



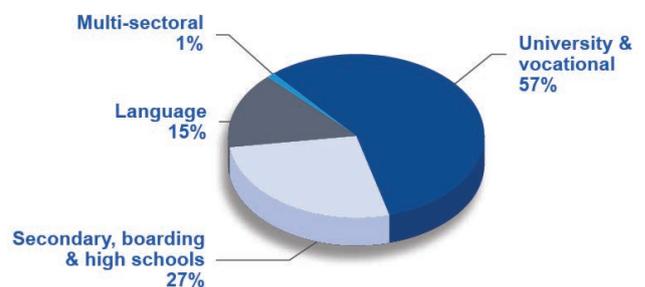
11th ANZA Workshop sees increasing diversity and more agent participation

Australia is now the third-largest student destination in the English-speaking world, growing in popularity thanks to its high education standards, great lifestyle and lower cost of living relative to the US and UK. According to the Australian Department of Education, the country recorded growth in foreign student enrolments of 12% in the year to June 2017.

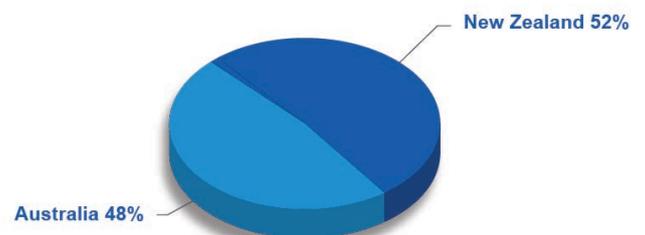
New Zealand has likewise recently experienced growing popularity, especially with students from China and India. Last year, the Government of New Zealand launched a strategy to grow the economic impact of the education sector on the country's economy by 25% over the next eight years, and foreign enrolment in the country's education institutions grew by 6% between 2016 and 2017 to reach a high of 131 000 last year.

It was in this context of growth and opportunity that participants gathered for the 11th annual ANZA (Australia New Zealand Agent) Workshop. Held in Auckland from April 4th to 6th, 2018, this event was a resounding success. There was a significant increase in the number of participating agents, with an impressive 49% attending their first-ever ANZA Workshop. A total of 190 agents representing 148 organisations from 43 countries on five continents were in attendance. This represents an increase of 9% over 2017, with a notable rise in participation from Colombia, Brazil, and Vietnam. There was also strong agent representation from countries as diverse as Turkey, Slovakia, and Sri Lanka.

Educator Profile



Educator Demographics





Commenting on his participation at ANZA 2018, Sandhya Raj Somarajan, Managing Director of Fair Future Educational Consultancy, India, said: “Attending ANZA was a remarkable experience. It helped a lot in meeting many schools from Australia and New Zealand, which would not have been possible for us without ANZA.”

Educational institution participation was evenly balanced between New Zealand (52%) and Australia (48%). Top destination marketing bodies from nine New Zealand and eight Australian regions were able to engage with attending agents to promote their destinations. Eleven FAM tours took agents to various New Zealand destinations, as well as to Darwin and Adelaide in Australia.

Participants were able to choose from 14 seminar sessions, including presentations on Careers & Skills in the Age of Robotics (Darryn Melrose, Media Design School), how to develop your Alumni network (Gretchen Dobson, Academic Assembly, an ICEF Alumni Partner), and Multi-Channel Branding Strategies for International Education (Mike Henniger, ICEF). The seminar programme concluded with two plenary sessions focused on Australia (by English Australia and the Australian Government) and New Zealand (by Education New Zealand and Immigration New Zealand).

Moira Hagenson, General Manager, International, at Wellington Institute of Technology and Whitireia New Zealand, said: “Congratulations on a very well-organised ANZA event. It all felt so seamless – always a good sign! I had some great agent meetings with people from markets we do not have the budget to visit.” The 447 total participants at ANZA took part in 4 235 pre-scheduled meetings over two days and enjoyed social networking during two evening functions.

ANZA 2019 will take place in Darwin from April 3rd to 5th, 2019. For more information, please go to: www.icef.com/anza



The meeting hall at the ANZA Workshop 2018

