

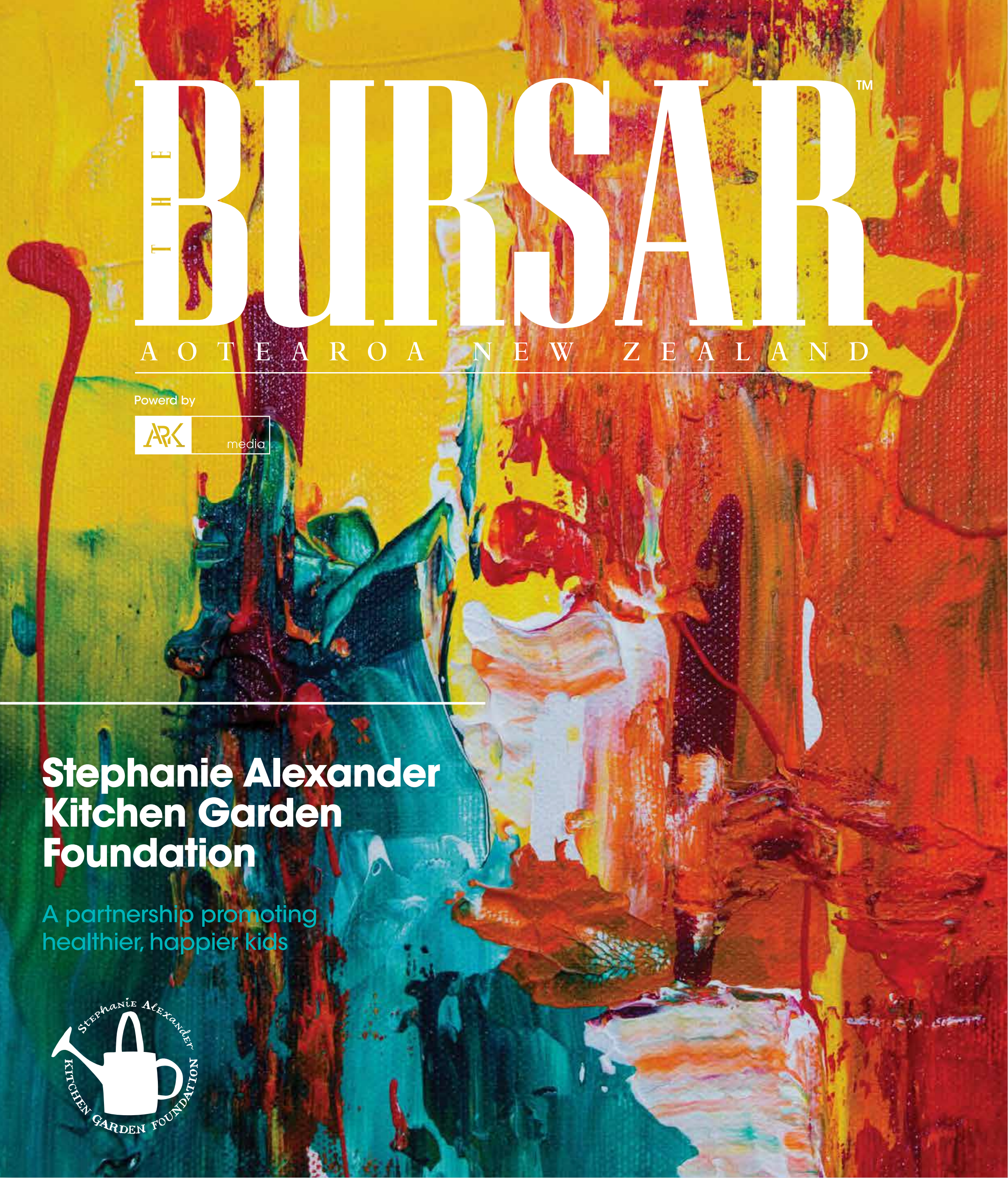


Project:

**THE BURSAR AOTEAROA NEW ZEALAND 2022**

*Resource guide for all administrators, bursars, finance mangers of public, independent schools, universities, private training establishments and early learning centres.*

**Media Kit**





# Welcome

*The Bursar Aotearoa New Zealand* is a comprehensive resource guide that delivers information about the education sector as a whole from child care to higher education and universities.

The resource guide provides international audiences with interesting reports about the new ways of learning available in Aotearoa New Zealand and delivers essential information for purchasers and decision makers responsible for the financial management of the Aotearoa New Zealand education establishments from preschool to tertiary institutions.

The content from institutions, associations, trade shows, workshops, and training programs covers the resources needed to meet education standards as well as essential products and services required to improve and maintain education facilities in Aotearoa New Zealand.

ARK Media is an independent publisher established in 1994 and is today a renowned resource developer in the digital sphere. With an extensive publication portfolio, *The Bursar Aotearoa New Zealand* has been launched to expand the long and successful history of *The Bursar* in Australia.

*The Bursar Aotearoa New Zealand* will be directly mailed in both hardcopy and/or digital to more than 4,571 early learning centres, 2,536 state, state-Integrated and private schools, 574 universities, Te Pukenga - NZ Institute of Skills and Technology and Wananga, Private Training Establishments (PTEs) and workplace training organisations.

Additionally, as media partners for ITENZ (Independent Tertiary Education) Conference 18-19 Oct - Victory Convention Centre Auckland 2,500 hard copies will be distributed through our exhibition stand, visitor bags and networking lounges, and a digital edition of *The Bursar Aotearoa New Zealand* will be sent to industry professionals from this database. This digital edition will provide a hyperlink to your website to drive more traffic directly to you.

## SECTOR SNAPSHOT



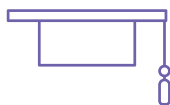
International education generates at least \$1.25 billion per year for New Zealand; universities' earnings from export education represent 1.2% of all New Zealand's exports of goods and services.



Around 53% of university research expenditure is on primary industries, manufacturing, construction and transport, health (24%) and cultural understanding.



Over 43,000 students graduate from NZ universities each year – 90% at bachelor's degree level and above.



With a population in 2022 at 4,898,203 New Zealand education ranks at number 11 in the world.



New Zealand's universities are large institutions, collectively employing approximately 21,500 full-time staff and turning over \$4.15 billion annually.



The total number of schools in New Zealand (state, state-Integrated and private) is 2,536.



Independent schools save the government about \$130 million per year in operational and salary costs.



Independent schools spend \$489 million annually, directly contributing \$361 million in GDP to New Zealand's economy.

It is well understood that high-quality education results from an institution's teaching and leadership as well from its facility management. *The Bursar Aotearoa New Zealand* audience is seeking excellence for the sector, and this provides advertisers with a trusted platform to communicate their products and services.

Advertising in *The Bursar Aotearoa New Zealand* provides every stakeholder, from educators to administrators, a ring-side view of your marketing message in this exceptional publication.

*Publisher*  
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# Rates and sizes

*The Bursar Aotearoa New Zealand* works for companies in many different ways. Its biannual schedule allows companies to build brand awareness with economical rates. Its production quality and format allows companies the option of showcasing their expertise through special features and, product profiles, as well as key placements.

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LITERACY

## More primary students to receive early literacy support with new reading recovery approach

A new early literacy framework designed to support a school-wide approach to building positive and equitable outcomes for children is being introduced to hundreds of New Zealand schools this year.

The new framework enables Reading Recovery teachers to not only provide personalised support to an individual child, but to extend their expertise to support classroom teachers in small group settings, reaching more children.

It was initially rolled out to 40 schools last year, and as a result of a real shift in student achievement, it now has more than 250 primary schools registered to take part.

Created by New Zealander Marie Clay, Reading Recovery is an early intervention for literacy learning that has helped more than 300,000 children in New Zealand catch up with their classmates.

Eighty per cent of New Zealand children who have

participated in Reading Recovery return to an acceptable literacy level.

Dr Rebecca Jesson, University of Auckland Associate Professor at the Faculty of Education and Social Work and the Research and Academic Director for Tui Tui 1 The Learning Circle, says quality teachers and interventions such as Reading Recovery are the vital link to accelerated learning.

"Reading Recovery provides children with the support they need to be confident readers and writers. It identifies those students who are not making progress in the classroom and quickly brings them up to acceptable levels of literacy."

"The new framework is a positive step in the right direction. It enables us to build on Reading Recovery's long standing, researched success and paves the way for us to work with more schools and more teachers, to reach even more children, earlier."

From term two last year, small classroom group teaching has rolled out with impressive initial results.

"Over eight weeks, we have been seeing reading and writing rates increase at double the average classroom progress."

"By working within classrooms, and working with classroom teachers and whānau, the data is showing children's word writing progress accelerated, and the pace of progress in reading levels was approximately twice that expected in regular literacy curriculum, despite the interruption from lockdowns in 2021," said Dr Jesson.

The small group approach is led by an expert Reading Recovery teacher working collaboratively with the classroom teacher and whānau.

"Collaborating more closely with whānau and class teachers is in step with the government's new literacy strategy, and helps us to build a more vivid picture of

the best way a student learns, while personalising their learning based on the children's strengths.

"Long term, Reading Recovery teachers are also helping to develop a range of skills in classroom teachers, boosting their capabilities," said Dr Jesson.

She says education science is at the heart of Reading Recovery.

"Early literacy gives children the confidence and skills to navigate this world. Reading Recovery brings together oral, aural, written and visual stimuli together to make sense. Kids struggle when the foundation isn't set. This evidence-based approach has been developed to catch children before they need one-to-one intervention – it's a prevention strategy, to avoid needing an ambulance at the bottom of the cliff."

"No other approach measures children's literacy at the start and end of a school year to assess results."

A recently published US white paper Rebounding and reinvesting. Where the evidence points for accelerating learning explores best ways to accelerate student learning in post-lockdown life, revealing quality teachers have the biggest influence on our children's education when they head back to school, and refers to Reading Recovery as one of the teaching strategies that has the most impact on student learning.

"Schools can focus on accelerating learning by starting from where students are at and where they are ready to go next. The starting point will not be the same for every student in the class."

"A highly trained teacher will notice a child's needs and will adjust their teaching to maximise the impact on student learning."

She says Reading Recovery teachers are looking forward to supporting schools' literacy planning and assessment,

and collaborating with researchers, education leaders, teachers and whānau to build positive literacy outcomes for all children in Aotearoa.

"We are excited to help teachers implement classroom best practice to lift child literacy levels. We can prepare our children to thrive in the new world we are living – a digital world of learning through a pandemic."

To signal this change, Reading Recovery has refreshed its identity with a new website and a new logo designed with a te ao Māori lens, reinforcing New Zealand's unique place in the world. Inspired by stories of the hākeke, the logo has been designed to remind us that literacy learning has many layers to support a child.

For more information visit [www.readingrecovery.ac.nz](http://www.readingrecovery.ac.nz)

### Our Whakatauki

Kotahi karahi nāna ko te wao tapu nui a Tāne.  
The creation of the forests of Tāne comes from one kēnei.

Put simply, starting small leads to growth, and by supporting a child's literacy, we help them gain the confidence to grow and succeed.

### About Tui Tui | Learning Circle

Tui Tui | Learning Circle delivers quality education and mentoring programs designed to inspire, uplift and help prepare schools and kura, whānau and communities for the challenges of today and tomorrow.

Its work is informed by the latest research and findings through its close relationship with the University of Auckland.

Our passionate and experienced team works alongside leaders, teachers and school communities in New Zealand, Australia and the Pacific, co-constructing Professional Learning & Development

(PLD) programmes which focus on lifting professional practice and improving outcomes for learners. Our alignment with the University of Auckland enables us to deliver services and solutions that are grounded in best-in-class research, insights and innovation.

Our programme offering includes Leadership, Assessment for Learning, Cultural Capability for Māori and Pasifika, Mātauranga Māori and Te reo Māori, Curriculum Design as well as specialist services like Reading Recovery, Literacy support and Learning Languages programmes.

Aged Care Australia Issue 01 2022

LITERACY

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### CLEANING PRODUCTS AND SERVICES

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Full Page	\$4750			Readership: 23,700		DPS: 450 x 255mm   FP: 215 x 255mm	

\*Includes equal advertorial and full social digital marketing strategy.



# Education Institutions in Aotearoa New Zealand

<div><div>Early Learning Centres</div><div><div>Kindergartens663</div><div>Playschools389</div><div>Education and Care2,736</div><div>Home Care353</div><div>Te Kohanga Reo430</div></div></div> <div><div>TOTAL</div><div>4,571</div></div>	<div><div>Primary Schools</div><div><div>Full Primary1,056</div><div>Contributing768</div><div>Intermediate117</div></div></div> <div><div>TOTAL</div><div>1,941</div></div>	<div><div>Composite Schools</div><div><div>Composite178</div><div>Restricted Composite3</div><div>Correspondence Schools1</div></div></div> <div><div>TOTAL</div><div>182</div></div>	<div><div>Secondary Schools</div><div><div>Year 7-15113</div><div>Year 9-15239</div><div>Teen Parent Units25</div></div></div> <div><div>TOTAL</div><div>377</div></div>	<div><div>Specialist Schools</div><div><div>Auckland52</div><div>Northland29</div><div>Waikato41</div><div>Lower North Island56</div><div>Nelson/Marlborough31</div><div>Canterbury48</div><div>Otago Southland32</div><div>Whanganui7</div><div>Hawkes Bay7</div></div></div> <div><div>TOTAL</div><div>303</div></div>
<div><div>Specialist Schools</div><div><div>Specialist Schools36</div></div></div> <div><div>TOTAL</div><div>36</div></div>	<div><div>Universities</div><div><div>Universities8</div></div></div> <div><div>TOTAL</div><div>8</div></div>	<div><div>Te Pukenga - NZ Institute of Skills and Technology</div><div><div>Te Pukenga - NZ Institute of Skills and Technology16</div></div></div> <div><div>TOTAL</div><div>16</div></div>	<div><div>Private Training Establishments (PTEs)</div><div><div>Private Training Establishments (PTEs)550</div></div></div> <div><div>TOTAL</div><div>550</div></div>	<div><div>TOTAL EDUCATION INSTITUTIONS</div><div><div>TOTAL EDUCATION INSTITUTIONS7,711</div></div></div> <div><div>TOTAL</div><div>7,711</div></div>