

The astronomical amounts of public and student  
money spent on marketing by  
New Zealand's public tertiary education institutions  
in 2005



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## ~ Executive Summary ~

- ◆ Public tertiary education institutions spent an estimated collective total of \$28,162,551 on advertising and marketing in 2005. This was a 117% increase on the 1999 figure (\$12.9 million) and 6% increase on the 2004 figure (\$26.6 million).
- ◆ Tertiary institutions that spent more than a total of \$2 million on marketing and advertising in 2005 included Auckland University, Massey University and The Open Polytechnic of New Zealand. A number spent well over a \$1 million.
- ◆ Data presented within this report estimates that public tertiary education institutions collectively wracked up over \$7 million on television advertising, \$4 million on radio advertising and \$11 million on newspaper advertising in 2005.
- ◆ The largest spender on television advertising was the Open Polytechnic (\$1.6 million), the largest for radio advertising was Auckland University (nearly \$729,000), and it is estimated that the Manukau Institute of Technology spent the largest amount on newspaper advertising (over \$1.1 million).
- ◆ 19 public tertiary institutions increased their estimated marketing and advertising expenditure between 2004 and 2005.

## ~ Introduction ~

The policy of user-pays public tertiary education, and the notion that the student is a consumer and education a product, has been the sinister result of an increasingly market-based and competitive environment within New Zealand's public tertiary education system over the last 20 years.

This situation has led to public tertiary institutions wasting vast amounts of public and student money on marketing and advertising. Many have squandered money through marketing and advertising campaigns in order to build their empires, entice more "bums on seats" under a competitive EFTS-based funding system, and at times viciously compete with other New Zealand public tertiary institutions – both nationally and within the institution's own region.

The New Zealand University Students' Association (NZUSA) has long argued, along with education unions and academics, that competition between public tertiary institutions does not lead to a higher quality public tertiary education system that works in the collective interests of our society. Increased expenditure on marketing and advertising has more than likely come straight out of revenue from continually increasing tuition fees and public funding. An immense amount of public and student money has been pumped into and completely wasted on marketing and advertising by our public tertiary institutions.

This paper presents the estimated educational advertising spend data of public tertiary education institutions for 2005, provided to the New Zealand University Students' Association (NZUSA) by AC Nielsen in 2006. The paper also provides individual institutional comparisons of advertising and marketing expenditure from previous years.

Moreover, this paper also includes responses to an Official Information Act request that NZUSA sent to every public tertiary education institution in late 2005, which asked them to stipulate the total amount of money they spent on public relations and external consultancy in 2004 and 2005. This included spending on public relations consultants, media consultants and market research companies.

## ~ Method of collecting educational advertising expenditure data ~

In recent years NZUSA has allocated a part of its research budget to purchasing, from AC Nielsen, the advertising expenditure data on public tertiary education institutions. We have collected these figures for every year between 1999 and 2005.

It is important to note, however, that the data NZUSA receives from AC Nielsen does not include the absolute total amount that tertiary institutions spend on marketing or advertising in any given year. The AC Nielsen data for 2004 and 2005 only calculated advertising expenditure that related to TV, radio, newspaper, magazine, cinema, outdoor, letterbox and online advertising. Prior to 2004, AC Nielsen provided NZUSA with advertising expenditure data that only related to advertising through the mediums of TV, radio, newspaper, magazine, cinema and outdoor.

The figures provided by AC Nielsen, and presented within this paper, do not take into account the various amounts of marketing “give away” materials and gimmicks that tertiary institutions have produced and wasted money on in recent years, including water bottles, pocket radios, yo-yos, caps, rulers, pens, posters, book marks, calendars, jelly beans, hacky sacks – the list is endless.

### **How does AC Nielsen calculate the amount tertiary institutions spend on advertising/marketing?**

AC Nielsen collects and calculates advertising expenditure in a variety of ways, depending on the particular medium of advertising. A methodical data collection process takes place for each medium of advertising.

NZUSA is interested in who is advertising/marketing, what mediums are being used, and the estimated dollar figure amount that is being wasted on advertising/marketing by public tertiary education institutions.

The advertising expenditure data provided by AC Nielsen is based on advertising ratecards. This means that all of the expenditure provided is costed at the rates of industry currency for advertising, as if it were on an even playing field. The growth in expenditure between 1999 and 2005 is indicative of an actual constant increase in the amount public tertiary education institutions have spent on advertising and marketing each year.

**~ Advertising/Marketing expenditure at New Zealand public tertiary education institutions in 2005 ~**

The following table provides the advertising and marketing expenditure for various advertising mediums for all New Zealand public tertiary education institutions in 2005.

<b>2005 Yearly Marketing Expenditure at New Zealand Public Tertiary Education Institutions</b>									
<b>Tertiary Education Institutions</b>	<b>TV</b>	<b>Radio</b>	<b>Newspapers</b>	<b>Magazines</b>	<b>Cinema</b>	<b>Outdoor</b>	<b>Letterbox</b>	<b>Online</b>	<b>Total</b>
Aoraki Polytechnic			263,744	3,400					<b>267,144</b>
Auckland College of Education			1,401	4,400					<b>5,801</b>
Auckland University of Technology	653,132	216,915	386,101	399,517					<b>1,655,665</b>
Bay of Plenty Polytechnic	134,763	56,200	337,106	4,168		47,612			<b>579,849</b>
Christchurch College of Education			171,381	3,319			70,449		<b>245,149</b>
Christchurch Polytechnic	86,448	491,627	324,350	38,162		39,548	55,715		<b>1,035,850</b>
Dunedin College of Education			51,352	17,379					<b>68,731</b>
Eastern Institute of Technology			314,657	10,458	2,904	8,500			<b>336,519</b>
Lincoln University		103,909	192,436	41,399	21,780	59,340	44,087		<b>462,951</b>
Manukau Institute of Technology	175,889	114,899	1,199,607	44,327		126,602	81,221	72,101	<b>1,814,646</b>
Massey University	488,633	701,135	882,856	306,036	83,294	327,143	11,985	170,883	<b>2,971,965</b>
Nelson Marlborough Institute of Tech			137,158	3,938			11,306		<b>152,402</b>
Northland Polytechnic			124,470	3,650		17,000			<b>145,120</b>
Otago Polytechnic	276,442		387,650	15,968		8,500	64,995	9,000	<b>762,555</b>
Otago University	877,972	359,711	107,527	178,888		86,868		22,053	<b>1,633,019</b>
Southern Institute of Technology	487,844		516,550	27,678					<b>1,032,072</b>
Tai Poutini Polytechnic			83,904	3,400			14,441		<b>101,745</b>
Tairāwhiti Polytechnic			142,275				4,739		<b>147,014</b>
Te Wananga O Aotearoa	448,184		752,470	7,740			103,935		<b>1,312,329</b>
Te Wananga O Raukawa			25,864	5,160					<b>31,024</b>
Te Whare Wananga O Awanuiarangi			93,864	3,360					<b>97,224</b>
Telford Rural Polytechnic			15,425	4,850					<b>20,275</b>
Open Polytechnic of New Zealand	1,679,530	586,504	493,755	140,383		72,270	60,643	19,797	<b>3,052,882</b>
UNITEC Institute of Technology	107,670	458,540	556,353	41,211		37,928	8,430	222,217	<b>1,432,349</b>
Universal College of Learning	756,950		447,741	23,369	21,808		944	1,400	<b>1,252,212</b>
University of Auckland		728,989	950,027	612,922	9,660	3,000	659	3,400	<b>2,308,657</b>
University of Canterbury		42,059	282,479	68,698	8,000	86,244	1,962		<b>489,442</b>

<b>Tertiary Education Institutions</b>	<b>TV</b>	<b>Radio</b>	<b>Newspapers</b>	<b>Magazines</b>	<b>Cinema</b>	<b>Outdoor</b>	<b>Letterbox</b>	<b>Online</b>	<b>Total</b>
Victoria University of Wellington	445,784	182,364	485,371	174,238	137,320				<b>1,425,077</b>
Waiariki Institute of Technology			130,729	7,200					<b>137,929</b>
Waikato Institute of Technology	353,645		149,890	9,378	726	14,850			<b>528,489</b>
Waikato University	533,496	195,131	300,046	143,235	95,004	28,380	1,154		<b>1,296,446</b>
Wellington Institute of Technology	130,961		322,327	9,033	8,954	3,000			<b>474,275</b>
Western Institute of Technology			44,811						<b>44,811</b>
Wellington College of Education		256,519	5,921	1,720					<b>264,160</b>
Whitireia Community Polytechnic			574,671	625			1,477		<b>576,773</b>
<b>Total for each advertising medium</b>	<b>7637343</b>	<b>4,494,502</b>	<b>11,256,269</b>	<b>2,359,209</b>	<b>389,450</b>	<b>966,785</b>	<b>538,142</b>	<b>520,851</b>	<b>28,162,551</b>

**~ Historical trends for total advertising/marketing expenditure for public tertiary education institutions ~**

The following table includes the estimated total advertising and marketing expenditure for each public tertiary education institution between 2000 and 2005, and the percentage increase or decrease between 2004 and 2005.

<b>Tertiary Education Institutions</b>	<b>2000 \$</b>	<b>2001 \$</b>	<b>2002 \$</b>	<b>2003 \$</b>	<b>2004 \$</b>	<b>2005 \$</b>	<b>'04 to '05 % INC/DEC</b>
Aoraki Polytechnic	112,988	170,990	288,158	276,000	225,649	267,144	18% INC
Auckland College of Education <sup>1</sup>	69,379	91,316	179,493	137,000	101,766	5,801	
Auckland University of Technology	1,085,105	1,496,557	1,038,831	1,066,000	1,658,414	1,655,665	0.16% DEC
Bay of Plenty Polytechnic	185,770	208,078	140,156	180,000	322,828	579,849	80% INC
Christchurch College of Education	118,246	148,866	167,581	139,000	165,953	245,149	48%INC
Christchurch Polytechnic Institute of Technology	640,308	1,259,724	1,068,882	1,002,000	1,463,956	1,035,850	29% DEC
Dunedin College of Education	49,785	72,117	79,163	80,500	83,918	68,731	18% DEC
Eastern Institute of Technology	347,395	338,478	424,104	478,000	257,006	336,519	31% INC
Lincoln University	242,671	388,255	381,478	506,000	610,317	462,951	24% DEC
Manukau Institute of Technology	1,111,453	2,286,344	2,014,998	2,060,000	2,564,948	1,814,646	29% DEC
Massey University	1,828,023	1,966,867	1,990,641	2,155,000	3,161,684	2,971,965	6% DEC
Nelson Marlborough Institute of Technology	199,895	182,379	187,527	166,000	109,308	152,402	39% INC
Northland Polytechnic	149,652	97,918	142,025	61,000	77,822	145,120	86% INC
Otago Polytechnic	309,443	517,464	520,443	446,500	570,952	762,555	33% INC
Otago University	1,552,716	1,944,489	2,127,620	2,353,000	1,681,153	1,633,019	3% DEC
Southern Institute of Technology	458,221	470,343	438,165	819,000	938,724	1,032,072	10% INC
Tai Poutini Polytechnic	25,511	20,656	38,570	108,000	140,585	101,745	28% DEC
Tairāwhiti Polytechnic	66,440	77,867	105,800	153,000	210,337	147,014	30% DEC
Te Wananga O Aotearoa				338,000	666,648	1,312,329	97% INC
Te Wananga O Raukawa					58,609	31,024	47% DEC
Te Whare Wananga O Awanuiarangi						97,224	
Telford Rural Polytechnic	26,783	15,583	14,593	16,000	12,147	20,275	67% INC
The Open Polytechnic of New Zealand	2,823,814	2,577,977	4,099,024	3,330,000	3,111,935	3,052,882	2% DEC
Unitec New Zealand	705,782	898,086	730,490	651,000	827,518	1,432,349	73% INC
Universal College of Learning	697,676	1,040,283	1,306,902	1,293,000	1,246,855	1,252,212	0.4% INC
University of Auckland	1,530,742	1,759,845	2,213,292	1,995,000	2,024,920	2,308,657	14% INC
University of Canterbury	540,998	749,061	611,191	449,000	560,289	489,442	13% DEC
Victoria University of Wellington	366,350	454,681	458,727	673,000	895,449	1,425,077	59% INC
Wairariki Institute of Technology	48,273	122,883	297,010	371,000	237,224	137,929	42% DEC

<sup>1</sup> Auckland College of Education merged with the University of Auckland in 2005.

<b>Tertiary Education Institutions</b>	<b>2000 \$</b>	<b>2001 \$</b>	<b>2002 \$</b>	<b>2003 \$</b>	<b>2004 \$</b>	<b>2005 \$</b>	<b>'04 to '05 % INC/DEC</b>
Waikato Institute of Technology	243,720	390,694	425,885	467,000	356,493	528,489	48% INC
Waikato University	534,055	1,090,830	1,287,046	1,233,000	1,151,148	1,296,446	13% INC
Wellington Institute of Technology	115,850	439,850	287,789	316,000	381,669	474,275	24% INC
Western Institute of Technology	98,265	97,425	153,365	157,000	82,188	44,811	45% DEC
Wellington College of Education <sup>2</sup>	136,515	230,197	55,303	156,000	290,438	264,160	9% DEC
Whitireia Community Polytechnic		23,110	120,728	164,000	376,716	576,773	53% INC
<b>Total for each year</b>	<b>16,619,149</b>	<b>21,685,676</b>	<b>23,394,980</b>	<b>23,795,000</b>	<b>26,643,121</b>	<b>28,162,551</b>	<b>6% INC</b>

<sup>2</sup> From 2005, Wellington College of Education had merged with Victoria University of Wellington.

**~ Results of responses to an OIA request on institutional spending on public relations and external consultants~**

Public tertiary education institutions were sent an Official Information Act request from NZUSA in late 2005 that asked for:

*“the total monetary amount spent by your institution on public relations, external consultancy, and related advice from external organisations for the 2004 year and for the 2005 year thus far. This would include any expenditure on public relations consultants, media consultants, other consultants and agencies, and market research companies.”*

Tertiary institutions that responded provided the following information. Note that there were varying ways in which institutions calculated these figures and interpreted NZUSA’s request, therefore it would be unfair to make direct comparisons with other tertiary institutions.

<b>Public tertiary education institution</b>	<b>2004 \$</b>	<b>2005 \$</b>
Aoraki Polytechnic	Did not reply	Did not reply
Auckland University of Technology	283,000	378,000
Bay of Plenty Polytechnic	Did not reply	Did not reply
Christchurch College of Education	50,150	31,780
Christchurch Polytechnic Institute of Technology	433,105	597,323
Dunedin College of Education	Nil	25,000
Eastern Institute of Technology	2,078	2,058
Lincoln University	576,017	500,000
Manukau Institute of Technology	30,450	33,577
Massey University	Did not reply	Did not reply
Nelson Marlborough Institute of Technology	Did not reply	Did not reply
Northland Polytechnic	146,642	46,407
Otago Polytechnic	417,000	478,000
Otago University - public relations	40,995.37	22,806.00
- market research	22,297.57	64,666.67
Southern Institute of Technology	Nil	Nil
Tai Poutini Polytechnic	Not provided	Not provided
Telford Rural Polytechnic	Nil	Nil
The Open Polytechnic of New Zealand - student satisfaction survey	51,250	51,812
- Graduate Destination Survey		28,812
UNITEC New Zealand	18,368	35,546

<b>Public tertiary education institution</b>	<b>2004 \$</b>	<b>2005 \$</b>
Universal College of Learning	Not provided	Not provided
University of Auckland	Did not reply	Did not reply
University of Canterbury		30,100 (over 2 yrs)
Victoria University of Wellington - market research	120,000	120,000
- public relations	35,000	18,000
Wairariki Institute of Technology	10,410	28,809.32
Waikato Institute of Technology	108,164	572,646
Waikato University	572,585	406,817
Wellington Institute of Technology	8,575.16	41,754.17
Western Institute of Technology	0	8,852
Whitireia Community Polytechnic	19,500	Nil

**~ Campus by campus and year by year advertising/marketing data ~**

The following tables provide the total marketing expenditure for 2003, 2004 and 2005 for NZUSA member institutions. These tables also break down the estimated expenditure relating to varying advertising mediums used by tertiary institutions. Blank spaces indicate that AC Nielsen's figures showed no sign that a tertiary institution had spent on that particular advertising medium.

**Christchurch College of Education**

<b>Advertising medium</b>	<b>2003 \$</b>	<b>2004 \$</b>	<b>2005 \$</b>
TV	45,000		
Radio			
Newspapers	88,000	115,683	171,381
Magazines	6,000	2,658	3,319
Cinema			
Outdoor			
Letterbox	NA	47,612	70,449
Online	NA		
<b>Total</b>	<b>139,000</b>	<b>165,953</b>	<b>245,149</b>

**Lincoln University**

<b>Advertising medium</b>	<b>2003 \$</b>	<b>2004 \$</b>	<b>2005 \$</b>
TV	185,000	72,154	
Radio		37,308	103,909
Newspapers	274,000	263,617	192,436
Magazines	24,000	19,655	41,399
Cinema		103,500	21,780
Outdoor	23,000	80,850	59,340
Letterbox	NA	33,233	44,087
Online	NA		
<b>Total</b>	<b>506,000</b>	<b>610,317</b>	<b>462,951</b>

## Massey University

Advertising medium	2003 \$	2004 \$	2005 \$
TV	1,015,000	1,316,028	488,633
Radio	429,000	502,675	701,135
Newspapers	484,000	688,814	882,856
Magazines	113,000	245,961	306,036
Cinema	6,000	90,620	83,294
Outdoor	108,000	161,915	327,143
Letterbox	NA	6,215	11,985
Online	NA	149,456	170,883
<b>Total</b>	<b>2,155,000</b>	<b>3,161,684</b>	<b>2,971,965</b>

## Otago Polytechnic

Advertising medium	2003 \$	2004 \$	2005 \$
TV	31,000	168,416	276,442
Radio			
Newspapers	358,500	325,215	387,650
Magazines	57,000	21,840	15,968
Cinema			
Outdoor		5,000	8,500
Letterbox	NA	41,481	64,995
Online	NA	9,000	9,000
<b>Total</b>	<b>446,500</b>	<b>570,952</b>	<b>762,555</b>

## University of Auckland

Advertising medium	2003 \$	2004 \$	2005 \$
TV			
Radio	680,000	662,556	728,989
Newspapers	714,000	790,240	950,027
Magazines	367,000	317,934	612,922
Cinema	222,000	241,690	9,660
Outdoor	12,000	4,600	3,000
Letterbox	NA		659
Online	NA	7,900	3,400
<b>Total</b>	<b>1,995,000</b>	<b>2,024,920</b>	<b>2,308,657</b>

## University of Otago

Advertising medium	2003 \$	2004 \$	2005 \$
TV	1,358,000	760,004	877,972
Radio	597,000	448,985	359,711
Newspapers	166,000	154,295	107,527
Magazines	124,000	158,309	178,888
Cinema	12,000		
Outdoor	96,000	76,880	86,868
Letterbox	NA		
Online	NA	82,680	22,053
<b>Total</b>	<b>2,353,000</b>	<b>1,681,153</b>	<b>1,633,019</b>

## University of Waikato

Advertising medium	2003 \$	2004 \$	2005 \$
TV	313,000	297,526	533,496
Radio	228,000		195,131
Newspapers	551,000	695,871	300,046
Magazines	119,000	104,951	143,235
Cinema	3,000		95,004
Outdoor	19,000	52,800	28,380
Letterbox	NA		1,154
Online	NA		
<b>Total</b>	<b>1,233,000</b>	<b>1,151,148</b>	<b>1,296,446</b>

## Victoria University of Wellington

Advertising medium	2003 \$	2004 \$	2005 \$
TV	325,000	364,538	445,784
Radio	100,000	123,556	182,364
Newspapers	224,000	267,993	485,371
Magazines	11,000	11,787	174,238
Cinema	6,000	91,175	137,320
Outdoor	7,000	36,400	
Letterbox	NA		
Online	NA		
<b>Total</b>	<b>673,000</b>	<b>895,449</b>	<b>1,425,077</b>

### Waikato Institute of Technology

Advertising medium	2003 \$	2004 \$	2005 \$
TV			353,645
Radio			
Newspapers	425,000	246,154	149,890
Magazines		13,439	9,378
Cinema	12,000	80,700	726
Outdoor	30,000	16,200	14,850
Letterbox	NA		
Online	NA		
<b>Total</b>	<b>467,000</b>	<b>356,493</b>	<b>528,489</b>

### Wellington Institute of Technology

Advertising medium	2003 \$	2004 \$	2005 \$
TV	92,000	37,649	130,961
Radio	8,000		
Newspapers	138,000	274,221	322,327
Magazines	40,000	39,828	9,033
Cinema	27,000	23,920	8,954
Outdoor	11,000	3,000	3,000
Letterbox	NA		
Online	NA	3,051	
<b>Total</b>	<b>316,000</b>	<b>381,669</b>	<b>474,275</b>

**Whitireia Community Polytechnic**

<b>Advertising medium</b>	<b>2003 \$</b>	<b>2004 \$</b>	<b>2005 \$</b>
TV			
Radio			
Newspapers	161,000	371,488	574,671
Magazines	3,000	625	625
Cinema			
Outdoor			
Letterbox	NA	3,103	1,477
Online	NA	1,500	
<b>Total</b>	<b>164,000</b>	<b>376,716</b>	<b>576,773</b>

## **~ Why wasteful spending on advertising and marketing by public tertiary institutions must stop! ~**

The moment you switch on the television these days, there is a high chance that you will see advertisements for universities and polytechnics. You'll be all too familiar with the phrase "get over it", having heard the expression beamed into your living room from the mouth of the former Vice Chancellor of Otago University. You'll no doubt be familiar with being told that Victoria University "makes you think" or you will have heard the compassionate tones of various teaching staff at the Universal College of Learning in Palmerston North.

This is a bizarre and reasonably recent phenomenon. Ten years ago our public tertiary education institutions would have no more advertised on television than flown students to the moon. Sadly, however, recent years have seen public tertiary education institutions spending hundreds of thousands of dollars, if not millions, per year on trying to attract the "student dollar". A competitive climate and "more money for more bums on seats" funding system has bred tertiary institutions who often view students as economic units and sources of revenue. Through the trendy guises of marketing and liaison departments, institutions have wasted extremely large amounts of taxpayer and student money on ridiculous advertising and marketing campaigns.

### **There are a myriad of reasons why this type of advertising and marketing spending must stop!**

According to the AC Nielsen figures presented earlier in this paper, it is estimated that New Zealand's public tertiary education institutions spent a grand total of \$28,162,551 on marketing and advertising in 2005, a 6 percent increase when compared with the previous year. The amount spent on marketing in 1999 was \$12,975,684, which equates to a 117 percent increase in expenditure between 1999 and 2005.

It is hard to reconcile the figures that have been presented when the Labour-led Government states that they have moved away from the highly competitive and wasteful behaviour of the 1990s, and have moved towards a more cooperative and collaborative public tertiary sector. Minister for Tertiary Education, Dr Michael Cullen, has expressed concern with the money wasted on tertiary branding. In an address on 3 November 2005 to the Institutes of Technology and Polytechnics of New Zealand, on upcoming changes to the tertiary sector, Cullen said, "Nor will the kind of branding exercises we have sometimes seen, where instead of providing good information about an institution's strengths the focus seemed to be promising all things to all learners, and a crackling good social life on campus as well."

However, if the Minister for Tertiary Education and Tertiary Education Commission were more serious about creating a more cooperative public tertiary education sector then they would send a louder message to public tertiary institutions and put a stop to increasing and wasteful marketing expenditure.

Recent research has highlighted that advertising and marketing campaigns have little influence on student decision making. NZUSA believes that tertiary institutions should take heed of this research material and stop wasting the millions of dollars of taxpayer and student money that is simply being poured down the drain.

A Ministry of Education report, entitled *Student decision-making by prospective tertiary students': a review of existing New Zealand and overseas literature*, published in 2005, revealed the following:

"The most effective information is interpersonal. This finding is partially supported by evidence showing that mass information is not as influential in decision-making as institutional marketers would perhaps like....(p.24)"

"Mass information campaigns like advertising through newspapers, television, radio and the Internet are perhaps less helpful than institutions would wish. Brennan (2001) suggests that students do not use promotional materials to a large extent when making decisions. Maxwell et al. (2000) concur, claiming that newspapers, radio and television are not influential (p.24)."

"Boyd et al. (2001), writing from a New Zealand perspective, found that students preferred personal to impersonal information. Indeed, they found that personal interest by an informant was a primary motivator for making choices. Parents, families, friends, teachers, career counsellors and tertiary staff are all involved in interpersonal information networks (p.24)."

Moreover, NZUSA's Income and Expenditure Survey (2004)<sup>3</sup> revealed that tertiary institution marketing campaigns actually have very little impact on determining where students study. Besides the fact that most students study at the closest tertiary institution to where they live, the Income and Expenditure Survey revealed that only 6 percent of all students, who participated in the research, stated that their main source of choosing where to study was through advertising. The research revealed that it was more likely that students chose where to study based on: the proximity to their home; through the advice of family and friends; following advice from careers advice at school; the cost of the course; and whether a specific course was offered at a particular tertiary institution.

There have been some slight estimated decreases in advertising expenditure between 2004 and 2005. However, the amounts spent on advertising are still very very high. Following the release of the 2004 figures in early 2005, NZUSA wrote to every public tertiary institution Vice Chancellor and Chief Executive, outlining our concerns at the ridiculous amounts of money that institutions were wasting on advertising and marketing.

NZUSA, along with many others in our society, refuse to accept that public education is the equivalent to purchasing a can of baked beans. New Zealanders would not stand for their local primary school wasting money on mass-marketing and they should not stand for their public tertiary institutions doing the same thing. Most people realise that public tertiary education is a social and collective

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<sup>3</sup> The Income and Expenditure Survey (2004) was contracted out to TNS Research by NZUSA. 3,969 students were surveyed at 21 public tertiary education institutions, and completed a comprehensive survey that focused on student income and expenditure, student debt, study costs, thoughts about tertiary education policy, study choices, course quality and academic and non-academic services at tertiary institutions.

good that benefits our society, and that the decisions that students make about where and what to study are far too important to be based on marketing gimmicks.

Instead, NZUSA has always supported a centralised register that provides quality tertiary education course information. As a move in the right direction in 2005 the Government launched Ed Centre. This website provides a wide range of up-to-date information about courses and tertiary institutions, and its co-existence alongside a range of interpersonal services (such as careers and guidance advice) and institutional websites and handbooks leaves the student movement wondering why institutions continue to spend millions of dollars of student and public money on advertising and marketing.

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