



## Event Report

ICEF ANZA

22 – 24 April, 2024



### Connecting global agents with educators from Australia and New Zealand

**3,266**  
meetings

**395**  
individuals

**274**  
organisations

**40**  
countries

ICEF Australia and New Zealand (ANZA) connects quality, ICEF-screened international student recruitment agents from around the world, with world-class educators from the popular study destinations of Australia and New Zealand. This year's event gathered **395 international education professionals** representing **274 organisations from 40 countries**.

Over the course of three days, **3,266 meetings** were held at the iconic Te Pae Christchurch Convention Centre, New Zealand.

**Margarita Velez** (Grasshopper International, Colombia)

Participating in ICEF ANZA 2024 was an incredibly enriching experience. The sessions were very informative and the networking with institutions, service providers, and colleagues was invaluable. I highly recommend ICEF ANZA to anyone looking to expand their knowledge and professional network in the international education field.

**Josephine Do** (Crown Institute of Studies, New Zealand)

It was the best education event that I have attended.



## Education Providers

A total of **105 education providers** representing **68 institutions** from Australia and New Zealand joined ICEF ANZA 2024. Of these, 53% held senior management positions.

Educator countries: Australia - 38%,  
New Zealand - 62%.

**82% of attendees had previously attended an ICEF event**, demonstrating the quality and appeal of our events. For those who attended ICEF ANZA as first-timers (18%), we look forward to welcoming them to ICEF events in the future.

### Adrienne Croad (Orewa College, New Zealand)

ICEF ANZA in Christchurch was fantastic. The venue was outstanding, the catering superb, there was a beautiful welcoming ceremony, plenty of new contacts made, and bonds forged. I am looking forward to working with many of the people we met. It was a really worthwhile experience.

## Educator segment interest

Language courses **82%**

Undergraduate programmes **34%**

Grad / postgrad certificate **30%**

Grad / postgrad master **24%**

Career / vocational programmes **49%**

Additional programmes and services **65%**

Cultural exchange / work & travel **31%**

Secondary & high school programmes **38%**

Graduate / postgrad doctorate **9%**

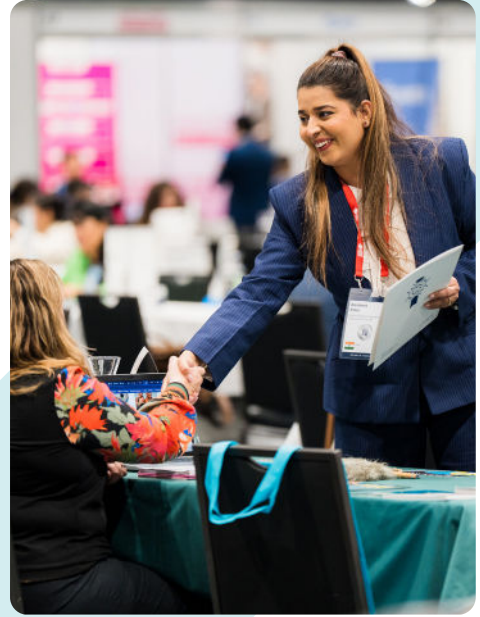
Foundation programmes **16%**

## Student Recruitment Agents

ICEF ANZA was enthusiastically supported by our community of pre-screened agents – a total of **178 representatives from 157 organisations**.

Agents came from 37 countries with the top 5 being: India (12%), Colombia (10%), China (7%), Nepal (7%), and the Philippines (6%).

For 37% of the agents, ICEF ANZA was their first ICEF event.



### **Wendi Fraser** (Canam Consultants, India)

ICEF provide must-attend events for institutes looking to work with screened agents worldwide, who know how to help grow your business.

### **Tony Phewmau** (TPL Education, Australia)

At ICEF ANZA 2024, our network expanded significantly more than anticipated. The event provided exceptional opportunities for meaningful connections that far exceeded our initial expectations, enriching our professional community immensely.

## Agent segment interest

Language courses **90%**

Undergraduate programmes **94%**

Grad / postgrad certificate **89%**

Grad / postgrad master **91%**

Career / vocational programmes **93%**

Additional programmes and services **81%**

Cultural exchange / work & travel **62%**

Secondary & high school programmes **58%**

Graduate / postgrad doctorate **58%**

Foundation programmes **31%**

## Service Providers

81% of the service providers joining us this year came from within Australia and New Zealand. However, we also welcomed delegates from Canada, India, the UK, and the US.

For 10% of the 86 industry-related service providers attending, ICEF ANZA was their first ICEF event, and we look forward to welcoming them back.



**Robert Parsonson** (ISEAA, Australia)

ICEF ANZA always provides a great return on your time and costs. It's great to catch up with existing colleagues and clients, as well as to meet new clients, with efficient meetings.

## Seminars & informal networking

ICEF ANZA 2024 included a full seminar programme, including 11 sessions and panel discussions covering a range of topics important to both the industry and the region. Subjects included: securing student accommodation, the efforts that led to a substantial rebound for the New Zealand international education sector, an overview of the support Australia provides international students, and updates on Fintech in international education.

Lastly, evening receptions are an integral part of ICEF events, providing attendees with the opportunity to renew old acquaintances and cement new partnerships in a more relaxed setting. With the Te Pae Christchurch Convention Centre overlooking the Ōtākaro Avon River, delegates were able to enjoy a pair of events – the welcome event, which was sponsored by Otautahi, Christchurch; and the dinner and dance, sponsored by Study Gold Coast and Study Queensland.

**Amanda Zirbes** (ECA, Australia)

As always, ICEF ANZA brought lots of new contacts, great agencies and providers – all of whom enhance the quality and demonstrate how serious the education sector in Australia is. I just want to say thank you, for everything! See you in the Gold Coast!

## Great Delegate Feedback

Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for ICEF ANZA, **the organisation of the event was rated as good or excellent by 93% of respondents**, as was the support and level of communication provided by the ICEF team. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

91% rated the number of new contacts they made as good or excellent, and 84% gave the same rating for the quality of the new contacts.

For 45% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

## Photo Gallery



★ Platinum Sponsor ★



Gold Sponsor



Silver Sponsor

