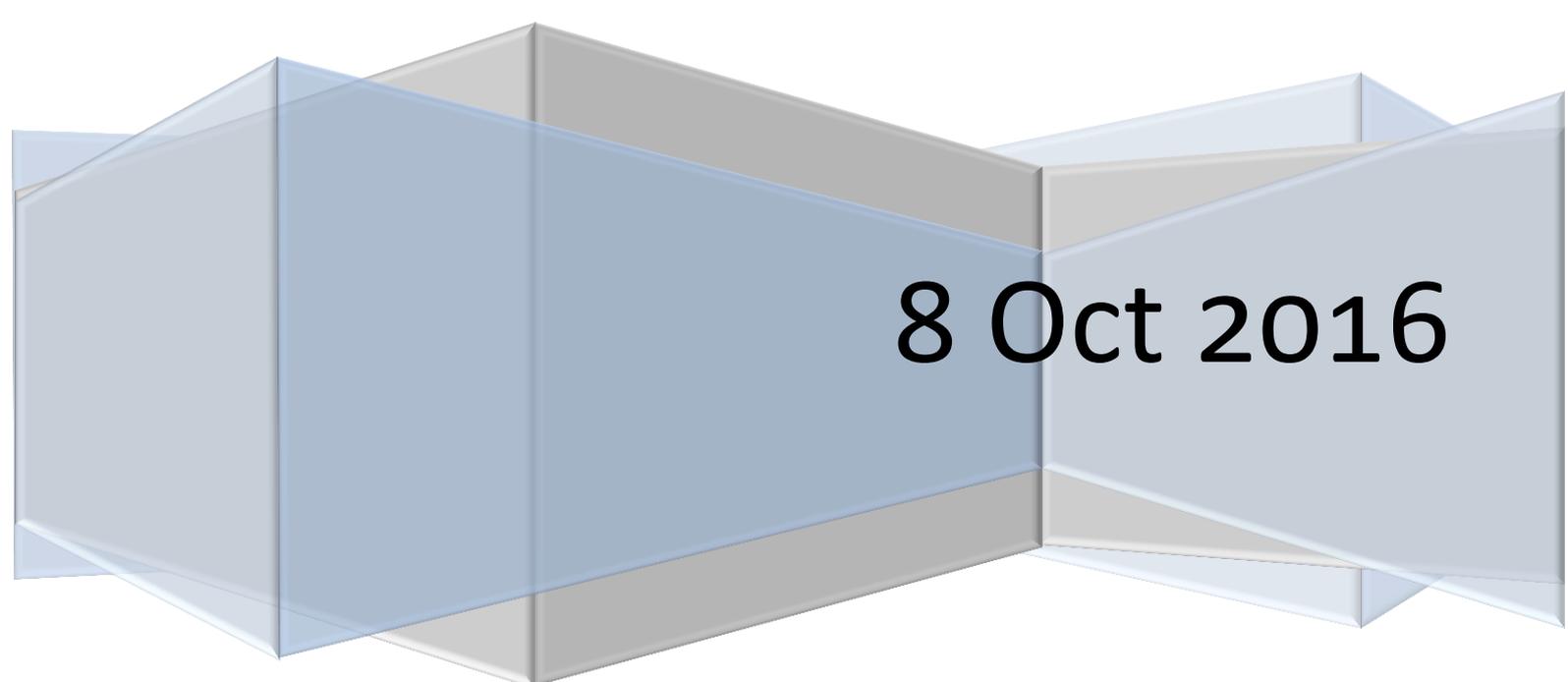


SunIT Ltd

Inputs into the Development of New International Education Strategy for New Zealand

“We are setting out to challenge and be challenged – we encourage all interested parties to be involved in strategy development.” - Chief Executive Grant McPherson says Education New Zealand

Submission by Sunit Prakash



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1. The Business Case for the International Student

- a. Trust, honesty & integrity are some of the core values of New Zealand and set it apart from many others in the world.
- b. New Zealand international education has either turned a blind eye, or has not done its homework - for a student from India coming to New Zealand to study, the business case does not stack up. The return on investment (ROI) for the fee paying student does not compute.
- c. The business case for international students only stacks up if they remain in New Zealand. So unless the root cause is addressed, we will have a problem of international students doing whatever they can to stay back in New Zealand and the exploitation that goes with it.
- d. **Recommendation:** it behoves New Zealand international education to publish projected salary, incomes and outcomes for the foreign students it attracts back in their home country – just as it does for domestic New Zealand students; see example here: <http://www.careers.govt.nz/jobs-database/whats-happening-in-the-job-market/who-earns-what/>
- e. Anecdotally I know of students who already have professional ICT qualifications, and enrolled in one of the PTEs to gain local qualifications, so that they can make a future for themselves in New Zealand.
- f. That New Zealand needs skilled immigrants is well known. **Recommendation:** There needs to be an alignment between the courses taught and the skills in shortage so that the international student becomes an immigrant to the benefit of both themselves and the country.
- g. As a country, New Zealand exploits overseas students which go against the fundamental values of the country. See US related TED Talk below to give some context.

[Link to a TED talk titled "How college loans exploit students for profit"](#)

"Once upon a time in America," says Professor Sajay Samuel, "going to college did not mean graduating with debt."

Today, higher education has become a consumer product — costs have skyrocketed, saddling students with a combined debt of over \$1 trillion, while universities and loan companies make massive profits.

Samuel proposes a radical solution: link tuition costs to a degree's expected earnings, so that students can make informed decisions about their future, restore their love of learning and contribute to the world in a meaningful way.

https://www.ted.com/talks/sajay_samuel_how_college_loans_exploit_students_for_profit?language=en

2. Irrelevant Courses & Double Standards

- a. Domestic New Zealand students do not attend courses run by Private Training Establishments (PTEs). **Recommendation:** if these are not good enough for our own youth, then they are they should not be available to full fee paying international students; we should channel international students into some of our best universities as it happens in the US (and perhaps Canada, UK and Australia).

3. Of TOEFL, SAT, GMAT & GRE

- a. There are already well known, global standardised tests to gauge the proficiency of students. **Recommendation:** subscribe to TOEFL, SAT, GMAT, GRE and others which are very well known and very well administered in the markets it attracts students from.

4. Importing Students is not the answer

- a. India needs over 800 universities. Exporting education and education related services is a possible option. **Recommendation:** exporting education related consulting & services to help India develop its education infrastructure and curriculum is the way to a larger opportunity.

5. The Right Calibre of Student

- a. We know that New Zealand is number 6 in the choice of countries for education, among others behind the US, Canada, UK, Australia and others and this has implications for the type of student it attracts. **Recommendation:** position New Zealand as a high-quality education destination, naturally backed up by high quality education, to attract the right type of student.
- b. With this will also come connections, investment and skilled immigration – think of it along the lines of the Colombo Plan. **Recommendation:** If I was running education marketing, I would tap all the IB schools in India and provide students a pathway to universities in New Zealand. There is a middle-class where their children cannot gain entry into local universities, and even if they did, they would not get the education they need, and entire generations are going to US universities, then returning, and wondering what to do. Most of the parents are wealthy and come from business and professional backgrounds. New Zealand is uniquely positioned to solve this problem and I am happy to organise conversations for in-depth investigations.
- c. New Zealand needs to look at Silicon Valley and see how students and immigrants have thrived and prospered there. We have a choice of either turning out taxi drivers and retail assistants of our international students, or we can turn out captains of industry such as Sundar Pichai of Google and Satya Nadella of Google. Where is our next Rod Drury going to come from? **Recommendation:** and so looking at the US example, I would also target some of the key engineering colleges and business schools in India and entice their brightest and best to come to New Zealand, instead of the US.
- d. **Recommendation:** And so to do this, I would leverage off the very senior Indian ICT and other professionals already in New Zealand, so that they can act as ambassadors and connect New Zealand education to their alma mater.

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