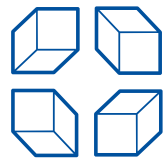


The Australia New Zealand Agent Workshop

The leading event for international student recruitment in Australia and New Zealand



The Sebel & Citigate Albert Park Melbourne • April 21 – 23, 2010



ICEF

Connect. Recruit. Grow.

2009 Australia New Zealand Agent Workshop

The World Comes to Auckland for ANZA 2009

“Where else can you meet so many educators and agents in three days. The job is made easy for everyone and will surely boost business and co-operation.”

Peush Jain, Time Educational & Immigration Consultants, India

“Very useful for meeting new agents and agents already representing our university and pathway partners. Also valuable for learning about new emerging markets.”

Marion Moore, Macquarie University, Australia



The SKYCITY Auckland Convention Centre hosted the ANZA Workshop 2009

In April 2009, over 200 agents from 46 countries came to Auckland for the second Australia New Zealand Agent Workshop. Jointly organised by ICEF and Australia-based EdMedia, The ANZA Workshop is a destination-focused event open only to educators from Australia and New Zealand.

The workshop highlighted both Australia and New Zealand as major study destinations, creating an ideal environment for educators and agents to forge productive business relationships.



“There were so many serendipitous moments during this conference,” said Jenny Byatt of Australia’s West Coast International College of English. “Especially meeting wonderfully friendly and interesting agents from locations I would not otherwise have thought about, meeting providers with similar challenges and/or complimentary courses to package with mine.”

In total, 539 delegates from 402 organisations participated in this year’s workshop, representing an increase of 16% and 24% respectively over the first-ever ANZA Workshop in Sydney in 2008.

53% of the participating agents came from Asian markets, and agents from Latin America, Europe, and the Middle East also figured prominently. 29% of the agents, while well-established in their home markets, were attending their first-ever ICEF workshop.

All participating agencies were carefully screened via ICEF’s industry-leading vetting process, and were selected for the workshop based on their professional qualifications, as well as their degree of focus on the Australian and New Zealand markets.



“I can’t be happier with the number and quality of agents I have met during the workshop,” said Travis Trewin of Australia’s International Film College. Mohammed Hussein Abed Khamees of Egypt’s Global Office for Students Exchange added, “Every time I come to ICEF Workshop, I increase our business possibilities around the world.”

In addition to almost 6,000 one-to-one meetings held during the workshop (a 33% increase over 2008), delegates also participated in a series of destination-focused market intelligence seminars, as well as a variety of networking events and receptions. Highlights included a dinner dance at the Auckland Museum and a day trip to scenic Waiheke Island.



“The Waiheke Island excursion was well attended by agents and educators. It was a chance to relax, network informally and visit one of the more popular areas of Auckland,” said Lyn Malaugh of The Kelston Schools in New Zealand. “This involved a fast ferry ride, sightseeing by bus, wine tasting and lunch at a well known vineyard.”

Agents also benefited from a comprehensive schedule of familiarisation tours to Cairns and Perth in Australia, as well as the New Zealand destinations of Auckland, Central North Island, Christchurch, Rotorua, Southland and Wellington. All tours were very popular and well supported.

Dinner dance at the Auckland Museum



The ANZA Workshop is supported by major education industry bodies in both Australia and New Zealand, including Australian Education International, English Australia, the Australian Council for Private Education and Training (ACPET), Education New Zealand, English New Zealand and the New Zealand Association of Private Education Providers (NZAPEP).

The 2010 Australia New Zealand Agent Workshop will be held at the Sebel & Citigate Albert Park Melbourne, Australia, from April 21 – 23, 2010.