

Press Release

Germans awarded for Excellence in Education Export

Auckland, - August 2011. Education New Zealand congratulates German agency Hausch & Partner GmbH for winning the 2011 Education Agent of the Year award. The award was presented during the International Education Conference in Auckland.

The purpose of the award is to showcase and highlight excellent practice in international education, and to recognise and celebrate those who are 'making it happen'. Kristine and Gerhard Hausch, founders of Hausch & Partner, travelled to New Zealand to join the conference and are delighted to be awarded this honour. They have been here since last week and have already visited a number of schools, including Aranui High School in earthquake-stricken Christchurch. Whilst there they were happy to hand over donations, collected in Germany, with a total value of NZ\$ 27,500.

"We are delighted that our member Hausch & Partner have been awarded the Education Agent of the Year, they certainly deserve it with their dedication to the market", says Monique Surges, CEO of the New Zealand German Business Association.

Hausch and Partner's „High Schools Down Under“ started in 2000 with a few schools in New Zealand. One year later some well-chosen schools in Australia were added. Today the agency works with more than 400 schools in Australia and New Zealand. However, it remains their policy to visit and test almost every single school for their suitability before any contracts are made. Additional marketing activities such as initiating trade fairs as a platform for high schools to present themselves to German families („Meet the Schools!“) and social engagements gained them a good reputation in New Zealand according to Education New Zealand. Customized programmes as well as comprehensive consultancy for each student contribute to their reliable image. Approximately 280 students per year are looked after by Hausch & Partner, which allows for individual contacts with students and parents before and during the stay abroad.

All in all around 90,000 international students – high school and higher education - come to New Zealand each year to pursue their studies and to experience a lifestyle that is warm, welcoming and relaxed. The number of international students from Germany has climbed continuously over the past years. Latest figures from Statistics New Zealand show that 3,905 German students travelled half way round the world in 2010 to study in New Zealand, which is nearly double the number compared to 2003 (1,988).

"It is important for New Zealand to attract not only German exchange students at secondary level, but also German tertiary students seeking to undertake their internship with a New Zealand company. These young people are the decision makers of tomorrow and a great experience whilst here as a student may just swing that business decision in New Zealand's favour in the future", says Monique Surges.