TERTIARY EDUCATION IN NEW ZEALAND: FROM STUDY TO WORK

Ana Azevedo
NEW ZEALAND

QUALITY

OPPORTUNITY
WHAT RANKINGS SHOW
ALL UNIVERSITIES RANKED IN THE TOP 3 IN THE WORLD
NZ STUDENTS’ PISA SCORES ARE AMONGST THE HIGHEST IN THE WORLD
WHAT STUDENTS HAVE TO SAY
CONSIDERING A SCALE OF 1 TO 5 (1 = VERY BAD AND 5 = EXCELLENT),
WHAT GRADES WOULD YOU GIVE TO THE FOLLOWING ITEMS RELATED TO NEW ZEALAND? *

SUM OF “EXCELLENT” AND “GOOD” PERCENTAGES

Safe country and welcoming people 97%
Quality of English schools and language programmes 88%
Quality of experience in High School programmes 100%
Quality of Higher Education programmes and institutions 92%
Ease to move from English programmes to Higher Education programmes 100%
Possibility to work in the country while studying 77%
Real chances of staying and working in the country after finishing studies 67%
Country’s qualifications will have a positive impact on the student’s career 91%

*Belta seal research 2017
FROM STUDY TO WORK
ALL NZ UNIVERSITIES ARE RANKED IN THE TOP 3% IN THE WORLD*

*QS WORLD UNIVERSITY RANKINGS 2018
QUALITY OF LIFE

MOST PROSPEROUS COUNTRY
LEAGUE INSTITUTE, 2016

2ND MOST PACIFIC COUNTRY
GLOBAL PEACE INDEX 2017

LEAST CORRUPTED COUNTRY
TRANSPARENCY INTERNATIONAL 2016

AUCKLAND – 3RD CITY IN THE WORLD
MERCER 2016

WELLINGTON – 12TH CITY IN THE WORLD
MERCER 2016
WORK & STUDY

ENGLISH COURSES
20H/W 14 WEEKS, CATEGORY 1, 20H CLASSES PER WEEK

TERTIARY EDUCATION
20H/W & FULL TIME DURING ACADEMIC HOLIDAYS

MASTER BY RESEARCH & PHD
NO LIMITS
BENEFITS

WORK VISA FOR PARTNERS
OF STUDENTS ENROLLED IN COURSES LEVEL 8 AND ABOVE OR LEVEL 7 IF LISTED IN THE ABSOLUTE SKILL SHORTAGE

POST STUDY WORK VISA
30 WEEK PROGRAMMES AND ABOVE

PHD SCHOLARSHIPS
DOMESTIC STUDENT STATUS

CHECK CONDITIONS AT WWW.IMMIGRATION.GOVT.NZ
YOU NEED TO CONSIDER

STUDENT’S ACADEMIC EXPERIENCE
STUDENT’S PROFESSIONAL EXPERIENCE
EVIDENCES OF EXPERIENCE
ENGLISH PROFICIENCY LEVEL
CHANGING CAREERS? IT’S OK

MASTER & PhD – ACADEMIC REFERENCE + PROJECT

COST/BENEFIT + STUDENT’S GOALS
FROM STUDY TO WORK
Studies abroad

<table>
<thead>
<tr>
<th>TYPE</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language course</td>
<td>43,2%</td>
<td>39,2%</td>
</tr>
<tr>
<td>Undergraduation</td>
<td>19,0%</td>
<td>25,5%</td>
</tr>
<tr>
<td>Language course with temporary work</td>
<td>5,2%</td>
<td>6,4%</td>
</tr>
<tr>
<td>Professional course, certificate or diploma</td>
<td>4,5%</td>
<td>4,7%</td>
</tr>
<tr>
<td>High school</td>
<td>4,6%</td>
<td>4,5%</td>
</tr>
<tr>
<td>Vacation teen programme (summer/winter)</td>
<td>2,4%</td>
<td>2,7%</td>
</tr>
<tr>
<td>Academic graduate programme (Master’s or PhD)</td>
<td>2,2%</td>
<td>2,7%</td>
</tr>
<tr>
<td>Work in the US (work during vacation)</td>
<td>3,0%</td>
<td>2,3%</td>
</tr>
<tr>
<td>Cultural tourism</td>
<td>1,5%</td>
<td>1,8%</td>
</tr>
<tr>
<td>Internship (work experience)</td>
<td>2,1%</td>
<td>1,6%</td>
</tr>
<tr>
<td>Graduate programme (MBA or Master)</td>
<td>2,6%</td>
<td>1,2%</td>
</tr>
<tr>
<td>Volunteer work</td>
<td>2,4%</td>
<td>1,0%</td>
</tr>
<tr>
<td>Corporate events</td>
<td>0,5%</td>
<td>0,8%</td>
</tr>
<tr>
<td>Academic events</td>
<td>1,1%</td>
<td>0,6%</td>
</tr>
<tr>
<td>Don’t know/Didn’t answer</td>
<td>1,2%</td>
<td>0,0%</td>
</tr>
<tr>
<td>Other*</td>
<td>4,5%</td>
<td>4,9%</td>
</tr>
</tbody>
</table>

Q6. What type of study abroad programme did you take part in?

*au pair; free short-term programmes etc
Safe country and welcoming people

Q21. Considering a scale of 1 to 5 (1= very bad and 5 = excellent), what grades would you give to the following items related to New Zealand?
Possibility to work in the country while studying

Q21. Considering a scale of 1 to 5 (1 = very bad and 5 = excellent), what grades would you give to the following items related to New Zealand?
Real chances of staying and working in the country after finishing studies

Q21. Considering a scale of 1 to 5 (1 = very bad and 5 = excellent), what grades would you give to the following items related to New Zealand?

BELTA – Brazilian Educational & Language Travel Association
Country’s qualifications will have a positive impact on the student’s career

Q21. Considering a scale of 1 to 5 (1 = very bad and 5 = excellent), what grades would you give to the following items related to New Zealand?

BELTA – Brazilian Educational & Language Travel Association
Ease to move from English programmes to Higher Education programmes

Q21. Considering a scale of 1 to 5 (1 = very bad and 5 = excellent), what grades would you give to the following items related to New Zealand?
### Comparison
(Sum of “Excellent” and “Good” percentages)

<table>
<thead>
<tr>
<th></th>
<th>Agents</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe country and welcoming people</td>
<td>96%</td>
<td>97%</td>
</tr>
<tr>
<td>Quality of English schools and language programmes</td>
<td>94%</td>
<td>88%</td>
</tr>
<tr>
<td>Quality of experience in High School programmes</td>
<td>89%</td>
<td>100%</td>
</tr>
<tr>
<td>Quality of Higher Education programmes and institutions</td>
<td>86%</td>
<td>92%</td>
</tr>
<tr>
<td>Possibility to work in the country while studying</td>
<td>80%</td>
<td>77%</td>
</tr>
<tr>
<td>Country’s qualifications will have a positive impact on the student’s career</td>
<td>78%</td>
<td>91%</td>
</tr>
<tr>
<td>Ease to move from English programmes to Higher Education programmes</td>
<td>78%</td>
<td>100%</td>
</tr>
<tr>
<td>Real chances of staying and working in the country after finishing studies</td>
<td>77%</td>
<td>67%</td>
</tr>
</tbody>
</table>
**Main obstacles**

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Agents</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>Fare for air tickets</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>Difficulty to obtain a visa</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Costs of programmes (especially High School)</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Lack of information about the country</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Bureaucracy linked to the work permission</td>
<td>6%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Q25. In your opinion, what is the main obstacle to the promotion of New Zealand as a study destination?
Q22. How do you evaluate your agency’s knowledge about New Zealand?

Agents:

- 51% think their agency’s knowledge is Good.
- 18% think their agency’s knowledge is Very good.
- 18% think their agency’s knowledge is Average.
- 6% think their agency’s knowledge is Bad.
- 6% think their agency’s knowledge is Very bad.
Q23. In general, you evaluate the demand of students for New Zealand has been:

- **Stable**: 43%
- **Rising**: 41%
- **Declining**: 14%
- **Don’t know/NA**: 2%
Country of destination wanted

<table>
<thead>
<tr>
<th>RESULTS</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>20.9%</td>
</tr>
<tr>
<td>USA</td>
<td>16.7%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>16.0%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>8.0%</td>
</tr>
<tr>
<td>Ireland</td>
<td>7.6%</td>
</tr>
<tr>
<td>Australia</td>
<td>5.3%</td>
</tr>
<tr>
<td>Spain</td>
<td>3.0%</td>
</tr>
<tr>
<td>Portugal</td>
<td>2.3%</td>
</tr>
<tr>
<td>Italy</td>
<td>2.3%</td>
</tr>
<tr>
<td>Argentina</td>
<td>2.1%</td>
</tr>
<tr>
<td>Germany</td>
<td>1.9%</td>
</tr>
<tr>
<td>South Africa</td>
<td>1.7%</td>
</tr>
<tr>
<td>France</td>
<td>1.7%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1.5%</td>
</tr>
<tr>
<td>Malta</td>
<td>0.8%</td>
</tr>
<tr>
<td>Chile</td>
<td>0.6%</td>
</tr>
<tr>
<td>South Korea</td>
<td>0.2%</td>
</tr>
<tr>
<td>Denmark</td>
<td>0.2%</td>
</tr>
<tr>
<td>Other countries</td>
<td>7.2%</td>
</tr>
</tbody>
</table>
Q24. What activities or initiatives for other English-speaking destinations does your agency offer and if offered by New Zealand would help you promote the country?

<table>
<thead>
<tr>
<th>Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>More participation from New Zealand’s schools and institutions at fairs and events promoted by the agency.</td>
</tr>
<tr>
<td>Seminars and marketing directed to New Zealand’s areas of interest with regards to immigration.</td>
</tr>
<tr>
<td>Regular visits at schools and High School programmes</td>
</tr>
<tr>
<td>Knowledge about the country</td>
</tr>
<tr>
<td>Training, workshops, webinars and most definitely the ones offered by New Zealand’s agencies in São Paulo have helped a lot</td>
</tr>
<tr>
<td>Nationality mix in the classroom, representation from colleges and polytechnic institutions (we have none!!), more information about the technician level courses</td>
</tr>
<tr>
<td>Group programmes designed for a set period of time and age group</td>
</tr>
<tr>
<td>Maybe a greater emphasis on short term programmes (up to 3 months or even for study + work) in specific areas</td>
</tr>
<tr>
<td>Promotion of seminars and activities at schools and faculties</td>
</tr>
<tr>
<td>As an agency, we don’t promote a specific country only. We treat all equally and highlight what makes each country different to the client.</td>
</tr>
<tr>
<td>VET courses, better airfares, job opportunities.</td>
</tr>
<tr>
<td>Greater number of partner institutions</td>
</tr>
<tr>
<td>Shorter and cheaper flights</td>
</tr>
<tr>
<td>Vacation work programmes, without the need to study</td>
</tr>
<tr>
<td>More details about temporary work during studies abroad. Clarity about the student’s possibilities to remain in the country after studies.</td>
</tr>
<tr>
<td>Expositions, workshops and seminars with representatives</td>
</tr>
<tr>
<td>Famtours with our main consultants, constant contact, trainings</td>
</tr>
</tbody>
</table>

BELTA – Brazilian Educational & Language Travel Association
Nowadays Brazilians would like to get experiences that add more value to their lives. They give up material goods to take a study trip because they consider it much more relevant. It is the new times. It is a new generation that wants to make a difference.

The Belta Seal Agencies are the best way to plan and start this trip!
ROLE OF BELTA

“Develop, facilitate and promote global education, aiming for a better relationship among nations and personal development”

• 1st association into the International Education field in Latin America

• In 2017 we celebrate our 25th anniversary

• Members admission: upon demonstration of integrity before the market and a conduct in accordance to the Bylaw and association’s Code of Ethics
Belta Seal Agencies

- ABC International
- AFS Intercultura Brasil
- AIUSA / Inter-Brasil
- Beth Coutinho Intercâmbio
- Best Intercâmbios
- BEX
- Bil Intercâmbios e Turismo
- BOS – Best Overseas Studies
- Canadá Intercâmbio
- CCIBrasil Intercâmbio Cultural
- Central do Estudante
- CI – Intercâmbio e Viagem
- CP4 Cursos no Exterior | Traveller
- Cultura Global
- Descubra o Mundo
- Dri Viagens
- EF – Education First
- Embarque Educational
- English Experience Intercâmbio
- ETC – Exchange Travel Company
- Experimento
- Greensystem Intercâmbio
- ICCE
- IE
- Intercâmbio Global
- Intercultural Cursos no Exterior
- International Schools
- Intervip
- Just Intercâmbios
- Mundial Intercâmbio
- Roda Mundo
- S7 Study
- SIS Intercâmbio
- Schultz Intercâmbios
- This Way Intercâmbios
- Travelmate
- True Experience
- Trust Intercâmbio
- Via Mundo
- Wide Intercâmbio
- World Study
- Yázigi Travel / Youniverse
STM Language Star Awards

Winner for five times the Agency Association by STM (Study Travel Magazine) Language Star Awards.

BELTA is in the Hall of Fame.
FELCA

• President of Belta – President of Felca (The Federation of Education & Language Consultant Associations) 2015-2019.
Belta Magazine

• Profile of Belta Seal Agencies;

• 30,000 copies distributed nationally + online version

• Focuses on students of all Brazil

• DISTRIBUTION

<table>
<thead>
<tr>
<th>NETWORK DISTRIBUTION IN 2016</th>
<th>54%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairs: International Education Organizations (Imagine Canada, UK Universities, EDUEXPO, CIEE, etc)</td>
<td></td>
</tr>
<tr>
<td>Universities all over Brazil</td>
<td>32%</td>
</tr>
<tr>
<td>Belta Associates / International Events / International Education Organizations in Brazil / Consulates</td>
<td>11%</td>
</tr>
<tr>
<td>Belta (website and mail requests)</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TARGET AUDIENCE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Range</td>
<td>From 15 to 39 years old</td>
</tr>
<tr>
<td>Social Class</td>
<td>High, Upper Middle and Middle classes</td>
</tr>
<tr>
<td>Education Level</td>
<td>High School / Undergraduate / Graduated / Master Students</td>
</tr>
</tbody>
</table>

BELTA – Brazilian Educational & Language Travel Association
Belta Online

AUDIENCE

• 25,000 visits per month

• 37,000 registered users
Inbound Department

• Program of Inbound Department created to promote the Brazilian Education to students and agencies of international exchange programs
• Building up foundations for the educational receptive tourism in Brazil
• With a support of EMBRATUR – Brazilian government
Belta Seal

- Exclusive for exchange program agencies associated to Belta
- Value exchange program agencies that work with best practices and follow a strict Code of Ethics of Belta
- Belta agencies are reviewed periodically
Contact Information

- **Financial Council:**
  - Ms. Derci Jardim
  - Ms. Carla Amaral
  - Ms. Mariana Cardoso

- **Ethics Committee:**
  - Mr. Thiago España
  - Ms. Ana Beatriz Faulhaber
  - Mr. Flávio Crusoé

- **Regional Coordinators:**
  - North/Northeast (excluding BA/PE): Mr. Antônio Bacelar Jr.
  - Bahia/Pernambuco: Mr. Kamil Daiha
  - Rio de Janeiro: Ms. Ana Beatriz Faulhaber
  - Minas Gerais: Mr. Leonardo Mendonça
  - Paraná/Santa Catarina: Mr. Alexandre Argenta
  - Rio Grande do Sul: Ms. Carla Mussoi

- **Belta staff:**
  - Ms. Maria Eglantine Gabarra
  - Executive Director
  - mgabarra@belta.org.br

- **Contact Information:**
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  - **Ms. Maura de Araujo Leão**
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  - **Ms. Neila Chammas**
    - Institution Relations Director
    - neila@belta.org.br
  - **Mr. Allan Mitelmão**
    - Operations Director
    - allan@belta.org.br
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    - Executive Director
    - mgabarra@belta.org.br
Whakawhetai koe!

Maura Leão
maura@belta.org.br
NEW IDEAS GROW BETTER HERE

Presenter Name
COLOUR PALETTE

Primary Colours

ENZ Jade
- R=34 G=162 B=162

ENZ Red
- R=233 G=58 B=88

ENZ Gold
- R=152 G=131 B=85

ENZ Rich Black
- R=12 G=30 B=46

Secondary Colours

- R=162 G=174 B=201
- R=241 G=151 B=153
- R=192 G=223 B=205
- R=213 G=184 B=140
- R=197 G=126 B=180
- R=238 G=217 B=101
- R=246 G=167 B=88
PIE CHART

For use when less than 4 items in the key
PIE CHART

For use when more than 4 items in the key
1. Insert text here.
2. Insert text here.
3. Insert text here.
4. Insert text here.
5. Insert text here.
6. Insert text here.
**TABLE HEADING**

For labelling two axis

<table>
<thead>
<tr>
<th></th>
<th>Insert Text Here</th>
<th>Insert Text Here</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert Text Here</td>
<td>Insert Text Here</td>
<td>Insert Text Here</td>
</tr>
<tr>
<td>Insert Text Here</td>
<td>Insert Text Here</td>
<td>Insert Text Here</td>
</tr>
</tbody>
</table>
### TABLE HEADING

*For labelling one axis*

<table>
<thead>
<tr>
<th>Insert Text Here</th>
<th>Insert Text Here</th>
<th>Insert Text Here</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert Text Here</td>
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</tr>
<tr>
<td>Insert Text Here</td>
<td>Insert Text Here</td>
<td>Insert Text Here</td>
</tr>
</tbody>
</table>
Regional NZ Map

NORTHLAND
Explore a region rich in Maori culture and heritage

AUCKLAND
Experience the city’s local culture and entertainment

BAY OF PLENTY
Discover a playground of scenic rivers, beaches, and wildlife

WAIKATO
Experience a real-life fairy tale in the Waikato

GISBORNE
Be among the first in the world to see the sun rise

HAWKE’S BAY
Experience the region’s top wineries and beaches

WELLINGTON
Elevate your cultural and natural experiences in New Zealand’s capital

QUEENSTOWN
Experience some of the most thrilling experiences on land and sea

TARANAKI
Chase the waves on a road trip down Taranaki’s coast

NELSON-TASMAN, MARLBOROUGH
Experience the region’s beauty on a scenic flight

WANGANUI-MANAWATU
Experience the region’s history and cuisine

SOUTHLAND
Explore the forests, rivers, waterfalls, and beaches of the Catlins

OTAGO
Experience the region’s wine, food, and outdoor activities

NEW ZEALAND EDUCATION
ThinkNew
Click here to add Agenda item 1
Click to add text

Click here to add Agenda item 2
Click to add text

Click here to add Agenda item 3
Click to add text
Bullet Point heading

- Bullet point
- Bullet point
- Bullet point
CLICK TO ADD HEADING

Click to add Sub Heading

Click to add text
CLICK TO ADD HEADING

PAVE Video
University Video