

Communicating the benefits of international education

A toolkit for increasing public support

**THINK
NEW[®]**



**Ko te manu e kai ana i te miro nōnā te ngahere,
ko te manu e kai ana i te mātauranga nōnā te ao.**

The forest belongs to the bird who feasts on the miro berry,
the world belongs to the bird who feasts on knowledge.

Introduction from Grant McPherson



**CHIEF EXECUTIVE,
EDUCATION
NEW ZEALAND
MANAPOU KI TE AO**

Tēnā koutou katoa

Over the last few decades, Aotearoa New Zealand's involvement in international education has benefitted over a million global learners, delivered social, economic and cultural wellbeing to our nation, and helped us build strong global relationships. This is something we can all be proud of.

However, without a doubt, COVID-19 has caused a massive upheaval for international education and created extremely challenging operating conditions. The government is committed to working alongside New Zealand's international education sector to build a diverse, resilient, and sustainable future – where it once again prospers and supports the things important to our country.

Building this future will require a great deal of awareness and support from New Zealanders. Research has shown achieving this support will be a big job for us over coming years. While there is reasonable public awareness of 'international education', most people think narrowly about students coming here and economic benefits. For those of us involved with the sector, we know there are multiple dimensions to international education and a broad array of benefits that accrue over a learner's lifetime*.

The most effective way for us to ensure more New Zealanders have a deeper understanding of international education is by sharing stories showing its benefits to community wellbeing, our global relationships, a productive workforce, a strong education system, culturally competent rangatahi, and enabling trade and diplomacy initiatives. That's why Education New Zealand Manapou ki te Ao has developed the New Zealand international education story framework and messaging you will find in this toolkit. Just as it is guiding our domestic communications, you can use it in your own communications, engagement and marketing.

Together, our unified, amplified communications can deepen understanding and build New Zealanders' confidence in the international education sector. We also want to ensure those students who come here feel welcome and appreciated by New Zealanders. This work is a priority for Education New Zealand.

It's great to see many already sharing your stories. We hope this toolkit inspires and enables you to focus your story telling efforts and encourages more organisations and individuals to tell the story.

Ngā mihi

Grant

* Read more in our 2018 report, [Beyond the economic: How international education delivers broad value for New Zealand](#)



About this toolkit



It is an extremely challenging time for international education in New Zealand but there is commitment, desire and plans underway to build a successful and sustainable future state. As the world emerges from COVID-19, the sector needs a great deal more support from the New Zealand public and other stakeholders to build this successful future – where it can once again prosper and deliver benefits to domestic and international students, businesses, tourism, trade, and the wellbeing and vitality of our communities and regions.

Increased public support will...

- Help build a successful and sustainable future state for international education
- Help international students to feel welcome in our communities, including so they can be ambassadors for New Zealand and our education experience

International education has supported our economy in so many ways and it delivers many other benefits to New Zealand, domestically and across our global ambitions and relationships. However, today there is limited public

awareness and a narrow understanding of its benefits, and only a limited number of voices speaking up in support.

Recent research shows us half of New Zealanders fit a profile of being supporters of international education – but they will only ‘speak-up’ if they hear it being discussed more often – and importantly, in ways that clearly show how international education benefits the things they care about.

To increase public awareness and support, the task over coming years is for those of us involved in international education to share more interesting, inspiring and impactful stories about what international education has done, is doing and will do for us.

There is already some great work going on but achieving cut-through with the public requires a unified approach, focusing on stories about the tangible benefits of international education and repeating core messages. Education New Zealand Manapou ki te Ao has created this toolkit to help with this work and to support you and your organisation in your own communications and engagement activity.

With a unified approach, our communications can create a new international education story that captures the hearts and minds of the New Zealand public and those placed to help the sector emerge into a successful future. Collectively we will...



Increase awareness and support for international education among New Zealanders



Gain more supporters by sharing stories that matter



Equip New Zealanders supportive of international education to share their stories and advocate with others.



GAINING THE NEW ZEALAND PUBLIC'S ATTENTION REQUIRES AN INCREASED VOLUME OF INTERNATIONAL EDUCATION STORIES WITH UNIFIED MESSAGING ACROSS ALL AVAILABLE CHANNELS.

Supporting your communications to create change

This toolkit will help you to...

- Be part of a multi-voice effort to tell and amplify a shared story about international education to connect with New Zealanders and what they care about
- Work with stakeholders to uncover the 'hidden gem' international education stories
- Distinguish which communication channels are suitable for your story ideas and how you can leverage stories across multiple channels to get great returns on your effort
- Create or refine your international education communications, engagement or marketing plans for the year
- Demonstrate thought leadership to New Zealanders through opinion pieces, blog posts or speaking engagements

ENZ has a dedicated communications team ready to support your activity to bring the international education story to life. We want to hear from you - your feedback, questions and ideas are valuable, and we may be able to support your organisation on this journey.



GET IN TOUCH:
COMMS@ENZ.GOV.T.NZ

Public perceptions of international education

ENZ has run research into New Zealanders' [perceptions of international education](#) since 2016. Over that time, while the research showed a growing number of New Zealanders were aware of international education, it also showed a narrow understanding of what it is and does for New Zealand - beyond bringing students to New Zealand and benefitting the economy. These two aspects are good and true, but they have both been challenged by the global impact of COVID-19.

Our research had also shown persistent pockets of concern associated with international education, including impacts on housing, infrastructure and the impacts on learning for New Zealand students.

ENZ commissioned further research in mid-2020 to understand how New Zealanders have changed in the way

they think and feel about international education, and how that aligns with what they care about.

We again found international education is not front of mind for most New Zealanders, and that most who are aware of international education know about the economic benefits. However, we also found that when the benefits of international education* were explained to research participants, they were overwhelmingly positive and keen to hear more.

The research showed us international education benefits intersect with the key concerns of New Zealanders, including their health, job security, fairness, the economy and New Zealand's recovery and rebuild.

Research findings

New Zealanders hold varying perceptions of international education, and in the 2020 pandemic context, fewer people considered international education as important.

Key to shifting public perceptions is bringing international education and its benefits into New Zealanders' day-to-day conversations.

When New Zealanders do consider the benefits of international education, it's concentrated on economic value to New Zealand, including fees, spend in the community and job creation.

Success will mean deepening and broadening public awareness and appreciation for all the important things international education does for New Zealand, including for our domestic students, community wellbeing, productivity, creating global awareness of New Zealand, and trade.

When prompted, more than

75%

of the population agree international education contributes to New Zealand in lots of ways.

More public discussion around international education will encourage those who are quiet supporters of international education to lend their voices and help increase public support.



CHECK OUT ENZ'S INTELLILAB TO READ THE PERCEPTIONS OF THE INTERNATIONAL EDUCATION SECTOR REPORT 2020, PLUS OTHER RESEARCH TO HELP COMMUNICATE THE BENEFITS OF INTERNATIONAL EDUCATION.

*These broad social, cultural and economic benefits are sought by the Government's [New Zealand International Education Strategy \(2018\)](#) and [Strategic Recovery Plan for International Education \(2020\)](#).

Our primary audience

The target audience for this activity is one identified by the *Perceptions of the International Education Sector report 2020* as ‘**Promoters**’. Unfortunately, these people are not active international education supporters today - busy liking, sharing and talking with others about international education. Even for this group, the sector and its benefits aren’t top-of-mind or being talked about without prompting.

Promoters are more likely to have one or more of these attributes:

- ✓ Have studied outside of New Zealand and are proud of the positive impact Kiwis make on the world
- ✓ Be born overseas
- ✓ Have progressive values and appreciate being part of a close community
- ✓ Believe having diverse perspectives is important in New Zealand society
- ✓ Have hired international students in their business
- ✓ Have hosted international students in their homes
- ✓ Believe being connected to the outside world is important to New Zealand.

We can think about Promoters as the ‘sleeping giants’ with the potential to promote the merits of international education within New Zealand. Once they are awakened by the stories you share, they are likely to feel motivated to advocate for international education and share their positive experiences with their networks. Over coming years, with sustained communication efforts, Promoters will help to increase the number of New Zealanders who support international education.

promoters:

New Zealanders who are interested in the wider benefits of international education and are poised to become advocates for it – but only if they hear much more public discussion about international education, including in the media. The promising news is that about half of New Zealanders fit this profile.

Sharing your story

Your stories will come in many forms and be shared across different channels, depending on your audience.

Throughout this toolkit, you'll find a range of examples that leverage the different platforms and channels at your disposal to share your international education stories. The story examples included in this toolkit span the following channels:

Earned media

WHAT

- Media releases
- Opinion pieces
- Interviews
- Media backgrounders or statements on topical issues

WHERE

Publications:

- National
- Regional
- Sector-specific
- Industry

Owned media

WHAT

Updates to your own audiences about your organisation, and your stakeholders' activity

WHERE

- Email marketing
- Newsletters
- Blog posts
- Website case studies
- Events
- Speaking opportunities

Social media

WHAT

- Engaging social post copy
- Imagery
- Video content
- Updates

WHERE

-  LinkedIn
-  Facebook
-  Instagram
-  Twitter

A great start is looking at your existing communications and engagement activity and taking a new focus on the stories and messages you use to align with the international education story framework. You could also consider taking your content and amplifying it through further channels, including those of stakeholders, to extend the impact and reach of your story. See pages 34-35 for more information.



**YOU CAN GET IN TOUCH WITH EDUCATION
NEW ZEALAND TO SEE IF WE CAN HELP:
COMMS@ENZ.GOV.T.NZ**



An international education story framework for domestic audiences

How to use the story framework

We have developed an international education story framework to guide the stories we share.

This is not a scripted story; we all have our own language and ways of communicating. Instead, this story framework is a tool for any of the diverse range of people and organisations to find an effective way to talk about their involvement in international education and the benefits that brings. This includes education providers, research organisations, government agencies, regional groups and international student associations.

How to use the story framework

Eight 'content themes' help to comprehensively present the international education story to share with New Zealanders.

The more often these high-level messages get used, the more likely they will start to embed with the public and grow awareness.

The following section breaks down each content theme into more detail, providing you with:

- An explanation of what each theme means
- Story ideas that bring this theme to life, and
- Story examples for inspiration*

And of course, you won't use **all** the themes, **all** the time; some will be frequently applicable to your organisation, while others may be less relevant or not relevant at all.



THE STORY FRAMEWORK SHIFTS US FROM TALKING ABOUT WHY INTERNATIONAL EDUCATION IS GOOD FOR OUR OWN ORGANISATION, TO WHY INTERNATIONAL EDUCATION IS GOOD FOR NEW ZEALANDERS AND NATIONAL WELLBEING.

At the core of the story framework, we want to demonstrate that a New Zealand International Education Experience is **proudly connecting New Zealand thinking with the world**. This positioning authentically connects with New Zealand's *Think New* brand, which is used by Education New Zealand and education providers to position a New Zealand study experience internationally.

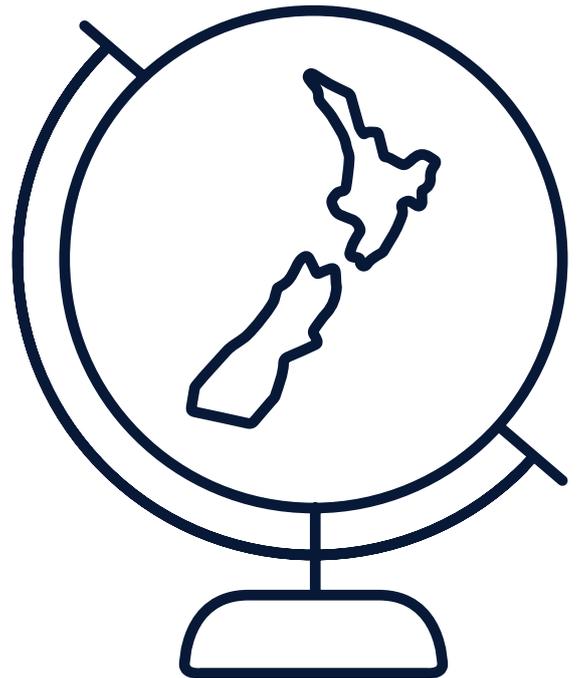
We can be proud it's New Zealand thinking that...

- Attracts students to choose a New Zealand education
- Helps international students to fulfil their ambitions
- Lets us share with the world to help address global and country-specific challenges and opportunities
- Shows others we are collaborative, diverse and innovative people



Helping distinguish ‘Brand New Zealand’ on a world stage

New Zealand is often associated with positive attitudes and traits such as caring, inclusiveness and ingenuity. But most of the time, the world isn’t thinking about New Zealand much at all. A New Zealand International Education Experience creates connections that put New Zealand in more minds, whilst reinforcing those distinctive positive perceptions.



Bringing your stories to life:

- *Gradvocates* who have returned to their home country and are in positions, places and organisations where they are making others aware of New Zealand, who we are and what we offer the world.
- Education qualifications, courses or research projects that show the world what New Zealand cares about and has expertise in, particularly areas of global mutual concern and interest.
- Instances where global markets have access to learn about New Zealand international education presence, e.g. an offshore learning centre.
- Where a New Zealand International Education Experience has contributed to country awareness.

gradvocate:

An endearing term for an international graduate who has become an advocate for New Zealand thanks to a positive study experience.

Some examples...

ENZ research shows that international education has spiked awareness levels of New Zealand across the globe

Education reporter • June 04 2021



Education reporter • June 04 2021

** This content is illustrative and not published content.*



Arash Tavakoli, an international student PhD is CEO of an online platform that aims to deliver education material to deaf children. Photo: Supplied

FIRST PUBLISHED MAY 14, 2018
Updated May 24, 2018

Brett Berquist
Brett Berquist is the University of Auckland's International Director.

IDEASROOM

What international students do for NZ

Foreign students go on to become life-long informal NZ ambassadors benefitting the country's trade and diplomacy efforts, writes the University of Auckland's Brett Berquist

📅 04 June 2021 at 08:00 am

NZ Partners Week puts New Zealand front of mind on the world stage

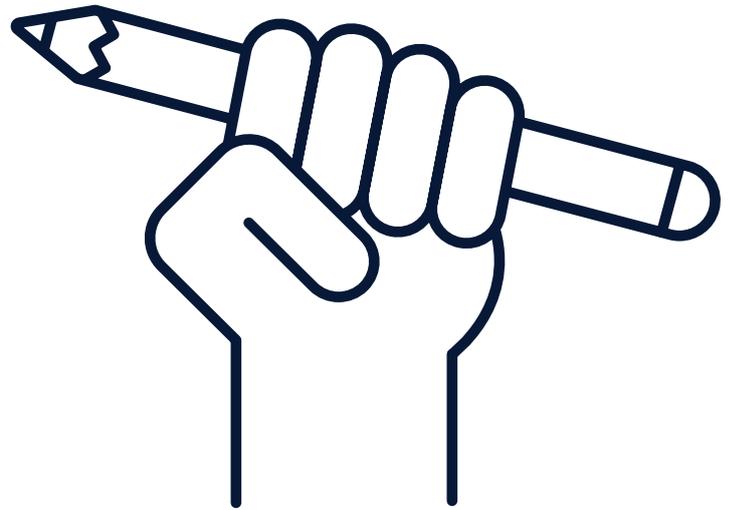
This year's virtual event will bring together education audiences and partners from 10 countries, proudly showcasing the resilience of the New Zealand international education sector around the world.



*All story examples in this toolkit with an asterisk are based on real-life content sources but have been designed for illustrative, inspirational purposes only, and do not reflect content that has been published on those channels.

Helping shape the global citizens needed to solve the world's problems

The world desperately needs a new generation of thinkers with broader values, motivations and skills. A New Zealand International Education Experience is perfectly positioned to help exemplify, provide and promote a more cause-oriented awareness and education.



Bringing your stories to life:

- New Zealand's 'ways of learning' in action – encouraging collaboration, participation and innovation to achieve collectively great results.
- Where domestic education (e.g. courses, teaching or learning) is improved thanks to international education.
- International students undertaking research that helps to solve problems at a regional, national or international level.
- Where international education has benefitted New Zealand institutions' academic rankings, exchanges and the quality of research and teaching.

Some examples...



New Zealand is strengthening its vocational education and training system to make it more supportive, flexible and relevant to work.

Over one thousand international students contribute to New Zealand agribusinesses through unique EcoQuest education experience

Nirleon Mail • 05:00, Jun 02 2021



EcoQuest education experience

Through a partnership with the University of New Hampshire, research by international students is making real-time contributions to New Zealand's ecology and sustainability practices.

Massey University • May 31 at 2:39 PM

Shashi Ekanayake is on track to helping boost productivity in both New Zealand and Sri Lanka's dairy industry. She is in her final year of her PhD in Veterinary Science, filling an important gap in research on cattle lameness.

204 • 2 Comments

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Delivering essential cross-cultural skills for a more connected world

The world needs people with multicultural understanding and skills. A New Zealand International Education Experience enables international students to exchange understanding and skills here in New Zealand, and a diverse range of outbound New Zealand students to do the same around the world.



Bringing your stories to life:

- Domestic students who are benefitting from learning and living alongside international students.
- New Zealand groups or organisations strengthened by cross-cultural skills gained through experiences with international students in their community.
- New Zealand businesses doing well thanks to international students or graduates working for them, who bring global connections and competencies.
- Entrepreneurial international students or graduates who start their own business in New Zealand, or take New Zealand thinking to the world.
- New Zealand students studying abroad who increase country awareness on an international scale
- New Zealand students studying abroad who increase awareness that Aotearoa is a bi-cultural nation, and Māori are tangata whenua.
- New Zealand students studying abroad who during their own international education experience, develop surprising ideas, innovations and skillsets that enrich their lives and those around them.
- International students that bring diversity, cultural or social energy and vitality to New Zealand communities and regions.
- New Zealanders who gain language and cultural skills from international students that send them into the world for all sorts of enriching, enjoyable and sustaining experiences.

Some examples...

Iwi-owned businesses believe in the value of multi-cultural exchange, ENZ report finds



Image credit: ENZ

A new Education New Zealand report explores how iwi business leaders see strategic benefits in hiring those outside the iwi to bring new skills and knowledge.

*

NEW ZEALAND | Education

Māori high school students get help in path to top world universities

24 May, 2021 05:09 AM 7 minutes to read



Five high school students win scholarships worth \$100k to get into their desired university. Video / Supplied

By: **Te Rina Trīponel**
Reporter, NZ Herald

Five students have been announced as recipients of the Te Ara a Kupa Beaton Scholarship, to encourage young Māori representation on the global stage.

*

Chris Hipkins MP May 7

Check out these murals in Auckland, done by some of our wonderful international students in collaboration with local NZ artists 🇳🇿 It's just one of the great initiatives funded by the International Students' Wellbeing Fund, through the Ministry of Education. Really cool way to celebrate the different cultures and diversity of the city.



NZHERALD.CO.NZ

Mural brings vibrancy to downtown Auckland - NZ Herald

Mural brings vibrancy to downtown Auckland.

190 33 Comments 9 Shares

masseyuni



Liked by **jemma_robertson** and others

masseyuni We are thrilled to announce the successful rollout of the Global Competence Certificate (NZGCC) pilot! The programme virtually connects New Zealanders with students and teachers from around the world, to learn the skills required to study and work across borders and cultures. Follow the link in our bio to check out when the course is coming to your region.

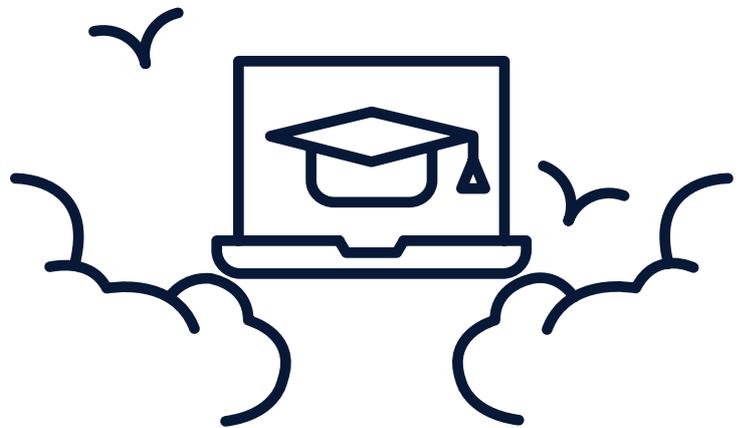
View all 3 comments
22 hours ago

*

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Happening in surprising places and ways

New Zealand international education today goes well beyond visiting students sitting in New Zealand lecture theatres or classrooms. New Zealand education is experienced directly in countries all around the world. This includes face-to-face and via an increasing range of digital experiences.



Bringing your stories to life:

- Innovative New Zealand businesses that are successfully exporting education products and services offshore, and are prospering in the new global learning environment created by COVID-19.
- Diversified and innovative ways we are taking a New Zealand education to the world, including to meet changing learner needs, and to share our expertise where it helps individuals and countries with the things that matter to them.

Some examples...

New Zealand digital classroom solution leading the path for remote learning globally

Tom Pullar-Strecker • June 2, 2021



Tom Pullar-Strecker • June 2, 2021

In the last 12-months, Kami, an online classroom platform, has grown from 8 million to 13 million users in 175 countries.

Government partnership opens up 15 million opportunities for NZ education providers

15/06/2021 Mike Kilpatrick



It's easier COVID-19 world education looks different - and this new platform may help restore it. Photo credit: Getty Images

Fifteen New Zealand education providers will have access to up to 15 million global learners thanks to a new online learning partnership announced today.



University of Canterbury

Yesterday at 9:40 AM

We're excited to see the launch of FutureLearn, the online platform delivering free courses to students around the world. Follow the link to learn more and see what courses we have on offer.



CANTERBURY.AC.NZ

FutureLearn

Learn more and see what courses we have on offer.

204 • 2 Comments

Education New Zealand E-News

14 April 2021

ENZ invites proposals to establish New Zealand Education Centres globally

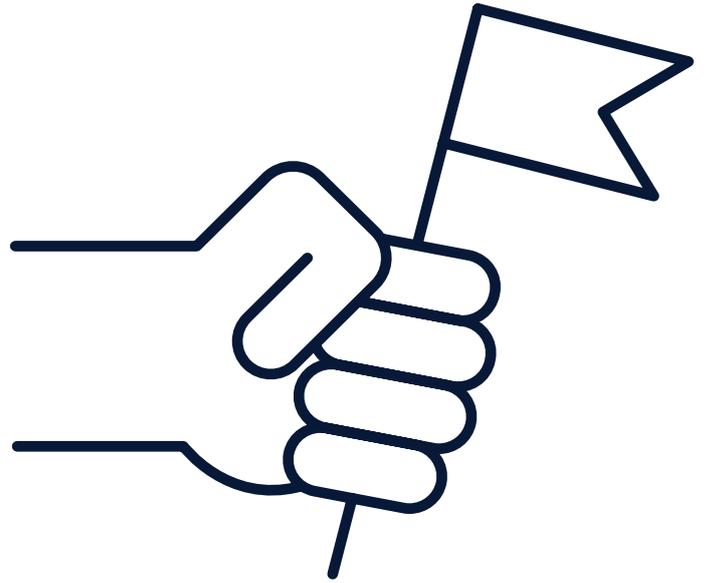
Education New Zealand is inviting organisations to host International New Zealand Education Centres, as part of ENZ's New Zealand Global Education Pathways initiative.



Read more

Helping governments help their people

The New Zealand International Education Experience also facilitates relationships between countries at a government level, enabling the direct sharing of knowledge and understanding required to solve today's global challenges. Think of it as 'Knowledge Diplomacy'.



Bringing your stories to life:

- Two countries being brought together by education to deliver mutual benefits, including to address challenges and opportunities that will improve outcomes in their countries, and for others.
- New Zealand government facilitating partnerships to share our areas of academic and research expertise to benefit other countries, and to help them meet their needs.

Some examples...



Education New Zealand
51-200 employees
2mo

...

Last week, Education New Zealand awarded the 2019-20 Tripartite Fund award to Dr Mingsheng Li of [Massey University](#). Dr Li plans to use the funding to advance his work on developing media and information literacy (MIL) for students and teachers in China. Congratulations, Dr Li!



15 Likes • 1 Comments

Like
Comment
Share

NZ-China education relationship strengthened

current news Date: 2021-05-27 Source: China Pages Editorial Department Reading: 2624

Education New Zealand hosted the 9th Joint Working Group on Education and Training between New Zealand and China this February, which was held virtually for the first time.



(L-R): Rebecca Needham, Grant McPherson, Iona Holsted, Dr Grant Klirikum, Tony Gray, Andy Jackson.

Gilman Scholarship recipient chooses New Zealand to immerse herself in Māori culture to bring home learnings for her own UmonHon indigenous culture

Local Education Editor • 10:07, Jun 02 2021








Nebraska Wesleyan junior Angel Geller

Nebraskan student will spend a semester at the University of Waikato looking at iwi politics, Māori gender role traditions, spirituality, artists, alcohol recovery and Māori identity.

NEW ZEALAND

Japan and New Zealand collaboration set to revolutionise geothermal energy

29 June 2021 05:00 AM © Tim Luters to read



MBIE deputy CE Chris Bunny, GNS Science board chair Nicki Crauford and GNS Science CE Ian Simpson

By: [Guest Writer](#)
Reporter, NZ Herald








GNS Science has renewed its partnership with the Japan Oil, Gas and Metals National Corporation, making it easy for Japanese and New Zealand researchers and academic institutions to collaboratively improve both countries' hydrogen and geothermal industries.

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Sparking a wide range of wonderful relationships

People of widely varying backgrounds and cultures come together via international education, with all kinds of unexpected results; ranging from life-long personal relationships to shared cultural understanding and inspirational creativity and innovation.



Bringing your stories to life:

- Individuals or groups in a community who welcome and support international students.
- International students volunteering in a community or making a difference in a meaningful way, such as getting to know Māori culture and te reo Māori.
- The creative, innovative, fun and unexpected things that come about when people from different cultures and countries come together.
- Employment of students who have had an international education experience leading to fulfilling career experiences, and benefits for their employer.
- Personal, sustaining and joyful relationships and friendships that have developed through international education.
- Creative partnerships, ideas and adventures that have come about through international education, such as education-initiated relationships between academics and researchers that have led to personal friendships and academic long-term cooperation.

Some examples...

Massey University
128,377 followers
2h

YouthHub, the brainchild of Massey uni business graduate **Senthil Perumal**, sees employment opportunities flourish for international students living in New Zealand since the online pathway was established five years ago.



Five years on: YouthHub director credits successful online youth career platform to his Massey University education
youthhub.co.nz

73 Likes • 2 Comments

Like Comment Share

Single Mum hosts 20 homestays, son learns basics of three languages

Author • May 27 2021



Author • May 27 2021

A young, single mother from West Auckland has watched her six-year-old son pick up the basics of Chinese, Japanese and Portuguese languages after hosting 20 homestay students in six years. The extra financial support has also contributed to her dream of buying her own home.

12 May 2021 at 2:48 pm

Pathway Programme forging valuable connections with Capital students

Following a successful pilot in 2020, the WellingtonNZ Pathway Connect Programme is providing a peer-support network for international students and fostering further commitments to a New Zealand education.

EDUCATION

Volunteering associations receive more helping hands thanks to international students

7:46 pm on 3 June 2021

Share this

New study finds that one in three international students volunteer in their local communities.

May 20 2021



International student from Berlin and Kiwi partner bring the quirks of NZ culture to life in animated series

Lifeswap shows the endearing quirks of our culture to a global audience

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Linking businesses and brands to global opportunity

New Zealand's economic success is increasingly dependent on delivering brands with international appeal that leverage our national brand. Connections made via a New Zealand International Education Experience help create these opportunities, fuel innovation and contribute to sustained success for businesses across our key sectors, bringing benefits to regional communities and iwi.



Bringing your stories to life:

- New Zealand students who have travelled offshore for part of their education and built relationships that are now opening doors for commerce, trade and exchange with New Zealand companies and regions.
- Where international students or graduates have opened up doors for New Zealand businesses, by bringing global connections and competencies that support success.
- Gradvocates who have returned to their home country and are in positions, places and organisations where they are making others aware of New Zealand, who we are and what we offer the world.
- Gradvocates who return home and share their knowledge and experiences with Māori culture and te reo with others.
- Prime Minister's Scholarship students who increase awareness of New Zealand in other countries and form strong enduring relationships leading to diplomacy and trade, and cross-cultural connections.

Some examples...

Business

International students go into business together with bases in NZ and China

Malaysian and Chinese international alumni experience global demand for their face masks as a result of COVID-19, expanding both their Chinese and New Zealand operations and bringing local economic benefits.



The University of Auckland
200,401 followers
7h

University of Auckland Associate Professor **Silas Villas-Boas** and doctoral candidate **Ninna Granucci** created a food technology company which creates flour from wasted fruit and vegetable pulp, and the company has received a significant cash injection from French angel investors.



Auckland University professor and Brazilian PhD student's flour company win French investment
auckland.ac.nz

10 Likes

Like Comment Share

Māori students and businesses gain business opportunities in Vietnam

8:00am, Saturday 24 August 2023 By **Jessica Tyson**



A delegation of Māori tertiary students and tech business owners are set to fly to Vietnam for the Te Hōriwai ā-Kiwa programme to build business relationships. The key focus of this trip will be business development in start-up, entrepreneurship and technology.

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Boosting our economy now and for the future

Short-term revenue from visiting international students has been dramatically affected by COVID-19, but sustained economic benefits from years of New Zealand international education activity continues to deliver economic rewards. This will be vital to our post-COVID recovery and future.



Bringing your stories to life:

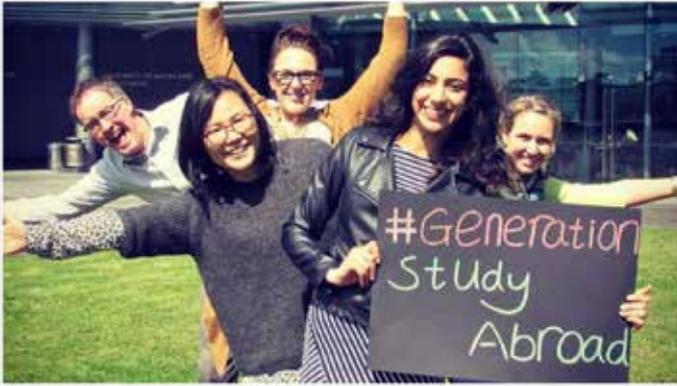
- A business or organisation established in New Zealand by someone who was once an international student.
- Sectors or industries that are successful thanks in some way to international education.
- New Zealand businesses doing well thanks to international students or graduates working for them who bring global connections and competencies that support success.
- Innovative New Zealand companies offering education products and services that are prospering in the global learning environment created by COVID-19.
- Economic valuations showing spend in the community or particular industries or sectors.
- Any other ways that international education has brought economic wellbeing to the community.

Some examples...

NEW ZEALAND HERALD

Smaller regions are reaping benefits of international education

7 Jun, 2021 10:52 AM 5 minutes to read



Smaller regions are reaping benefits of international education

By: **Author**
Multimedia journalist

The value of international education is having a considerable impact on eight local economies around New Zealand, findings shows.

*

BAY OF PLENTY TIMES

International students inject \$103m into Tauranga's economy

5 Nov, 2019 06:30 AM 5 minutes to read



International students pump \$103 million into the Tauranga economy.

By: **Zoe Hunter**
Multimedia journalist

International students also bring diversity to city, opening Tauranga to the world, while creating richness to student culture and filling regional job shortages.

*

International students' aviation training contribute to regional aviation investment in 13 New Zealand regions

Published June 01, 2021 2:40PM

[Tweet](#) [Share 39](#)

OPINION PIECE

by Eagle Flight CEO, Graham Guy

Aviation NZ is crediting the training fees from international students towards the ongoing investment in advanced aircraft, equipment and training courses.



Graham Guy

*

TALKING POINT

Global students add value

Economic and cultural benefits to having international youth in NZ education

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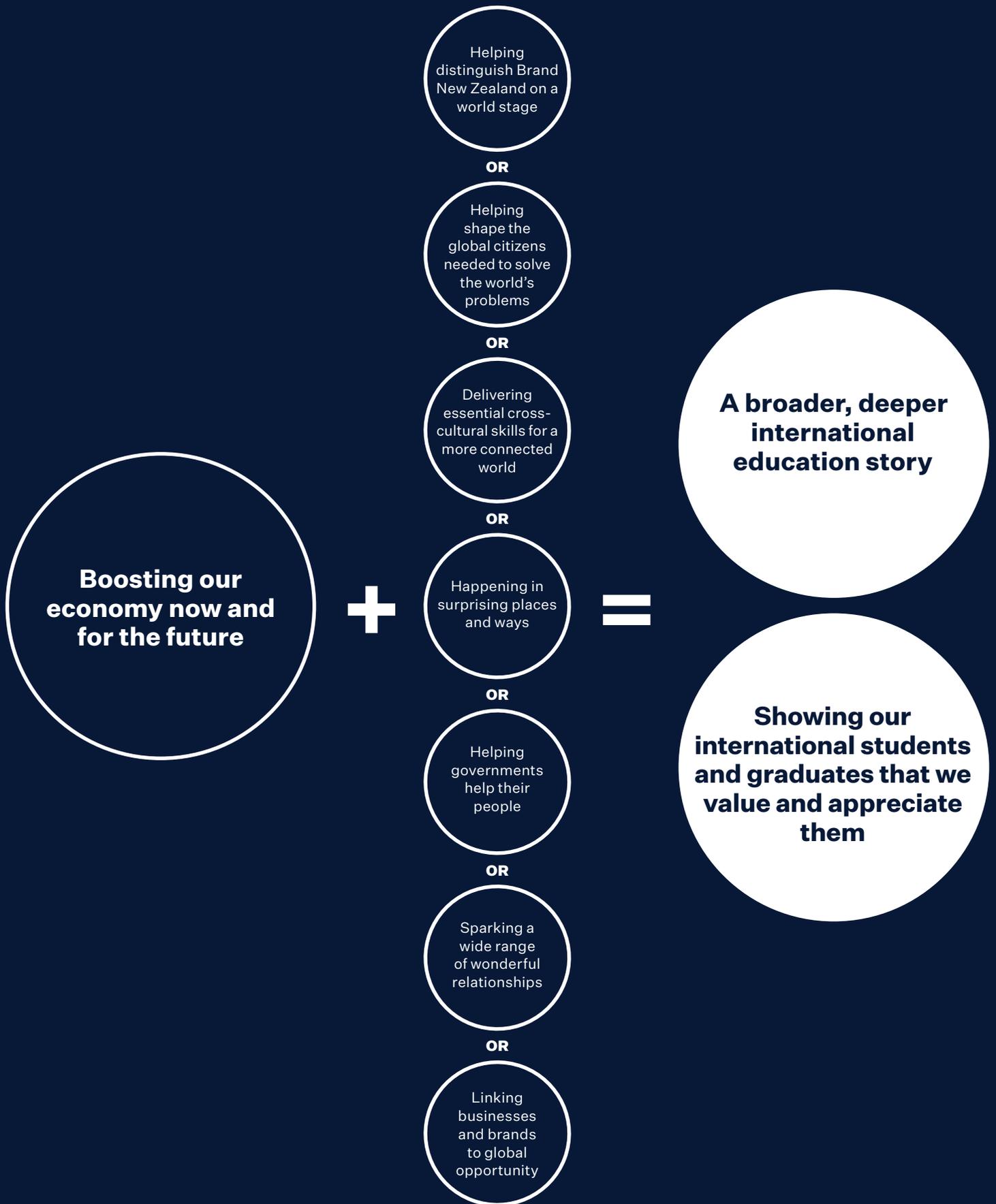
International education: Going beyond the economic benefits

When international education is discussed in the public domain, economic benefits are often the main way of framing what international education does for New Zealand.

While the economic contribution (fees paid to providers, money spent in the community, job creation) is obviously of enormous importance, research shows us it is the best understood benefit by far among New Zealanders. To broaden and deepen support from the public, we want to tell them how the sector benefits our country in so many more ways. These are the stories that are likely to surprise people and really ‘stick’.

It’s also important we consider how international students feel when they read stories about the economic benefits of international education. Through our research, international students have told us that when they read stories about the value of international education being just about the fees they bring, this makes them feel undervalued. As part of our manaakitanga and welcome to international students, we want to show them that New Zealand understands and appreciates their contribution to our country is wide-ranging and long-lasting.

When telling stories about the economic boost international education can bring, it’s important to build these stories out with supporting messages about some of the wider benefits from across the other content themes of this story framework.

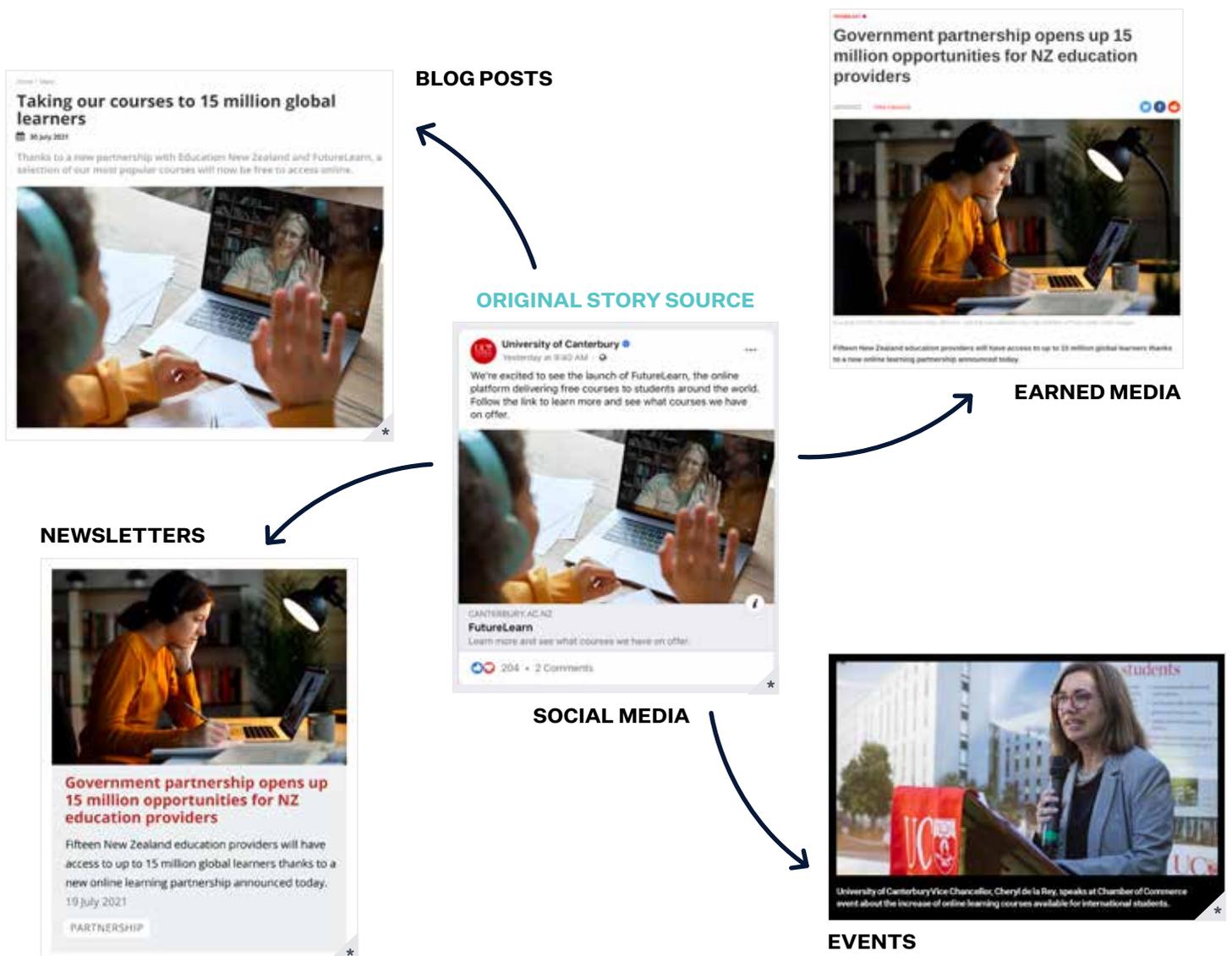


Leveraging your story across all of your channels

Once you've got a great story to share, consider how you can re-purpose it across different channels and platforms to reach more people and increase awareness. We've demonstrated below how you can take one story and adapt it for different audiences.

Tailoring your communications activity across multiple channels to achieve maximum exposure.

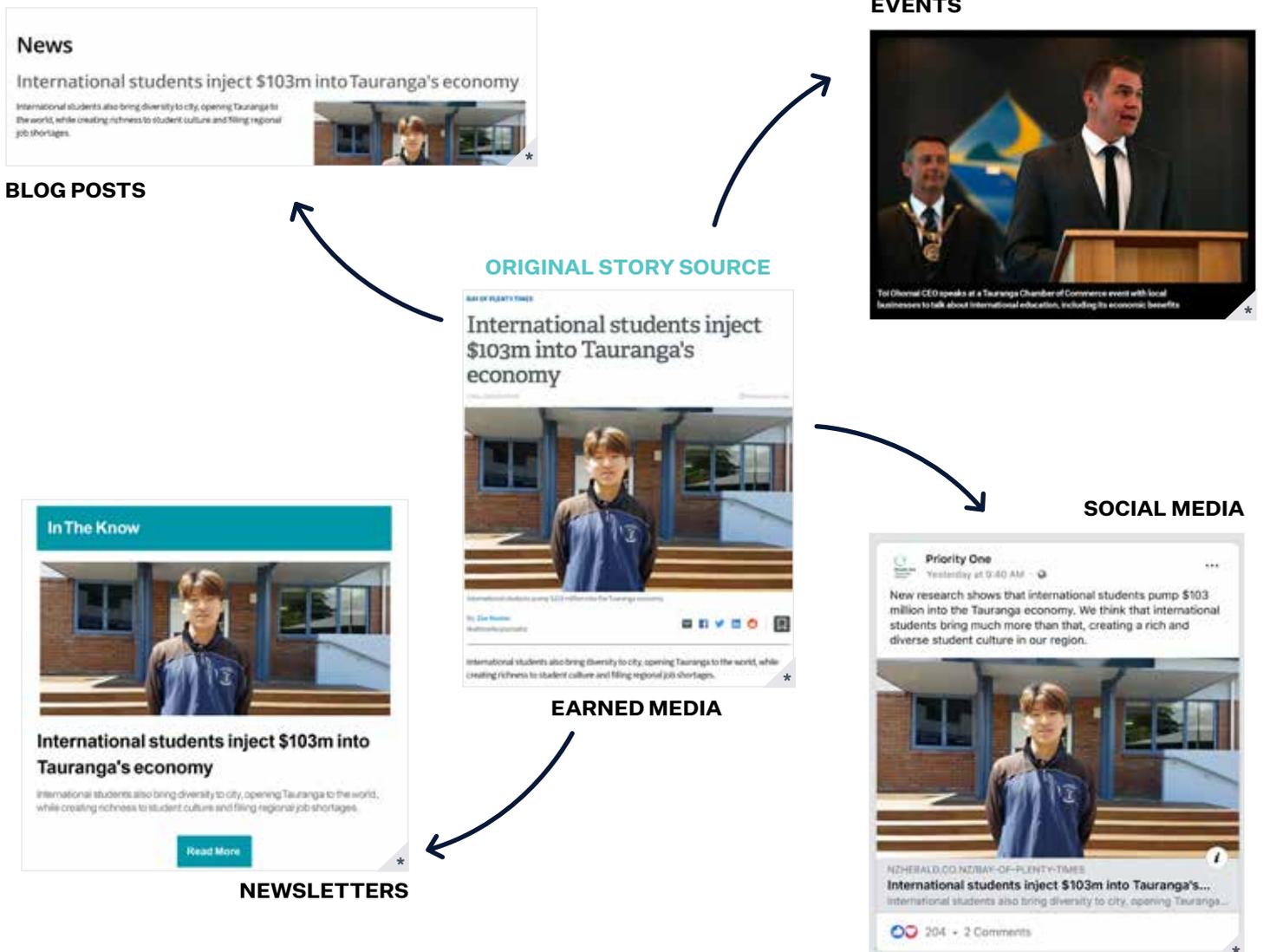
For example, below shows how you could repurpose a social media post from the content theme "happening in surprising places and ways" across your own channels, ensuring the content is relevant to your target audience.



*All story examples in this toolkit with an asterisk are based on real-life content sources but have been designed for illustrative, inspirational purposes only, and do not reflect content that has been published on those channels.

Looking beyond your own organisation for great stories

Stories won't necessarily come just from your own organisation. Often you will see the benefits of international education being played out across your stakeholders. For example, below shows how you could repurpose an earned media story from the content theme "boosting your economy now and for the future" across your own channels.



*All story examples in this toolkit with an asterisk are based on real-life content sources but have been designed for illustrative, inspirational purposes only, and do not reflect content that has been published on those channels.



Welcoming our current and future international students

Welcoming international students back to Aotearoa

Small numbers of international students are joining us onshore again. We want to ensure these important guests, and those who will follow in coming years, are made to feel welcome and appreciated by Kiwis. To do this, research shows us it's critical we reassure New Zealanders about the safe border procedures students follow and address any concerns or misconceptions they might have. Ongoing work from voices across international education will help to grow the number of New Zealanders who understand it is good to have international students living and studying among us.

Kiwis are ready for current students returning, and new students to follow

The *Perceptions of the International Education Sector report 2020* shows the more confidence New Zealanders have in the Government's ability to manage the pandemic and keeping the virus contained, the more reassured they are about accepting international students into our country. In fact, a majority of New Zealanders (62%) polled in late 2020 believed international students should be allowed back by the end of 2021.

How New Zealanders feel about this will likely change over time and ENZ will continue to research this sentiment and share the findings to help ensure effective communication.



Student arrivals are milestones for increasing awareness and support for international education.

Each time individual students, small cohorts or larger groups arrive on our shores, we have a moment to spotlight why international education is great for our communities and the country.

We also have an opportunity to ‘front foot’ or respond to potential concerns the public might have:

Potential perception

How to counter these

Large or disproportionate numbers of students are entering our country

→ Specify how many students have arrived and that they are permitted to be here

Negative impacts on the health and safety of New Zealanders

→ Be clear the students have met all New Zealand’s COVID-19 requirements

Concerns students are not ‘paying their way’ and risk becoming a financial burden

→ Confirm they have paid what is required to be here
→ Confirm they must bring a certain amount of funds to support themselves (minimum of \$20,000 of living expenses to be granted a visa)

Concerns students will not be welcome or cared for in New Zealand

→ Confirm the care and support offered by your organisation or region
→ Tell stories about the people and organisations who are welcoming them back and helping to integrate them into our communities
→ Confirm that New Zealand providers are signatories to a code for pastoral care for international students

Addressing these matters in your communications – ‘clearing the air’ – means New Zealanders are then better able to absorb messaging about the benefits these people deliver to New Zealand.

Key messages when telling stories about the return of international students:

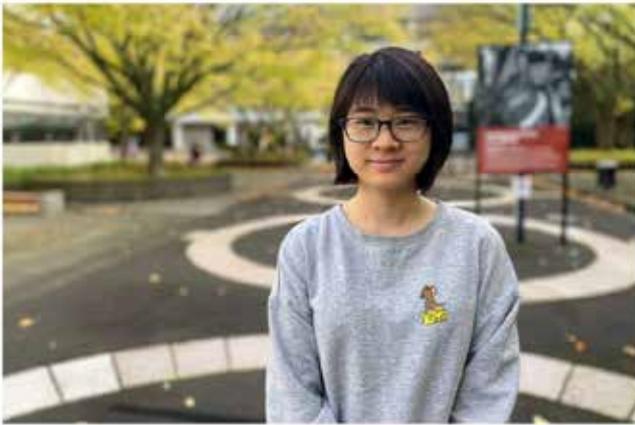
- International students make great sacrifices to comply with our quarantine process; on top of travel and living costs, they are willing to spend time in quarantine, pay the required fees and abide by our rules.
- The students' return is safe, and is not a financial burden on New Zealanders. They see that the effort and expense of coming here to study is worthwhile.
- These bright minds have chosen the New Zealand way; they know us, appreciate our values, lifestyle, and the quality of our education.
- They are warmly welcomed by Kiwis as mates; many special and lasting relationships have and will be formed across our communities.
- Welcoming people from around the world is part of our national identity. Welcoming returning students is who we are as Kiwis and it's what we do.

Ways to bring these 'welcome' messages and moments to life:

- ✓ Write a message or op-ed (opinion piece) celebrating their return, using the messaging in this document to celebrate what they bring to your institution, region or area of interest.
- ✓ Produce an article from returned students talking about their experience and hopes for being back in New Zealand or arriving for the first time.
- ✓ Ask stakeholders to welcome students back through their own communications e.g. Chamber of Commerce, Students' Association, tourism business, volunteer organisations.
- ✓ Share stories of the local communities, organisations and networks who are pleased to have them back, and articulate the benefits they bring, for example, to classmates, church groups, sports team mates, employers or colleagues. Leverage these stories through local media, social media channels, websites and newsletters.
- ✓ Local events to welcome international students back to your community – invite students, businesses, local government stakeholders and media. Share pictures and stories of ceremonies and welcome initiatives.
- ✓ Talk about the students' research or study areas and show how that is useful for addressing challenges or opportunities in New Zealand or issues of global concern.

Examples of ‘welcome back’ stories which have already been shared through editorial and social media

Massey welcomes back first international Bachelor student



Sunny Deng feels very lucky to be back at Massey's Manawatu campus to complete her Bachelor of Food Technology.

Sunny Deng is excited to be back in New Zealand pursuing her goal of becoming a qualified food technologist, after being granted a border exemption to return to study at Massey University.

The third-year food technology international student was visiting China early in 2022 to celebrate Lunar New Year with her family. She then went on holiday to Cambodia and was due to fly back to Palmerston North the same day the New Zealand border closure was announced in March last year. Unable to return to New Zealand, she instead travelled to her home town Guangzhou, China where she has lived for the past year.

"The border closure happened suddenly and I had no time to prepare. Because of so many unexpected things occurring coincidentally in such a short time, I was stuck in Cambodia and felt completely helpless. I was very worried as I didn't know when the New Zealand border would be opened so I could return and continue with my degree."

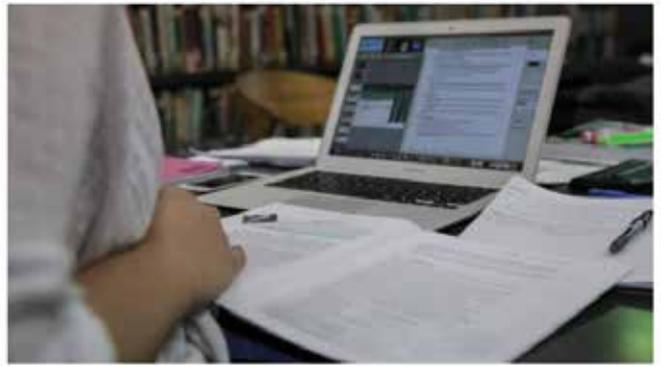
Earlier this year the New Zealand Government announced a border exemption category allowing up to 1000 degree students across all tertiary providers to return to New Zealand to continue their study. Massey was awarded 145 places and nominated students who met the criteria and were able to travel to New Zealand. Immigration New Zealand then invited students to complete the necessary requirements for travel, visits, managed isolation and quarantine.

NEW ZEALAND | Education

Foreign PhD students 'lifeblood' of universities' research effort

25 Feb, 2023 09:52 AM

@ 2 minutes to read



Many foreign PhD students are trying to work through a complex visa system, the Association of Scientists says. Photo / RNZ, Richard Tindillie

RNZ



By John Gerritsen for RNZ

Academics have warned that major research projects will be held back by a lack of foreign research students.

In recent years, half of New Zealand's annual total of 10,000 PhD students have come from overseas but that number is falling because of border restrictions.

Victoria University of Wellington's vice-provost (academic) Margaret Hyland said its PhD enrolments fell 5 per cent last year when it had been anticipating growth of about 5 per cent.





Tū Ngātahi – ‘Stand together’

Tū Ngātahi is the brand Education New Zealand has developed to help organisations show international students we stand together with them, acknowledging the reciprocity of social and cultural benefits these students bring. You could use Tū Ngātahi in communications to welcome students to Aotearoa New Zealand but also through other kinds of stories showing students as part of our communities.

Education New Zealand’s communications activity aimed at New Zealanders will reinforce the sentiment of standing together with our international students. Social media posts will display Tū Ngātahi branding and use #TuNgatahi.

We also encourage you to weave in Tū Ngātahi and the sentiment of ‘standing together’ through your own PR and social media activity. This could include sharing stories of how your organisation is supporting international students who have returned to your region, why you are glad they’re back and the benefits you’ve seen from having them as a part of your community.

The brand platform is explained on the [ENZ website](#) and more Tū Ngātahi assets such as images and video content can be downloaded from Education New Zealand’s Brand Lab.



**IT'S TIME TO STAND TOGETHER. UNITE
WITH EDUCATION NEW ZEALAND BY ADDING
#TUNGATAHI TO YOUR SOCIAL POSTS.**

How ENZ can help you

If you want to discuss opportunities for earned media stories or social media, Education New Zealand has a dedicated communications team ready to support you to bring international education to life. Get in touch! We want to hear your questions and ideas.



**CONTACT US AT
COMMS@ENZ.GOV.T.NZ**

Resources

If you're looking for free data and resources to help develop your story ideas and clearly demonstrate the benefits of international education, MaiENZ is a great place to start. Education New Zealand will continue to create new material to help in this work so please do [register now](#).

Register [here](#) for FREE access to:

- **The Insight Story:** Regular data-based snapshots of the New Zealand international sector.
- **IntelliLab:** The latest ENZ-produced data, research, insights and webinars.
- **SkillsLab:** Case studies and complete modules to learn how you can develop your international education story.
- **Tū Ngātahi:** Leverage ENZ's domestic brand platform that helps the sector show our international students 'We Stand Together' with them. Tū Ngātahi is explained on the [ENZ website](#) and brand assets can be downloaded from the [Brand Lab](#).

ENZ's channels

We are always looking for great international education stories to share through our [E-News newsletter](#), [LinkedIn](#) and [Twitter](#) channels.

Hashtags

Unify and amplify! Use hashtags to increase your presence online and make it easier for people to discover your stories: #TuNgatahi #StandTogether #StudyinNZ #InternationalEducation #EdchatNZ



THE FOLLOWING PAGE INCLUDES A HANDY SUMMARY OF THE KEY INFORMATION WITHIN THIS TOOLKIT. IT'S BEEN DESIGNED AS AN INTERNATIONAL EDUCATION 'PULL OUT PAGE', TO GUIDE YOUR FUTURE COMMUNICATIONS EFFORTS.

DISCLAIMER

You and your organisation are free to:

Share – copy and redistribute the toolkit material in any medium or format

Adapt – remix, transform, and build upon the material for the purposes of promoting international education and its benefits to New Zealand

Increasing support for international education

The significant impacts of COVID-19 mean international education needs increased public support to rebuild and recover, so it can help our country to do the same. We also need to make sure international students in our communities feel welcome.

By using unified messaging and telling shared stories, we can create a new international education story that captures the hearts and minds of the New Zealand public.



Checklist for your international education story

You might like to use this checklist to help you create stories about international education that make the biggest impact.

- The story fits under one or more of the eight content themes
- This story is newsworthy – it has a strong news hook that incorporates a new element, such as a new initiative, launching a piece of research, new data or a relevant or surprising human interest angle
- You are clear about the audience for your story and why they will be interested – and the best channel to reach them
- You have photos or video to provide to media to encourage them to cover a story, event or activity
- You have shared your story with ENZ who can amplify or share it further to give you a greater return on your communication efforts
- You have used hashtags to increase your presence online and make it easier for people to discover your stories:
#TuNgatahi #StandTogether #StudyinNZ
#InternationalEducation #EdchatNZ



Get the full communications toolkit

If what you're reading so far is useful to you, check out the full communications toolkit for more guidance on telling stories about the benefits of international education to New Zealanders.

The toolkit shows you how to identify these stories from within your organisation or community and share them.

You'll find a deep dive into each of the eight content themes with key messages and creative story ideas to spark your imagination of what your own team can do.



How ENZ can help you

If you want to chat through opportunities for earned media stories or social media – Education New Zealand has a dedicated communications team ready to support your activity. Get in touch! We want to hear your questions and ideas – Education New Zealand may be able to support you: comms@enz.govt.nz

To help develop your international education communications and engagement, visit IntelliLab for the latest ENZ-produced data, research, insights and webinars for free.

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Manapou ki te Ao