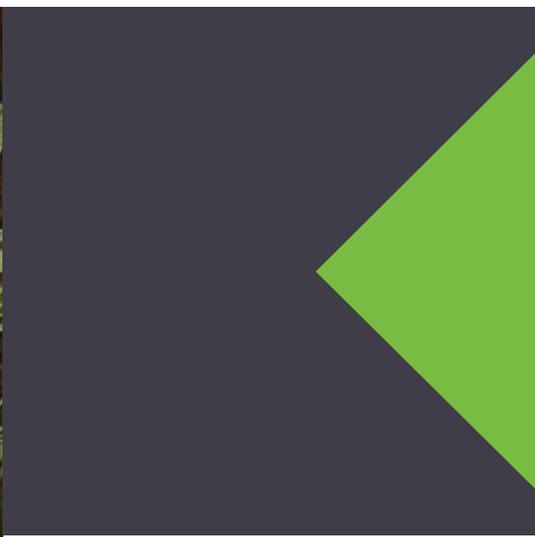




2017-2027

# Tai Tokerau Northland International Education Strategy Snapshot



## NorthlandInc

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EDUCATION

# The Tai Tokerau Northland International Education Strategy has been led by Northland Inc - Northland's Economic Development Agency – and supported by Education New Zealand (ENZ) through the Regional Partnership Programme.

The goal of the strategy is to grow the economic, social and cultural value of international education in Northland, in alignment with the strategic direction and objectives of both Northland Inc and ENZ. The recommendations outlined in this strategy are designed to build on the long-standing efforts of education providers who have been successfully attracting students to Northland for many years, most notably NorthTec.

## WHERE WE ARE TODAY - 2017

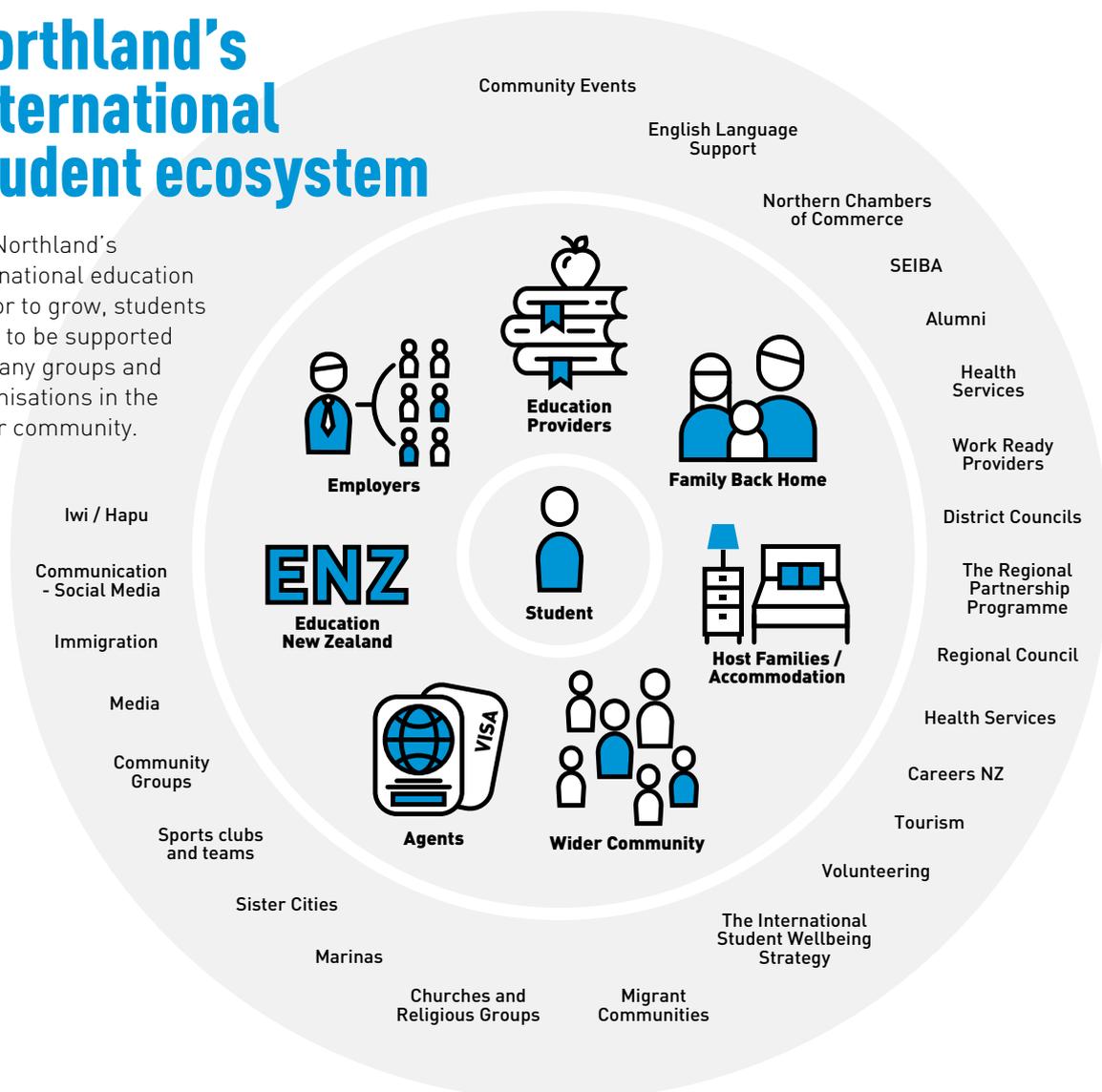
**550 students in Northland**  
**Valued at \$10.1m**

## WHERE WE WANT TO BE TOMORROW - 2027

**1500 students in Northland**  
**Valued at \$30m**

## Northland's international student ecosystem

For Northland's international education sector to grow, students need to be supported by many groups and organisations in the wider community.



## VISION

Northland has a flourishing, diverse and well supported international education sector that is contributing positively to the region's cultural, social and economic wellbeing through authentic cultural exchange.

## VALUE PROPOSITION

Welcoming the discovery and exchange of authentic culture and learning



## 10 YEAR STRATEGIC OUTCOMES

Northland's international education sector has strong leadership and strategic direction, supporting cooperation, collaboration and sustainable growth

Northland's international education brand is strong and unique and recognised both nationally and internationally

Northland delivers a high quality, culturally unique learning experience, attracting a diverse international student population

Studying in Northland is a positive, engaging and rewarding social and cultural experience for international students

International education is recognised as a key contributor to Northland's economic, social and cultural wellbeing

Cultural exchange and knowledge sharing is celebrated and encouraged by Northland education providers and the wider community.

## 10 YEAR STRATEGIC GOALS

Northland will have a sustainable sector body for international education

Northland's international education sector will have a strong brand identity

The economic value of Northland's international education will triple to \$30m

Education providers in Northland will be delivering 'best practice' care and support

International primary and secondary numbers will increase to 600 students per year

International tertiary numbers will increase to 900 students per year

Northland's communities, including Iwi and Hapu, will have many opportunities to connect with international students

Strong relationships will be in place with all education providers, local authorities, tourism providers, education agents, media and community organisations

Strong relationships will be in place with Northland's business community

Code signatories in Northland schools will increase to 35 schools by 2027

## STRATEGY VALUES



### Whanaungatanga – sense of belonging

It is important for the success of this strategy that there is an overarching sense of Whanaungatanga – for the providers, the community and above all the students



### Manaakitanga – being caring and welcoming towards others

The value of Manaakitanga reflects the importance of welcoming and accepting visitors, and caring for their wellbeing in a holistic and inclusive way



### Hauora – holistic health and wellbeing

Linked to Manaakitanga is the Maori philosophy of health and wellbeing: Hauora. Hauora is a holistic view of wellbeing, encompassing the following four pillars: Taha tinana (physical), taha hinengaro (mental and emotional), taha whanau (social) and taha wairua (spiritual).

## ACKNOWLEDGEMENTS

This strategy has been made possible with support from Education New Zealand, which provided funding through the Regional Partnership Programme. Special thanks to the Strategy Reference Group - including industry representatives from the education sector (schools, tertiary institutions, private training institutions, and education businesses) as well as local government from across Northland, Iwi, tourism, the Ministry of Social Development and the Ministry of Business, Innovation and Employment - Education Northland, education providers, local government and community organisations who have contributed to the development of this strategy. In addition, we would like to thank those international students who have contributed to this strategy.

Strategy created by Level Marketing  
[www.thisislevel.nz](http://www.thisislevel.nz)

**THIS DOCUMENT IS A 'SNAPSHOT' OF THE FULL STRATEGY, WHICH IS AVAILABLE ON REQUEST FROM NORTHLAND INC.**

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