



The Wellington International Student Growth Programme - What, Who, How, Why?

Brook Pannell

WREDA - Wellington Regional
Economic Development Agency



WHY? - international education

\$3 billion industry nationwide

\$200+ million to Wellington annually

Average international student
contributes \$28000+ pa

WHY? - the greater good

Broadening the perspectives of our young people

Building life time connections

Linking us with knowledge about export markets

WHY? - data rich

Monthly Student Visa stats from
Immigration NZ

Bi-annual Education NZ reports

WHY? - has Wellington been underperforming?

Low consumer awareness

Low number of responsive, private providers

No direct Asian air links

WHO? is investing in our programme?

Approx. 1/3 industry, 1/3 Education NZ and
1/3 Wellington City Council

All about leveraging across the beneficiaries
of international education

WHO - collaboration is key

Consultative planning: surveys, one-on-ones and workshops

Far stronger collaborating as a region

A long time to get buy-in and we still haven't captured everyone

WHAT? levers are we trying to pull?

3 year plan addressing 4 work streams:

Destination Marketing

Student Experience

Capability and Capacity

Education and Workforce Pathways

WHAT? - Destination Marketing

Investing in digital

Promoting collaborative trips to key markets

Hosting agent familiarisation trips

Promoting to source country media.

WHAT? - the student experience

Measuring our student experience and net promoter score

Engaging students in events

Addressing the perceived high cost of living in Wellington

Lobbying for transport discounts and the airport runway extension

WHAT? - capacity

Reviewing our accommodation

Attracting private training institutions to establish new campuses

Working directly with targeted schools

WHAT? - 'pathways'

Marketing tertiary options to students earlier

Free 'Work Ready in Wellington' courses

Promoting to employers to provide internships and hire international graduates

HOW? are we tracking

YTD Student Visas increased 7% in June, compared with a 0.5% decrease across New Zealand.

Our market share has increased against the larger regions of Auckland and Canterbury.

HOW? - easy is it?

With collaboration comes competing interests

Proving causation between activities and results

Retaining stakeholder interest during long decision making cycle

HOW? - can you help

We need to retain our social licence to operate

Differentiate international students from general immigration

Acknowledge our good news stories

HOW? - can we do even better

Targeting international students according to workforce shortage areas

Nurturing the lifelong value of international alumni

- **About the speaker:**

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