Champion

FUTURE — PROOF YOURSELF IN NEW ZEALAND

#1 for preparing students for the future

The Economic Intelligence Unit



About me

First name

Jane

Last name

Smith

I am a

Student

Student

Parent/Guardian

Agent/Advisor

Date of birth

7

June

1986

Gender

Male

Country you are a citizen of

Belize

Country of Residence

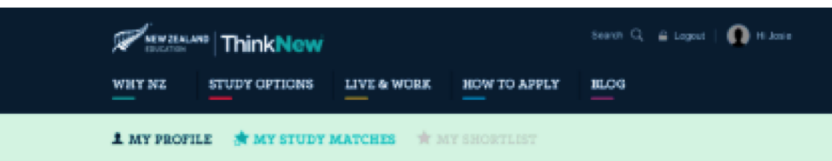
Austria

Please select carefully. Once you have chosen and saved your nationality, you won't be able to change it.

The country where you currently spend the majority of your time, and have a residential address and a residency visa.

Highest level of study attained

Bachelor's Degree



Brilliant!

You've successfully filled out your profile. You can go back and change your answers at any time. Remember that any changes you make will also affect your Study Matches.



You did it!

Now go and check out your Study Matches to see study recommendations made especially for you.

[Take me to my Study Matches](#)



My Study Matches

We've taken your profile information and used it to match you to compatible institutions and courses. The higher the number, the more compatible you should be!

[Edit my details](#)

Showing 15 results of 30

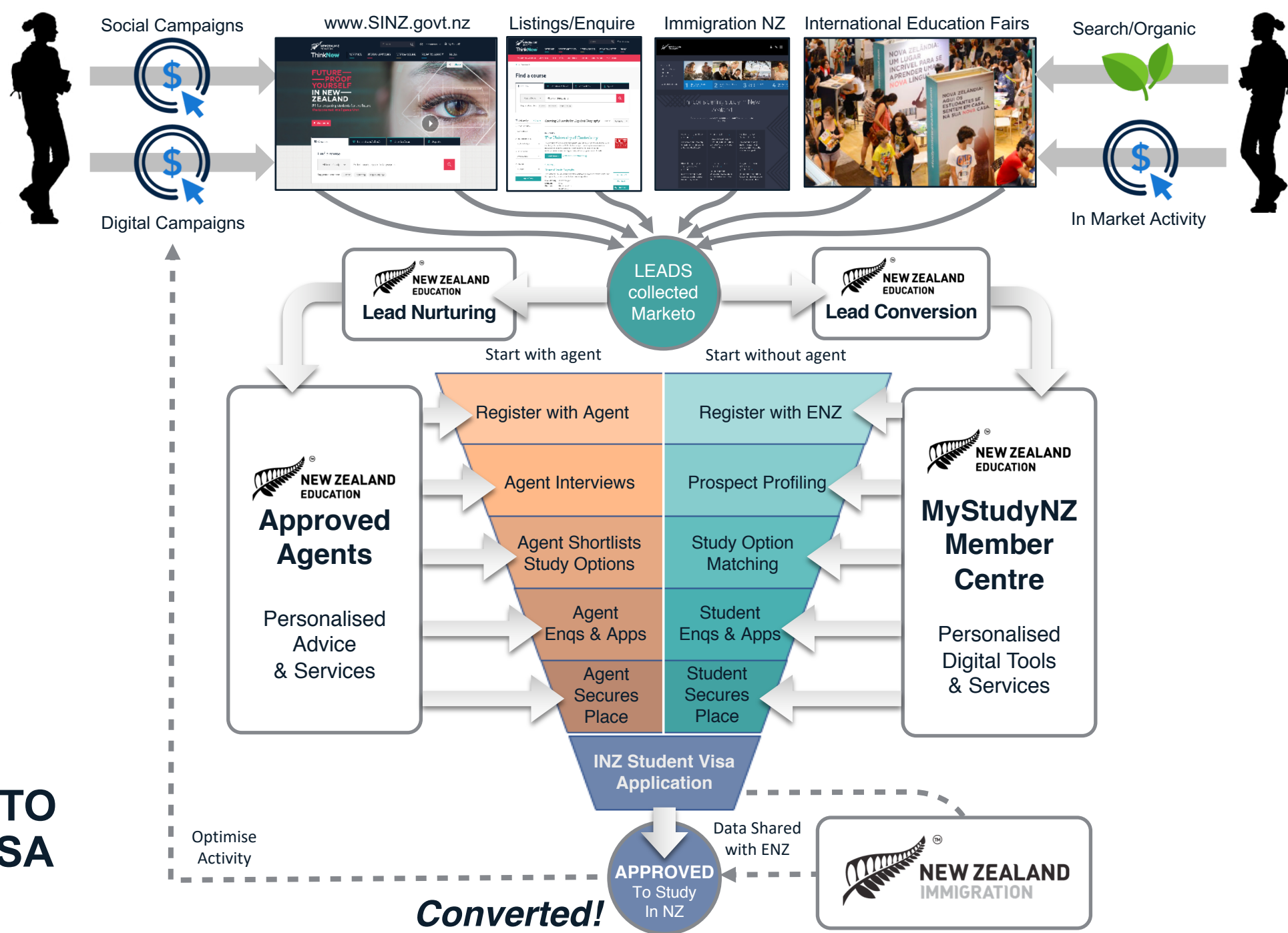
[View My Shortlist](#)

<p>INSTITUTION - AUT UNIVERSITY</p> <p>Bachelor of Civil Engineering (Honours) u</p> <p>76 PERCENT COMPATIBLE</p> <p>+ Show more BEST MATCH</p>	<p>SECTOR - UNIVERSITY</p> <p>AUT University u</p> <p>76 PERCENT COMPATIBLE</p> <p>+ Show more BEST MATCH</p>	<p>INSTITUTION - AUT UNIVERSITY</p> <p>Bachelor of Civil Engineering (Honours) u</p> <p>76 PERCENT COMPATIBLE</p> <p>+ Show more BEST MATCH</p>
<p>UNIVERSITY - AUT UNIVERSITY</p> <p>Bachelor of Civil Engineering (Honours) u</p> <p>76 PERCENT COMPATIBLE</p> <p>Campus: AUT City Campus Location: Auckland Start date: 24 January 2018 Duration: 4 years Study mode: Full time Tuition fees range: \$20,000 - \$30,000</p> <p>X Show less</p>	<p>INSTITUTION - AUT UNIVERSITY</p> <p>Bachelor of Civil Engineering (Honours) u</p> <p>52 PERCENT COMPATIBLE</p> <p>+ Show more</p>	<p>SECTOR - INSTITUTION OF TECHNOLOGY</p> <p>Ara Institute of Canterbury u</p> <p>52 PERCENT COMPATIBLE</p> <p>+ Show more</p>
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UNTIL 2016 WE SIMPLY MEASURED SUCCESS BY VOLUME OF WEB REFERRALS & ENQUIRIES



**TODAY WE
MEASURE
CAMPAIGNS
ALL THE WAY TO
APPROVED VISA**



History.com/yourself- Get prepared for the future when you study in New Zealand

ADRIANA CHRISTIE
Founder, The Pallet Kingdom
& New Zealand Alumni

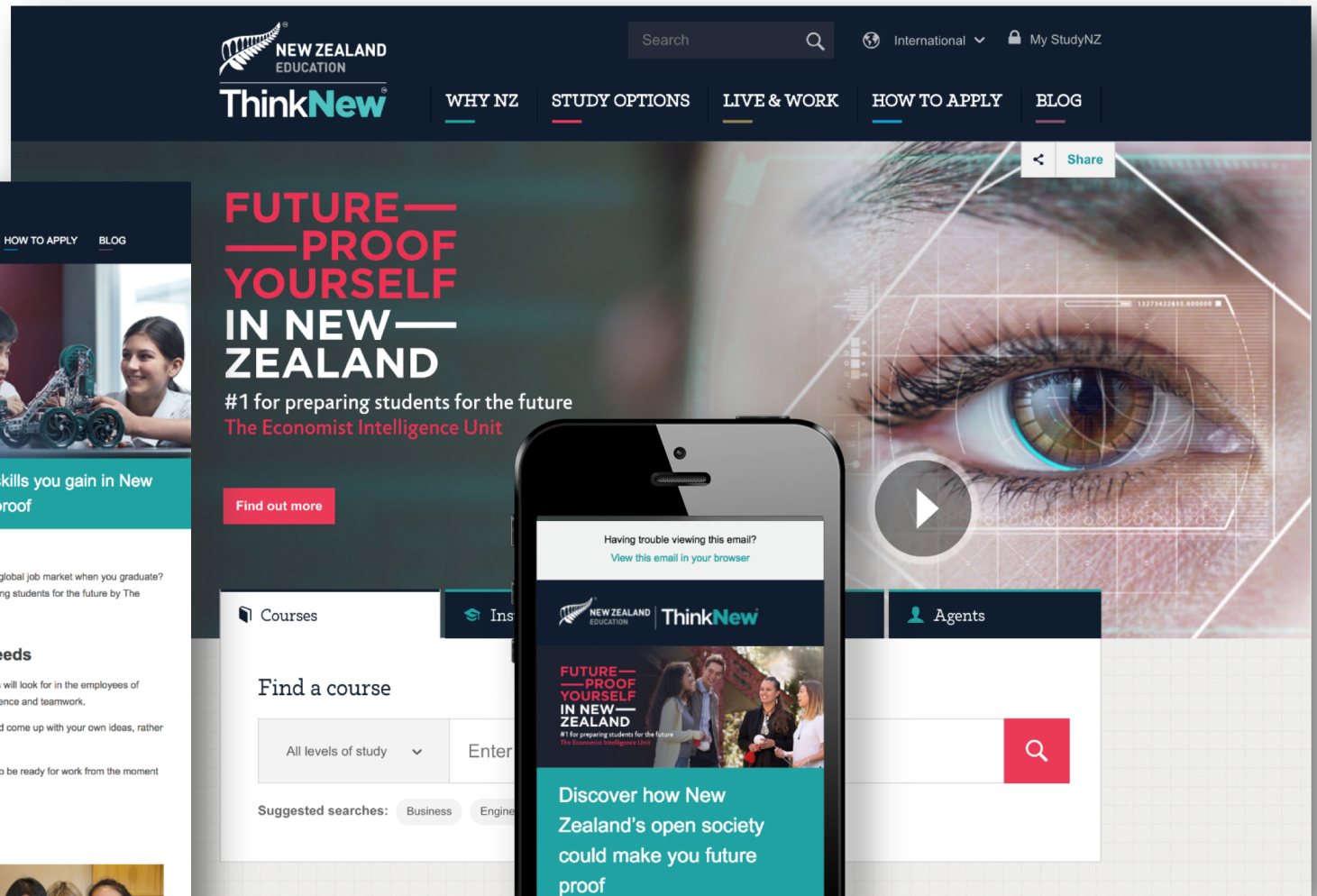
Here in New Zealand, it's more about being critical

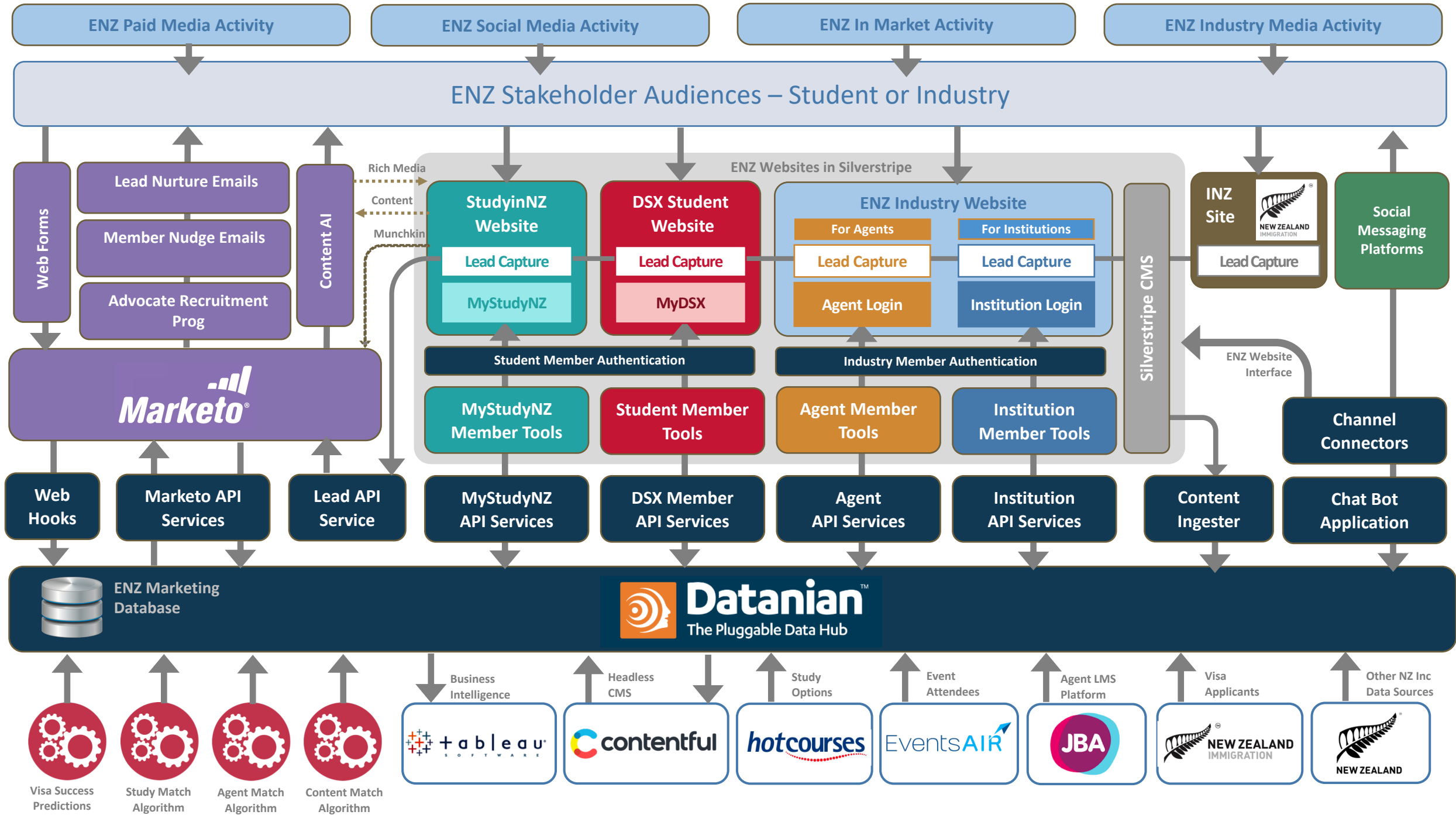
NEW ZEALAND
EDUCATION

WHY NZ STU

FUTURE
YOUR
IN NEW
ZEALAND
#1 for preparation

UKE/US9





MORE PUBLIC INFORMATION ABOUT AGENT PERFORMANCE

Assist migrants & students

Back to industry homepage



1 Education in New Zealand



2 Student visa information



3 International markets



4 Understand obligations

International markets

India market

The Philippines market

Education agent performance data

Offshore student visa decision data

Education agent performance data

Approval rate data for education agents, including licensed and exempt advisers, recruiting students from the Viet Nam, Philippine and India markets

Education agents (including licensed immigration advisers (LIAs) and exempt advisers) are an important part of New Zealand's international education system. The below represent the student visa approval rates and application volume (range) for education agents operating in the Viet Nam, Philippine and India student markets.

Philippines - Education agent performance

* Published by Immigration New Zealand in January 2018, next update due in July 2018.
* Calculated based on offshore fee paying and scholarship student visa applications from Philippine nationals, decided and completed 1 January-31 December 2017.
* Includes all agents (licensed and exempt) with 10 or more Philippine student visa application decisions during this time period.
* Does not include applications that were withdrawn, lapsed, or declined on medical grounds.
* Contact IEengagement@mbie.govt.nz if you have any questions about the information contained in this spreadsheet.

Agent name	Approval rate	Volume range	Associated LIA?
Total for Philippine market	77%	1494 student visas	N/A
ACN Southern Immigration and Education Services	58%	10-20 student visas	
Atlas Education Consultancy and Visa Assistance Co	73%	21-50 student visas	
Best Advice Limited	60%	21-50 student visas	Yes
Commonwealth Visa Experts	100%	10-20 student visas	
Doc Joy Documentation and Consultancy Services	64%	21-50 student visas	
Fenix Visa and Immigration Consulting	100%	21-50 student visas	Yes
FL Legal	72%	10-20 student visas	
Fortrust Education Services	94%	51-100 student visas	
Golden Summit Immigration Consultancy	97%	201+ student visas	Yes
Horizons New Zealand Immigration Consulting	88%	101-200 student visas	Yes
Ideal Visa Consultancy	70%	21-50 student visas	
IDP Education	74%	21-50 student visas	
ITFG Global Visa Consultancy (Global Visa Support)	77%	21-50 student visas	
John Harper International Communications Institute	89%	10-20 student visas	
Mac Phils Consulting	77%	21-50 student visas	Yes
Magnifica Documentation Consultancy Services	70%	10-20 student visas	
Migrate2NewZealand Consultancy and Services	40%	10-20 student visas	
NZHS Philippines Consultancy Services	96%	21-50 student visas	Yes
Pinoycare Visa Center Inc	40%	10-20 student visas	
Trinity New Zealand Immigration Services	80%	10-20 student visas	Yes
Visa Trust Consultancy and Travel Services	56%	21-50 student visas	
WorldConnect Consultancy Services	93%	51-100 student visas	

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