

The Confucius Institute in Auckland:

Strategic plan 2013-17

Mission

To introduce, to the school, business and academic communities, and the wider NZ community, Chinese language and culture to promote friendship, understanding and respect between New Zealand and China and in doing so create a desire for further study and engagement with China, its people, language and culture.

Objectives

- 1) To build awareness and knowledge of and early engagement with Chinese Language and Culture amongst communities of interest and the wider New Zealand community
- 2) To encourage, through engagement with schools and the Ministry of Education and using the CI Confucius Classroom system, a greater uptake of the study of the Chinese language within the New Zealand school system
- 3) To establish within The Universities of Auckland and Otago mechanisms for linking the CI's role in the introduction of Chinese culture and language to their academic mission
- 4) To deliver activities that facilitate the introduction of Chinese language and culture to the business community that will help commercial engagement with China, supporting the NZ China Strategy

5) To deliver, or participate in, activities that expose the New Zealand community more broadly to Chinese language and culture

Actions

Objective 1

- Create links between New Zealand and China through relationships with the government and other related organisations in both countries.
- Act as an effective local hub for China-related resources.
- Through CI language and cultural activities, support and enhance the engagement of New Zealand organisations with China.
- Actively promote Chinese language and culture through CI-focused activities.

Objective 2

- Maintain existing and develop more collaboration with the Ministry of Education for Chinese programmes in New Zealand schools.
- Promote and support Confucius Classrooms to become the leaders of Chinese programmes in their local school networks.
- Provide support for existing CI programmes to develop sustainable Chinese teaching and learning in schools; this includes teacher professional development, resource support (including teaching material development), examinations, competitions and Mandarin Language Assistants.
- Assist schools in setting up new Chinese language programmes through the Principals' Delegation and Headstart.
- Help NZ students to experience China through camps, scholarships and competitions.

- Provide resource support to assist schools to build awareness, knowledge and understanding of Chinese culture.

Objective 3

- Assist both universities to develop closer links with our partner university, Fudan.
- Assist in raising the motivation and quality of student learning of Chinese through competitions, trips and scholarships.
- Assist tertiary students to experience China.
- Assist staff in general in both universities to build on their knowledge and awareness of China through seminars and staff courses.
- Promote China-related research with Hanban and Fudan funding support.
- Support China-related activities on campus.

Objective 4

- Support business community links with China through tailor-made language courses.
- Provide consultation services to New Zealand businesses.
- Provide scholarships to help build China-related expertise in the business community.
- Provide written materials to assist business communities in China, including handbooks, language and protocol guides.
- Enhance and develop interactions with China-related trade associations in New Zealand.

Objective 5

- Assist the local community to develop awareness and appreciation of Chinese culture by continuing to enhance participation in, and support of, regular local cultural events, e.g. Lantern Festival.

- Improve interaction with the local Chinese community to help CI achieve its objectives.
- Provide language and cultural courses of high quality for the community.
- Provide an effective China-related hub for the public.

Measures

1. Continued and increased annual funding is gained from funding sources.
2. Successful completion of annual reporting and evaluation to the funding institutions.
3. Confucius Institute proactive reporting through CI annual report booklet.
4. Regular programme-based collection of feedback and evaluation data from clients.
5. Successful sustainability of CI projects throughout the years of the strategic plan. Measures include continuation, application rate and evaluation scores.