

1 June 2014

## Education New Zealand agent programme

On 1 July 2014 Education New Zealand is launching a new agent programme to replace the New Zealand Specialist Agent (NZSA) programme.

ENZ wants to promote good quality engagement between agents and New Zealand education institutions, so we can achieve growth in the number of quality international students choosing New Zealand as their study destination.

We value our relationship with agents and want to offer more support to high quality, top performing agents and agencies that work effectively with students coming to New Zealand.

### E-learning

Agents should complete the seven e-learning modules that introduce studying and living in New Zealand. Almost 1,300 agents around the world have completed our e-learning programme.

Agents who successfully complete the e-learning programme will receive a record of achievement that shows they are an **Education New Zealand Trained Agent**.

An ENZ Trained Agent will get:

- access to a selection of material from the ENZ Brand Lab including;
  - a Think New video
  - a Think New presentation
  - a website builder tool to enhance the effectiveness of your website
- the ENZ record of achievement.

Agents who have already completed e-learning will be emailed their record of achievement after 1 July 2014.

ENZ Trained Agents will not be listed on the Study in New Zealand website [www.studyinnewzealand.com](http://www.studyinnewzealand.com)

## Education New Zealand Recognised Agency

Agencies with a proven record of success in the New Zealand market can become an Education New Zealand Recognised Agency.

New Zealand education institutions will recommend agencies that they have positive relationships with and that have demonstrated high standards of professional and ethical behaviour in their work with international students.

Before an agency is appointed as an Education New Zealand Recognised Agency we will assess the recommendation with our local ENZ team to make sure the agency is meeting the needs of their country or regional market and is suitable to become an Education New Zealand Recognised Agency.

Individual agents within the agency who work with prospective New Zealand students will be expected to have completed the e-learning programme and be Education New Zealand Trained Agents.

An ENZ Recognised Agency will get:

- advice and support from their local Education New Zealand staff
- fuller access to the Brand Lab to help with recruitment activity
- a listing on the Study in New Zealand website [www.studyinnewzealand.com](http://www.studyinnewzealand.com)
- the ENZ Recognised Agency logo for use on promotional material
- invitations to selected ENZ events in their region.

## Future steps

From August we plan to introduce an extension to the programme for our most valued partners. High-performing partners are crucial to achieving growth in international education in New Zealand.

ENZ Recognised Agencies will be asked to submit a proposal to become an **Education New Zealand Official Partner**. Further details on this programme will be available later this year.

We expect ENZ Official Partner agencies will be contracted for specific campaigns or events for an identified period of time.