

NEW ZEALAND SCHOLARSHIP – RETENTION STRATEGY FOR THAILAND

Objective

ENZ Thailand aims to create a pathway for short to long-term study; or to create cross-sector study pathways for Thai students.

We want to target the large number of school and PTE students who previously arrived on a visitor visa. The aim is to target them back in Thailand and get them to return to New Zealand on a longer-term basis. Also, we would like to convert current high school students to study at a higher education level in New Zealand.

Market Opportunity

Thai parents and students have a very good awareness of New Zealand as one of the best destinations for international study. According to first time New Zealand student visa numbers, Thailand has seen continued growth (close to the levels before Covid-19) and we believe that we can continue to build on this strong momentum through valuable promotions.

A large number of Thai students go to New Zealand for a short summer course during their semester break. We also have a lot of students going to study English during their university break. We believe that once the students have experienced New Zealand, it's easier for them to transition on to a further long-term programme. This is a far more efficient way to maintain awareness, as well as to retain the students, than to invest in the recruitment of new students every year.

The ultimate goals of this activity are to promote studying in New Zealand and to be able to convert the students' consideration of New Zealand as a preferred study destination for long-term education.

ENZ Thailand has recently been reaching out to a new market segment within the vicinity of Bangkok. This target audience comes from higher medium income families but they also need time to build up their financial status in order to send their children abroad. Their decision-making process is therefore longer, while the affordability of study becomes one of the top criteria in their decision.

Concurrently, New Zealand is competing with a number of other English-speaking countries in Thailand. They have similar activities and therefore, we need to provide something unique in order to drive visitors and continue our momentum in the market.

Proposal

ENZ Thailand would like to invite institutions to consider offering scholarships to the students who used to study in New Zealand for at least two weeks in the past five years.

ENZ Thailand proposes the scholarship is to cover the air ticket cost (maximum NZD \$3,000). Students can redeem the cost of the air ticket (with receipt) once they have paid their tuition fees.

Students would need to provide the institutions the previous offer letter or proof of their previous study in New Zealand.

We believe that such an exclusive offer would significantly shorten the parents' and students' decision-making process and we will be able to increase student numbers out of Thailand.

We have examples of other countries i.e. UK who offers partial scholarships and as a result there were 5,405 Thai students* enrolled in higher education programmes in 2021/2022. Out of this number, 3,175 Thai students studied at the postgraduate level making Thailand the sixth largest non-EU sending country of international students to the UK at the postgraduate level. Another 2,230 Thai students studied at the Bachelor's degree level in the UK in 2021/2022.

According to the 2021-2022 Open Doors report, prepared by the Institute of International Education (IIE), in 2022, the total number of outbound Thai students increased to 5,007 students.

By academic level, Thai students studying in the U.S. were comprised of 2,267 undergraduates, 1,772 post-graduates, 784 Optional Practical Training (OPT) students, and 184 short-term, non-degree program students (one-year exchange students and English as a Second Language (ESL) students). <https://opendoorsdata.org/data/international-students/all-places-of-origin/>

Since 2018, ENZ Thailand has run a targeted campaign to promote English language study as a pathway to higher education. We have a consortium of agents to promote this campaign through digital channels and the Line Official application, from which the agents have been able to collect more than 2,480 leads. In 2022, Thailand was in New Zealand's top five markets for the ELS sector, and the number increased by 30% in Q2 2023 comparing to Q2 2019.

In addition, promotion of credit card payment would be incorporated between W.E. and KTC, a local credit card operator and business alliance who ENZ currently works with, for a special quadruple points (4X) allocation when making the KTC credit card payment for the air ticket purchase. In return, KTC as business alliance of WE will develop the communication activities to its customer database of over 2 million people across Thailand.

* <https://www.hesa.ac.uk/data-and-analysis/students/where-from#non-uk>

Communication

ENZ Thailand will help to promote the scholarships through our local communications strategy throughout 2024. As an example, the 2023 ENZ Thailand Fair generated 73 media articles with a media value of NZD 215,784.

The promotional programme would run from Jan - Dec 2024.

In addition, W.E. has committed their promotional budget to promote this campaign if it goes ahead.

In order for it to be included in our communication messages, ENZ Thailand would like to receive the response of whether you would be interested in this campaign by signing below

**THINK
NEW**®



Accepted to join in this campaign

Signature

Name of Institution

Date

If you need further information please contact:

Jaruwan Pongjaruwat
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Education New Zealand

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