



Event Report

ICEF ANZA

04 – 06 March, 2026



ICEF ANZA: Meet pre-screened student recruitment agents from around the world, focused on sending international students to New Zealand and Australia.

2,473

meetings

288

individuals

205

organisations

43

countries

In 2026, the annual ICEF Australia New Zealand Agent event was held in New Zealand's capital of Wellington. A longstanding, popular event which will, in 2027, celebrate its 20th anniversary, it connects education providers from Australia and New Zealand with quality, ICEF-screened international student recruitment agents from around the world.

This year, **288 individuals** attended the event, collectively representing **205 organisations** from across **43 countries**.

Over the course of three days, **2,473 meetings** were held at the Tākina Wellington Convention and Exhibition Centre.

Jonathan Ramsay (Edendale Primary School, New Zealand)

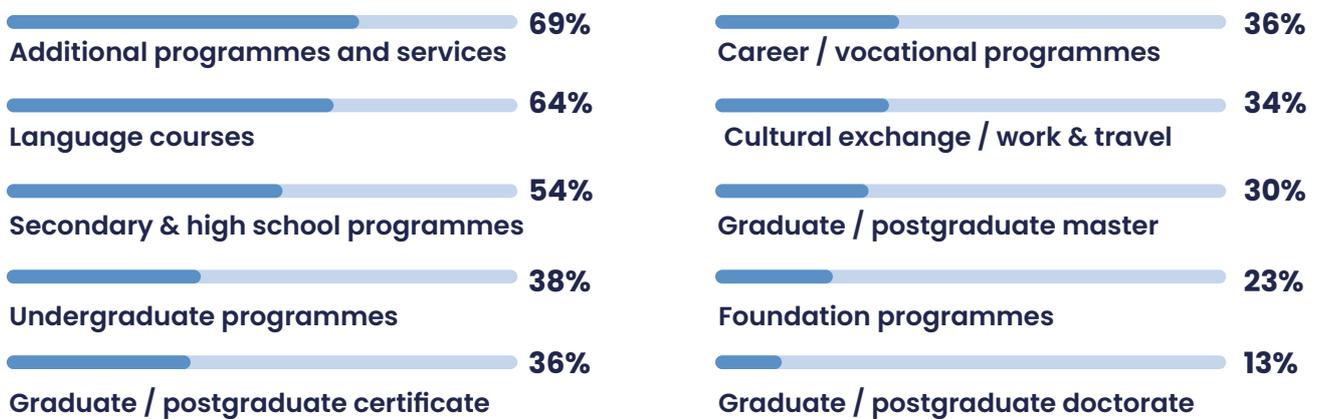
ICEF ANZA 2026 was an excellent first experience for Edendale Primary School (Auckland, New Zealand). We made a lot of new connections with agents genuinely interested in both our school and what we offer to our international students. Thank you, ICEF ANZA, for making us feel such welcome and valued partners. Ngā mihi.



Education Providers

A total of **115 educators**, representing **61 institutions**, joined the event in Wellington. They were primarily from New Zealand (66%) and Australia (26%), with some international school representatives (8%) also present.

Educator segment interest



Rohini Modgill (Australian Data and Cyber Institute, Australia)

Attending ICEF ANZA in Wellington was an excellent experience. The event was very well organised and created a highly professional environment for meaningful conversations with education agents and institutional partners.

The quality of meetings was particularly impressive. Each interaction was purposeful and provided valuable opportunities to strengthen existing relationships while also building new partnerships.

I look forward to participating in future ICEF events.



Student Recruitment Agents

ICEF ANZA was enthusiastically supported by our community of pre-screened agents, with a total of **125 representatives** attending from **111 organisations**.

This year, agents came from **40 countries**, with the top five being: China (9%), Philippines (9%), Colombia (8%), Vietnam (7%), and New Zealand (5%).



Lise AH-TCHOY DEANE (CSSA International Agency, French Polynesia)

ICEF was an excellent and inspiring event. It provided a great opportunity to meet high-quality institutions and partners from around the world. The discussions were very valuable and helped to strengthen our vision for supporting international students. I truly appreciated the professionalism of the organisation and the networking opportunities. I look forward to participating again in the future.

Agent segment interest

Language courses **89%**

Undergraduate programmes **85%**

Career / vocational programmes **84%**

Graduate / postgraduate certificate **81%**

Graduate / postgraduate master **81%**

Additional programmes and services **77%**

Cultural exchange / work & travel **68%**

Secondary & high school programmes **68%**

Graduate / postgraduate doctorate **55%**

Foundation programmes **35%**



Service Providers

At ICEF ANZA 2026, we were joined by **39 service provider representatives** from **25 organisations**.

They came from **6 countries**: Australia (48%), New Zealand (28%), the UK (12%), Canada (4%), Germany (4%), and the USA (4%).



Alvaro Wu (YUGO, Australia)

As Global Sales Manager at Yugo, I have had the pleasure of attending ICEF ANZA five times since 2022. It has been an incredible experience, not only for connecting with potential business partners but also with the opportunity to participate as a speaker. The event provides an excellent platform to strengthen relationships and enhance brand awareness in the market.

Seminars & informal networking

ICEF ANZA opened with a programme of seminars, panel discussions, and debates many of which were CPD accredited. Led by experts and experienced practitioners in the field, this year's sessions included an introductory session on building stronger partnerships; a pair of interviews focused on strengthening standards and strategic recruitment tips for Latin America; a regional snapshot session; a spotlight session on New Zealand's South Island; a presentation on accommodation trends; and a valuable pair of panel discussions exploring regulatory updates affecting Australia and New Zealand. Additionally, a series of roundtable debates enabled peer-to-peer learning and the sharing of best practice.

A key component of any ICEF event, evening receptions create the necessary space for delegates to connect in a more informal setting. This year, attendees enjoyed a welcome reception sponsored by Victoria University of Wellington and held on their Kelburn Campus.

The second day wrapped up with dinner and entertainment held in the Rongomātāne foyer of the Tākina Wellington Convention and Exhibition Centre. Sponsored by Wellington City Council, this elegant reception not only allowed further opportunities for networking but also provided this busy, productive event with a memorable conclusion.

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, support, and level of communication provided by the ICEF team were all rated as good or excellent by 95% of the respondents. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

Additionally, 75% rated the number and quality of new contacts they made as good or excellent.

For 47% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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Photo Gallery



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