

Message from the President

Dear Neighbours and Friends

Many of you will have noticed the bright new signage at our campuses and on St Lukes Rd. These reflect a recent rebranding exercise to refresh our image, reflect our core values, and make us more attractive to students. We are now simply 'AIS' and 'St Helens' - an important connection with local history - is retained as the name of our campus in Linwood Ave.

The St Helens campus is a unique facility among private tertiary providers in Auckland because of its grounds and architecturally significant (older) buildings. Both of these require significant upkeep. A lot of refurbishment is taking place inside the buildings at St Helens Campus however these physical changes are only part of our educational infrastructure. Electronic media are increasingly important in today's world and that especially applies to young, globally mobile people, and to the way tertiary education is now being conducted. Enrolments, assessments, course content, student records and access to educational resources (such as those traditionally provided in a physical library) are all online.

Our student numbers are slightly lower, however more students are opting for higher level programmes and now our largest division is our postgraduate studies. Our students are, on average a little older, and increasing numbers of them have studied previously in New Zealand and/or in a widening range of countries from around the world. Another element of our operations perhaps not so well known is that AIS developed courses are often used (under licence) to constitute programmes offered by networked overseas universities and institutes. Last year an Indian university became an additional accredited site of AIS, delivering AIS qualifications in International Business and Information Technology to students who may never set foot in New Zealand.

This arrangement, under our mentorship and quality assurance processes, is an initiative approved by the governments of both countries involved.

Our government aims to double the contribution 'export education' makes to this country's economy by 2025. Increasingly, this does not equate to doubling the number of international students sitting in New Zealand classrooms. AIS, your local tertiary institution, is a significant component of this larger picture.

Richard Goodall
President



Our Programmes

Postgraduate

- Master of Business Administration
- Postgraduate Diploma in Business Administration

Bachelor Degrees and Diplomas

- International Business
- Tourism Management
- Hospitality Management
- Information Technology

Certificates

- Hospitality
- CertTESOL

English Language

- General English
- IELTS Preparation
- English for Academic Purposes
- Tour Group Options



**SUPPORTIVE
ENVIRONMENT**

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**COMMUNITY NEWSLETTER
AUTUMN 2014**

New Brand, New Name, New Focus



AIS St Helens is no more. Following an extensive brand audit and rebranding process, we have emerged with crisp new branding, a new set of guiding values and we are now known as Auckland Institute of Studies, or simply AIS.

The four guiding values that have been proposed are: Quality Education, Individual Focus, Supportive Environment, and Real World Success.

"These four values have really allowed us to develop consensus and have been a great tool in facilitating decision making and sharpening up our communications. In terms of positioning they make the most of our strengths – at AIS we pride ourselves on the high levels of individual attention our students receive and we work hard to provide an environment where they feel comfortable during their time with us. We also ensure they receive a quality education which will serve them well and give them choices in the future," says Shane Ball, Marketing Manager at AIS.

The new branding is crisp, clean, and contemporary, featuring the red and black colours which have always been associated with the Institute – but with a splash of orange to differentiate from a Canterbury identity. The traditional academic logo has been modernised and the name simplified to clearly identify the institution and its location. St Helens Campus now bears the name paying homage to the property's previous incarnation as St Helen's Maternity Hospital. A photo shoot was conducted and resulted in a new and more intimate approach to the institution's photography, revealing a commitment to the Individual Focus value.

"We have emerged refreshed and rejuvenated from the rebrand and are looking forward to taking on the challenges facing us in 2014 with a renewed sense of self confidence."

New Academic Head of Business Administration Programmes

Prof. Nevan Wright joined AIS in January as Academic Head of Business Administration Programmes. The world of academia is Nevan's third career. After nine years in the NZ Air Force, he worked in industry as Director/General Manager of several large international companies, retiring at 50 to return to study. Nevan gained his Masters at 53 and his PhD at 61 – so it's never too late to hit the books. Prior to joining AIS Neven taught on MBA programmes in 21 countries.



Nevan is the author of 12 academic texts – some of which are set books for our students – and is currently working on a novel. He is also an enthusiastic golfer and proud grandfather of five.

Tourism Students Caving Close To Home

Many kiwis are usually so concerned with travelling overseas that they never find out what's in their own back yard.

Last month we found a little bit of adventure and beauty when Tourism and Hospitality Management lecturer, Jonathon Spring, took his class on a field trip to Nikau Cave.

Nikau Cave is under 90 minutes from Auckland and consists of a one and a half hour tour through underground caverns.

Armed with a helmet and a torch, students had to squeeze their way through narrow crevices and crawl through running water to traverse the cave.



The path often opened up into large caverns where we were rewarded with the sight of ancient rock formations and glowworm grottos that resembled the night sky.

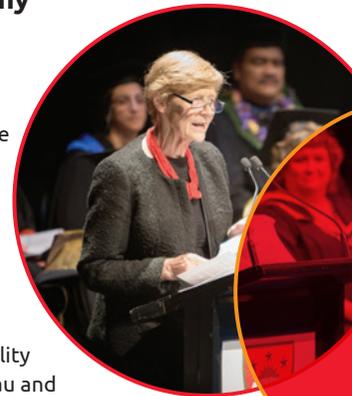
After our adventure we made our way toward home; stopping to view a film location from The Lord Of The Rings before dipping our toes in the surf at Port Waikato.

Nikau Cave is a great day out, no matter where you're from; and all within 90 minutes of the city.



NZQA Head Karen Poutasi Keynote Speaker at 2013 Graduation Ceremony

AIS's commitment to providing quality education in a caring and supportive environment was highlighted by NZQA Chief Executive Dr Karen Poutasi at the AIS Graduation ceremony held at the Bruce Mason Centre in Takapuna on 13 September.



Dr Poutasi addressed those assembled at the ceremony in her Keynote speech saying, "AIS is a quality institution in which students, whanau and employers can have confidence. The courses offered are sound and excellent. Degree holders can be confident that their qualifications are of high quality and internationally portable."

179 graduands from New Zealand, the Pacific and a total of 28 countries were joined by family and friends in a colorful and high-spirited ceremony. Many students complemented their academic regalia with traditional clothing; those from the Tongan Community made quite an impact with their Ta'ovala (mats) and candy bar leis. Dr Poutasi celebrated the multicultural nature of the AIS student body, commenting that, "International students enrich our country and local communities, and New Zealand is all the better for your presence."



QUALITY EDUCATION

SUPPORTIVE ENVIRONMENT

INDIVIDUAL FOCUS

REAL WORLD SUCCESS