



Performance of Tertiary Education Organisations Education Performance Indicators (new methodologies) Mara Marketing Limited: 2015 Reporting Year

Content of this report

1. 2015 Rates for the four educational performance indicators showing the new methodologies

This report provides the 2015 rates for the educational performance indicators (EPIs) for Mara Marketing Limited:

- first year retention rate (new methodology)
- cohort-based qualification completion rate (new methodology)
- course completion rate (existing methodology)
- progression rate (existing methodology).

The new methodologies provide a more meaningful reflection of a tertiary education organisation's performance. Unlike the EFTS-weighted qualification completion rate, the cohort-based measure tracks individual enrolments in qualifications and is not susceptible to rate changes due to external factors such as fluctuations in enrolment patterns or counting multiple completions for the same learning (e.g., through embedded qualifications). The methodology and rules for calculating the cohort-based qualification completion and the first year retention rates can be found [here](#).

The rules and methodologies for the course completion rate and the progression rate have not changed. However, this report uses different grouped register levels than in previous reports to align with the groupings for the new cohort-based qualification completion and first year retention rates.

Note that the overall cohort-based qualification completion rate can be impacted by the proportion of part-time students at a provider. The rate may also not include completions where learners are enrolled in longer qualifications and does not reflect when learners transfer to another TEO before completing a qualification.

Note the new cohort-based qualification completion rate and first year retention rate counts enrolments for all funding sources while the course completion and progression rates only include student achievement component funded enrolments.

2. Supplemental information for cohort-based qualification completion and first year retention rates

The report also includes supplemental information to support the cohort-based qualification completion rate and first year retention rates:

- Information comparing the relative ranking of a TEO within its sub sector when using the existing and new methodologies for the qualification completion and retention rates
- Because of significant differences in how part-time students engage in and complete qualifications we show the volume and proportion of part-time versus full-time learners
- Because students may change their course of study part-way through we show:
 - o For qualification completions – when students complete or progress to a lower or higher level qualification without completing a qualification at the same level that they initially enrolled in
 - o For 1st year retention - When students complete a qualification or progress to a lower or higher level qualification without being retained at the same level after the year they enter the cohort

Cohort-Based Qualification Completion Rate

This measures the number of learners out of a starting cohort who complete a qualification at the same level after a given time-frame. The rate includes, based on level of study, learners who started in 2010, 2012 and 2014.

All learners

| | | |
|--|------------------------|-----|
| Overall | Mara Marketing Limited | 0% |
| | All PTEs | 65% |
| | All TEOs | 64% |
| Level 8 to 10 2010 starting cohort 6 year: completions up to 2015 | Mara Marketing Limited | n/a |
| | All PTEs | 66% |
| | All TEOs | 67% |
| Level 7 degree 2010 starting cohort 6 year: completions up to 2015 | Mara Marketing Limited | n/a |
| | All PTEs | 73% |
| | All TEOs | 58% |
| Level 4 to 7 (non degree) 2012 starting cohort 4 year: completions up to 2015 | Mara Marketing Limited | n/a |
| | All PTEs | 74% |
| | All TEOs | 70% |
| Level 1 to 3 2014 starting cohort 2 year: completions up to 2015 | Mara Marketing Limited | 0% |
| | All PTEs | 59% |
| | All TEOs | 60% |

Overall TEO cohort-based qualification completion rate

0%

| | Number of learners | Completion Rate |
|-----------|--------------------|-----------------|
| Full-time | * | 0% |
| Part-time | 28 | 0% |

Full-time learners

| | |
|----------------------------------|-----|
| Overall | 0% |
| Level 8 to 10 | n/a |
| Level 7 degree | n/a |
| Level 4 to 7 (non degree) | n/a |
| Level 1 to 3 | 0% |

Part-time learners

| | |
|----------------------------------|-----|
| Overall | 0% |
| Level 8 to 10 | n/a |
| Level 7 degree | n/a |
| Level 4 to 7 (non degree) | n/a |
| Level 1 to 3 | 0% |

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

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First Year Retention Rate

This rate measures, for longer qualifications, how many learners re-enrolled at the same level in the year after they enter the cohort.

First year retention rates of 2014 starting cohort by levels

| | | |
|----------------------------------|------------------------|-----|
| Overall | Mara Marketing Limited | n/a |
| | All PTEs | 49% |
| | All TEOs | 60% |
| Level 8 to 10 | Mara Marketing Limited | n/a |
| | All PTEs | 74% |
| | All TEOs | 74% |
| Level 7 degree | Mara Marketing Limited | n/a |
| | All PTEs | 68% |
| | All TEOs | 73% |
| Level 4 to 7 (non degree) | Mara Marketing Limited | n/a |
| | All PTEs | 47% |
| | All TEOs | 49% |

Overall TEO first year retention rate

n/a

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

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EFTS-Weighted Course Completion Rate

This measure shows the proportion of Student Achievement Component funded courses that are successfully completed.

Note: The methodology for the EFTS-weighted course completion rate has not changed, however the rates are presented using different register groups from those used in the current report.

By level of study

| | | |
|----------------------------------|------------------------|-----|
| Overall | Mara Marketing Limited | n/a |
| | All PTEs | 83% |
| | All TEOs | 83% |
| Level 8 to 10 | Mara Marketing Limited | n/a |
| | All PTEs | 76% |
| | All TEOs | 88% |
| Level 7 degree | Mara Marketing Limited | n/a |
| | All PTEs | 88% |
| | All TEOs | 87% |
| Level 4 to 7 (non degree) | Mara Marketing Limited | n/a |
| | All PTEs | 83% |
| | All TEOs | 82% |
| Level 1 to 3 | Mara Marketing Limited | n/a |
| | All PTEs | 81% |
| | All TEOs | 79% |

Overall TEO EFTS-weighted course completion rate

n/a

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Student Progression to Higher Level Study

This measure shows the proportion of students in a given year who progress to study at a higher level after completing a Level 1 to 4 Student Achievement Component funded qualification.

Note: The methodology for the EFTS weighted course completion rate has not changed.

By level of study progressing from

| | | |
|---------|------------------------|-----|
| Overall | Mara Marketing Limited | 0% |
| | All PTEs | 26% |
| | All TEOs | 28% |
| Level 4 | Mara Marketing Limited | n/a |
| | All PTEs | 16% |
| | All TEOs | 23% |
| Level 3 | Mara Marketing Limited | 0% |
| | All PTEs | 24% |
| | All TEOs | 26% |
| Level 2 | Mara Marketing Limited | n/a |
| | All PTEs | 34% |
| | All TEOs | 52% |
| Level 1 | Mara Marketing Limited | n/a |
| | All PTEs | 56% |
| | All TEOs | 52% |

Overall TEO progression rate

0%

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

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Relative Results Across Educational Performance Indicators

Cohort-based qualification completion

This measures the number of learners out of a starting cohort who successfully complete at the same level after a given time-frame.

| | Name | Rate |
|----|---|------|
| | PTE subsector median | 65% |
| | All of sector median | 64% |
| 1 | Kyewood Equestrian Centre Limited | 100% |
| 1 | Manaakitanga Aotearoa Charitable | 100% |
| 3 | Techtorium NZ Institute of IT Ltd | 98% |
| 4 | Institute of Professional Legal Studies | 98% |
| 5 | Mahurangi Technical Institute | 98% |
| 6 | NZ School of Outdoor Studies Limited | 98% |
| 7 | EDENZ Colleges Ltd | 97% |
| 8 | Mr Barber Training Centre | 97% |
| 9 | New Zealand School of Radio Limited | 96% |
| 10 | Capernwray Bible School | 96% |
| 11 | Taruna College | 95% |
| 12 | New Zealand School of Tourism | 94% |
| 13 | Service Skills Centre | 93% |
| 14 | Alpha Training Centre | 93% |
| 15 | South Seas Film & Television School | 92% |
| 16 | Royal Business College Limited | 92% |
| 17 | Blueprint for Learning | 92% |
| 18 | Travel Careers & Training Limited | 92% |
| 19 | Auckland East City Elim Church | 91% |
| 20 | Ashton Warner Nanny Academy | 91% |
| 21 | Te Ata Hou Trust | 91% |
| 22 | NZ Inst of Electrolysis & Beauty | 90% |
| 23 | Hillary Outdoors Education Centres | 90% |

First year retention rate

This rate measures, for longer qualifications, how many learners re-enrolled in the same level in the year after they enter the cohort.

| | Name | Rate |
|----|--------------------------------------|------|
| | PTE subsector median | 49% |
| | All of sector median | 60% |
| 1 | Hungry Creek Art and Crafts School | 100% |
| 1 | Target Education | 100% |
| 3 | International Aviation Academy of | 94% |
| 4 | New Zealand College of Chiropractic | 92% |
| 5 | Toi Whakaari: NZ Drama School | 91% |
| 6 | AIS | 89% |
| 7 | Queenstown Resort College | 88% |
| 8 | Whitireia New Zealand Limited | 88% |
| 9 | Good Shepherd College - Te Heparā | 88% |
| 10 | Nelson Aviation College | 86% |
| 10 | New Zealand Training Centre | 86% |
| 10 | South Seas Film & Television School | 86% |
| 13 | Catholic Institute of Aotearoa NZ | 83% |
| 13 | New Zealand College of Chinese | 83% |
| 13 | New Zealand School of Tourism | 83% |
| 16 | Te Wananga Whare Tapere O | 82% |
| 17 | IPU New Zealand | 81% |
| 18 | Media Design School Limited | 80% |
| 19 | International Travel College of NZ | 80% |
| 20 | New Zealand School of Education | 79% |
| 21 | Queens Academic Group Limited | 78% |
| 22 | New Zealand Tertiary College Limited | 76% |
| 23 | North Shore International Academy | 76% |

EFTS-weighted course completion

This measure shows the proportion of Student Achievement Component funded courses that are successfully completed.

| | Name | Rate |
|----|--|------|
| | PTE subsector median | 83% |
| | All of sector median | 83% |
| 1 | New Zealand Training Centre | 100% |
| 1 | North Shore Helicopter Training Ltd | 100% |
| 1 | Techtorium NZ Institute of IT Ltd | 100% |
| 4 | Vineyard College | 99% |
| 5 | Eastwest Coll of Intercultural Studies | 99% |
| 6 | Safety N Action Limited | 99% |
| 7 | Capital Training | 98% |
| 8 | New Zealand Skydiving School Ltd | 98% |
| 9 | Praxis | 97% |
| 10 | Taranaki Educare | 97% |
| 11 | New Zealand College of Chiropractic | 97% |
| 12 | Hillary Outdoors Education Centres | 97% |
| 13 | Alpha Training Centre | 97% |
| 14 | North Shore Language School | 97% |
| 15 | Mr Barber Training Centre | 97% |
| 16 | Wanaka Helicopters Limited | 97% |
| 17 | Pathways Bible and Mission College | 97% |
| 18 | MSL Training Ltd | 97% |
| 19 | Manaaki Ora | 96% |
| 20 | Good Shepherd College - Te Heparā | 96% |
| 21 | Airways Training Centre | 96% |
| 22 | Aperfield Montessori Trust | 96% |
| 23 | Nelson Aviation College | 95% |

Student progression to higher levels of study

This measure shows the proportion of students in a given year who progress to study at a higher level after completing a Level 1 to 4 Student Achievement Component funded qualification.

| | Name | Rate |
|----|--------------------------------------|------|
| | PTE subsector median | 26% |
| | All of sector median | 28% |
| 1 | Laidlaw College Incorporated | 100% |
| 2 | Patricks School of Hairdressing | 88% |
| 3 | Hungry Creek Art and Crafts School | 83% |
| 4 | NZ School of Outdoor Studies Limited | 83% |
| 5 | ACG Yoobee School of Design. | 78% |
| 6 | Faith Bible College | 77% |
| 7 | Whitecliffe College of Arts and | 70% |
| 8 | AIS | 67% |
| 8 | Te Roopu A Iwi o Te Arawa | 67% |
| 10 | Pacific Training Institute (PTI) | 65% |
| 11 | Peter Minturn (NZ) Goldsmith School | 63% |
| 12 | New Zealand Inst of Fashion Tech Ltd | 62% |
| 13 | Praxis | 61% |
| 14 | Whitireia New Zealand Limited | 59% |
| 15 | MSL Training Ltd | 56% |
| 16 | ACG Tertiary & Careers | 54% |
| 17 | International Travel College of NZ | 54% |
| 18 | New Zealand School of Tourism | 53% |
| 19 | Te Wananga Takiura | 52% |
| 20 | National Council of YMCAs of New | 52% |
| 21 | Hillary Outdoors Education Centres | 50% |
| 22 | New Zealand Management | 49% |
| 23 | NZ College of Massage | 48% |

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| | | | | | | | | | | | |
|----|-------------------------------------|-----|----|-------------------------------------|-----|----|---|-----|----|--|-----|
| 24 | New Zealand College of Chiropractic | 89% | 24 | Te Tari Puna Ora O Aotearoa/NZ | 73% | 24 | Turanga Ararau | 95% | 24 | The Learning Connexion Limited | 47% |
| 25 | AMES Training and Resource Centre | 89% | 25 | Bethlehem Institute Limited | 70% | 25 | College of Law NZ | 95% | 25 | Excel Ministries - Performing Arts | 47% |
| 26 | Academy of Diving Trust | 89% | 26 | New Zealand Management | 70% | 26 | Auckland City Training School | 95% | 26 | Hair to Train | 46% |
| 27 | NZ Institute of Education 2007 | 88% | 27 | Animation College New Zealand | 69% | 27 | Auckland East City Elim Church | 94% | 27 | Auckland East City Elim Church | 46% |
| 28 | Polyethnic Institute of Studies | 88% | 28 | Alphacrucis International College | 68% | 28 | Target Education | 94% | 28 | Naturopathic College of New Zealand | 45% |
| 29 | EDENZ Colleges | 87% | 29 | Laidlaw College Incorporated | 65% | 29 | Aromaflex Academy | 94% | 29 | EDENZ Colleges | 43% |
| 30 | Vineyard College | 87% | 30 | ICL Business School | 64% | 30 | Whitecliffe College of Arts and | 94% | 30 | New Zealand Welding School | 43% |
| 31 | Pathways Bible and Mission College | 86% | 31 | Carey Baptist College | 63% | 31 | Institute of Professional Legal Studies | 94% | 31 | BEST Pacific Institute of Education | 43% |
| 31 | Peter Minturn (NZ) Goldsmith School | 86% | 32 | Wellpark College | 62% | 32 | Peter Minturn (NZ) Goldsmith School | 94% | 32 | Auckland City Training School | 43% |
| 33 | Praxis | 86% | 33 | NZ School of Acupuncture & TCM | 62% | 33 | The Hairdressing College | 94% | 33 | Te Kohanga Reo National Trust Board | 42% |
| 34 | AMS Group Training | 86% | 34 | Maata Waka Enterprises | 60% | 34 | HLC | 93% | 34 | VETEL | 41% |
| 35 | MSL Training Ltd | 85% | 34 | Te Wananga Takiura | 60% | 35 | NZ School of Food and Wine Ltd | 93% | 35 | Future Skills Academy Limited | 40% |
| 36 | Animation College New Zealand | 85% | 36 | South Pacific College of Natural | 58% | 36 | Academy of Diving Trust | 92% | 36 | The Hairdressing College | 39% |
| 37 | Palmerston North School of Design | 85% | 37 | Te Kohanga Reo National Trust Board | 56% | 37 | NZ School of Acupuncture & TCM | 92% | 37 | NZ Institute of Education 2007 | 39% |
| 38 | Nelson Aviation College | 85% | 38 | ACG Yoobee School of Design. | 52% | 38 | Faith Bible College | 92% | 38 | Design and Arts College of NZ Ltd | 38% |
| 39 | The Hairdressing College | 84% | 39 | East Auckland Performing Arts | 50% | 39 | New Zealand School of Tourism | 92% | 38 | Palmerston North School of Design | 38% |
| 40 | Tipu Ora | 84% | 40 | New Zealand School of Dance | 49% | 40 | New Zealand Management | 92% | 38 | SENZ Training and Employment | 38% |
| 41 | Servilles Academy Limited | 83% | 41 | Air Hawkes Bay Limited | 48% | 41 | Air New Zealand Aviation Institute | 92% | 41 | Academy of Diving Trust | 38% |
| 42 | AIS | 83% | 42 | BEST Pacific Institute of Education | 48% | 42 | Polyethnic Institute of Studies | 92% | 42 | The Cut Above Academy Limited | 36% |
| 43 | NZ School of Food and Wine Ltd | 83% | 43 | Praxis | 47% | 43 | Southern Wings Limited | 92% | 43 | Martin-Hautus | 35% |
| 43 | Porse Education & Training | 83% | 44 | Palmerston North School of Design | 45% | 44 | Queenstown Resort College | 92% | 44 | Servilles Academy Limited | 34% |
| 45 | The Cut Above Academy Limited | 83% | 45 | CTC Aviation Training (NZ) Limited | 43% | 45 | Kyrewood Equestrian Centre Limited | 91% | 45 | Evolution School of Holistic Therapies | 34% |
| 46 | TAFE | 83% | 46 | Pacific Int Hotel Management School | 43% | 46 | NZ School of Outdoor Studies Limited | 91% | 46 | Face and Beauty Academy | 34% |
| 47 | ITTI | 83% | 47 | Servilles Academy Limited | 42% | 47 | Te Tari Puna Ora O Aotearoa/NZ | 90% | 47 | Taranaki Educare | 33% |
| 48 | Media Design School Limited | 83% | 48 | South Pacific Bible College | 40% | 48 | CPS Training | 90% | 47 | Te Kura Motuhake o Te Ataarangi Inc | 33% |
| 49 | ACG Yoobee School of Design. | 83% | 49 | Bay of Plenty College of Homeopathy | 40% | 49 | Toi Whakaari: NZ Drama School | 90% | 49 | Avonmore Tertiary Institute | 33% |
| 50 | New Zealand School of Dance | 83% | 50 | Lotus Holistic Centre | 38% | 50 | Catholic Institute of Aotearoa NZ | 90% | 50 | Academy Group (NZ) Limited | 31% |
| 51 | Solomon Group | 82% | 51 | Design and Arts College of NZ Ltd | 26% | 51 | Ashton Warner Nanny Academy | 90% | 51 | Tipu Ora | 31% |
| 52 | Whitecliffe College of Arts and | 81% | 52 | Anamata PTE - Whakatane | 24% | 52 | New Zealand Tertiary College Limited | 90% | 52 | Elliott Hairdressing Training Centre | 30% |
| 53 | People Potential Limited | 81% | 53 | Hawk Enterprises Ltd | 23% | 53 | Royal Business College Limited | 90% | 52 | Harrington\Vaughan Academy of | 30% |
| 54 | Air New Zealand Aviation Institute | 81% | 54 | Southern Wings Limited | 23% | 54 | International Aviation Academy of | 89% | 54 | Advance Training Centres | 29% |
| 55 | Rangi Ruru Early Childhood College | 80% | 54 | The Learning Connexion Limited | 23% | 55 | New Zealand School of Radio Limited | 89% | 55 | Quantum Education Group Limited | 28% |
| 56 | North Shore International Academy | 80% | 56 | Naturopathic College of New Zealand | 21% | 56 | ITTI | 89% | 56 | Quantum Education Group ES Ltd | 28% |

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| | | | | | | | | | | | |
|----|--|-----|----|--|-----|----|-------------------------------------|-----|----|---------------------------------------|-----|
| 57 | CPS Training | 80% | 57 | ATC New Zealand | 18% | 57 | Samala Robinson Academy Ltd | 89% | 57 | Cornerstone Education | 28% |
| 57 | East Auckland Performing Arts | 80% | 58 | Whitecliffe College of Arts and | 9% | 58 | Vet Nurse plus Limited | 88% | 58 | Waikato School of Hairdressing | 28% |
| 57 | NZ Graduate School of Education | 80% | 59 | SAE Institute | 6% | 59 | Ardmore Flying School | 88% | 59 | Elite Int School Of Beauty Therapy | 28% |
| 57 | South Pacific Bible College | 80% | 60 | Martin-Hautus | 4% | 60 | North Shore International Academy | 88% | 60 | Eastbay Rural Ed Activities Prog | 27% |
| 61 | New Zealand Institute of Sport | 79% | 61 | Avonmore Tertiary Institute | 2% | 61 | Waikato Institute of Education | 88% | 61 | Ignite Colleges | 27% |
| 62 | International Travel College of NZ | 79% | 62 | Air Hawke's Bay Ltd | 0% | 62 | Premier Hairdressing Academy | 88% | 62 | Onsite Education | 27% |
| 63 | Avonmore Tertiary Institute | 79% | 62 | Auckland Hotel & Chefs Training | 0% | 63 | Sue's Computer Training Company | 88% | 63 | EDENZ Colleges Ltd | 26% |
| 64 | Lakeland Learning Company Limited | 79% | 62 | Eastwest Coll of Intercultural Studies | 0% | 64 | New Zealand College of Chinese | 88% | 64 | The Professional Bar & Restaurant | 26% |
| 65 | Construction Trade Training Unit | 79% | 62 | EDENZ Colleges | 0% | 65 | Pacific Int Hotel Management School | 88% | 65 | English Teaching College | 26% |
| 66 | Eastwest Coll of Intercultural Studies | 78% | 62 | EDENZ Colleges Ltd | 0% | 66 | Bethlehem Institute Limited | 87% | 66 | Ashton Warner Nanny Academy | 25% |
| 67 | Excel Ministries - Performing Arts | 78% | 62 | Elite Int School Of Beauty Therapy | 0% | 67 | Porse Education & Training | 87% | 66 | ITTI | 25% |
| 68 | Evolution School of Holistic Therapies | 78% | 62 | Helipro Aviation | 0% | 68 | NZ Institute of Education 2007 | 87% | 66 | Kyewood Equestrian Centre Limited | 25% |
| 69 | Hungry Creek Art and Crafts School | 78% | 62 | HFT Limited | 0% | 69 | NZ College of Massage | 87% | 69 | People Potential Limited | 25% |
| 70 | Waikato Institute for Leisure and | 77% | 62 | ICA | 0% | 70 | Advance Training Centres | 87% | 70 | Solomon Group | 24% |
| 71 | Rapu Ki Rua Institute | 76% | 62 | NZ College of Early Childhood | 0% | 71 | Crown Institute of Studies | 87% | 71 | DAS International Academy | 24% |
| 72 | Netcor Campus (NZ Education & | 76% | 62 | NZ College of Massage | 0% | 72 | South Seas Film & Television School | 86% | 72 | ATC New Zealand | 23% |
| 73 | New Zealand Tertiary College Limited | 76% | 62 | NZ Institute of Education 2007 | 0% | 73 | New Zealand Institute of Sport | 86% | 73 | Crown Institute of Studies | 23% |
| 74 | Faith Bible College | 76% | 62 | Pathways Bible and Mission College | 0% | 74 | Hungry Creek Art and Crafts School | 86% | 74 | Community Colleges New Zealand | 22% |
| 75 | Ag Challenge Limited | 76% | 62 | Quantum Education Group Limited | 0% | 75 | Avonmore Tertiary Institute | 86% | 75 | North Shore Language School | 21% |
| 76 | Land Based Training Limited | 76% | 62 | Quantum Education Group QT | 0% | 76 | Animation College New Zealand | 86% | 76 | Auckland Hotel & Chefs Training | 20% |
| 76 | New Zealand Inst of Fashion Tech Ltd | 76% | 62 | The Cut Above Academy Limited | 0% | 77 | Carey Baptist College | 86% | 77 | Taratahi Agricultural Training Centre | 20% |
| 78 | Toi Whakaari: NZ Drama School | 75% | 62 | Trinity Methodist Theological College | 0% | 78 | Te Wananga Whare Tapere O | 85% | 78 | New Zealand School of Radio Limited | 19% |
| 79 | EnterpriseMIT | 75% | 62 | Waikato Aero Club (Inc) | 0% | 79 | Wellpark College | 85% | 79 | Tectra Limited | 19% |
| 80 | Advance Training Centres | 75% | | Mara Marketing Limited | n/a | 80 | Bay of Plenty College of Homeopathy | 85% | 80 | Quantum Education Group QT | 18% |
| 81 | New Zealand Management | 75% | | | | 81 | Ignite Colleges | 85% | 81 | International College of Camille | 18% |
| 82 | Kokiri Marae Keriana Olsen Trust | 75% | | | | 82 | Skills 4 Work Incorporated | 85% | 82 | Land Based Training Limited | 16% |
| 83 | The Learning Connexion Limited | 75% | | | | 83 | Agriculture New Zealand | 85% | 83 | Manaakitanga Aotearoa Charitable | 16% |
| 84 | Greymouth Life Learning Centre | 75% | | | | 84 | Te Wananga Takiura | 85% | 84 | Polyethnic Institute of Studies | 16% |
| 84 | Te Roopu A Iwi o Te Arawa | 75% | | | | 85 | ACG Tertiary & Careers | 85% | 85 | Workforce Development Limited | 16% |
| 84 | The National School of Aesthetics | 75% | | | | 86 | Naturopathic College of New Zealand | 84% | 86 | New Zealand Institute of Sport | 15% |
| 87 | School of Business Ltd | 75% | | | | 87 | DAS International Academy | 84% | 87 | Sue's Computer Training Company | 15% |
| 88 | International College of Camille | 74% | | | | 88 | KIWA Institute of Education | 84% | 87 | Vineyard College | 15% |
| 89 | Taranaki Educare | 74% | | | | 89 | EnterpriseMIT | 84% | 89 | New Zealand School of Education | 15% |

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|-----|---------------------------------------|-----|
| 90 | Premier Hairdressing Academy | 74% |
| 91 | ACG Tertiary & Careers | 74% |
| 92 | Anamata PTE - Whakatane | 73% |
| 93 | Raffles College of Design and | 73% |
| 94 | New Zealand College of Chinese | 73% |
| 95 | Hair to Train | 73% |
| 96 | Queenstown Resort College | 73% |
| 97 | Responsive Trade Education Limited | 73% |
| 98 | Onsite Education | 73% |
| 99 | Gestalt Institute of NZ | 72% |
| 100 | KIWA Institute of Education | 72% |
| 101 | Auckland Hotel & Chefs Training | 72% |
| 102 | Maniapoto Training Agency | 71% |
| 103 | Quantum Education Group Limited | 71% |
| 104 | Vet Nurse plus Limited | 71% |
| 105 | DAS International Academy | 71% |
| 106 | Front-Line Training Consultancy | 70% |
| 107 | HLC | 70% |
| 108 | Elite Int School Of Beauty Therapy | 70% |
| 109 | Face and Beauty Academy | 70% |
| 109 | Nelson Technical Institute Ltd | 70% |
| 111 | Education Action Limited | 70% |
| 112 | Training For You Limited | 69% |
| 113 | Agriculture New Zealand | 69% |
| 114 | New Zealand Skydiving School Ltd | 69% |
| 115 | SAE Institute | 68% |
| 115 | Te Wananga Takiura | 68% |
| 117 | Pacific Coast Technical Institute | 67% |
| 118 | Cornerstone Education | 67% |
| 119 | Elliott Hairdressing Training Centre | 67% |
| 119 | Trinity Methodist Theological College | 67% |
| 121 | Community Colleges New Zealand | 66% |
| 122 | Wellcare Education Limited | 66% |

| | | |
|-----|---------------------------------------|-----|
| 90 | Alphacrucis International College | 83% |
| 91 | The Cut Above Academy Limited | 83% |
| 92 | ACG Yoobee School of Design. | 83% |
| 93 | NZ Inst of Electrolysis & Beauty | 83% |
| 94 | The National School of Aesthetics | 83% |
| 95 | South Pacific College of Natural | 83% |
| 96 | NZ Graduate School of Education | 83% |
| 97 | Laidlaw College Incorporated | 83% |
| 98 | AMS Group Training | 83% |
| 99 | Servilles Academy Limited | 83% |
| 100 | Land Based Training Limited | 82% |
| 101 | Waikato Aero Club (Inc) | 82% |
| 102 | Hair to Train | 82% |
| 103 | Fairview Educational Services Limited | 82% |
| 104 | Design and Arts College of NZ Ltd | 82% |
| 105 | School of Business Ltd | 82% |
| 106 | Solomon Group | 82% |
| 107 | Blueprint for Learning | 82% |
| 108 | Lotus Holistic Centre | 82% |
| 109 | Air Hawkes Bay Limited | 81% |
| 110 | Success Maker Education Centre | 81% |
| 111 | Elite Int School Of Beauty Therapy | 81% |
| 112 | New Zealand Playcentre Federation | 81% |
| 113 | IPU New Zealand | 81% |
| 114 | CTC Aviation Training (NZ) Limited | 81% |
| 115 | Taratahi Agricultural Training Centre | 81% |
| 116 | AIS | 81% |
| 117 | The Learning Connexion Limited | 81% |
| 118 | Training For You Limited | 81% |
| 119 | Whitireia New Zealand Limited | 80% |
| 120 | SAE Institute | 80% |
| 121 | Auckland Hotel & Chefs Training | 80% |
| 122 | New Zealand Inst of Fashion Tech Ltd | 80% |

| | | |
|-----|------------------------------------|-----|
| 90 | Turanga Ararau | 15% |
| 91 | National College of Security | 14% |
| 92 | Alphacrucis International College | 13% |
| 92 | Training For You Limited | 13% |
| 94 | The National School of Aesthetics | 12% |
| 95 | KIWA Institute of Education | 11% |
| 96 | Premier Hairdressing Academy | 11% |
| 97 | Success Maker Education Centre | 11% |
| 98 | Agriculture New Zealand | 11% |
| 99 | Agribusiness Training Limited | 11% |
| 100 | Netcor Campus (NZ Education & | 11% |
| 101 | HLC | 10% |
| 102 | Samala Robinson Academy Ltd | 10% |
| 103 | Porse Education & Training | 9% |
| 104 | Mr Barber Training Centre | 9% |
| 105 | Aromaflex Academy | 8% |
| 105 | EnterpriseMIT | 8% |
| 107 | Air New Zealand Aviation Institute | 8% |
| 108 | Skills Update Training Institute | 8% |
| 109 | NZ School of Food and Wine Ltd | 8% |
| 110 | Safety N Action Limited | 7% |
| 111 | Wellcare Education Limited | 7% |
| 112 | G & H Training | 7% |
| 113 | Taruna College | 7% |
| 114 | Blueprint for Learning | 6% |
| 115 | Ag Challenge Limited | 6% |
| 116 | Nelson Technical Institute Ltd | 5% |
| 117 | Waikato Institute for Leisure and | 4% |
| 117 | Waikato Institute of Education | 4% |
| 119 | School of Business Ltd | 4% |
| 120 | AMS Group Training | 3% |
| 121 | Alpha Training Centre | 0% |
| 121 | Carey Baptist College | 0% |

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

* indicates that the data has been suppressed as one or more of the values is less than 10.

| | | |
|-----|-------------------------------------|-----|
| 123 | Turanga Ararau | 66% |
| 124 | NZ College of Massage | 66% |
| 125 | Wellpark College | 65% |
| 126 | New Zealand School of Education | 65% |
| 127 | NZ College of Early Childhood | 65% |
| 128 | Queens Academic Group Limited | 65% |
| 129 | New Zealand Welding School | 65% |
| 130 | International Aviation Academy of | 65% |
| 131 | Harrington\Vaughan Academy of | 64% |
| 132 | Bay Agricultural Training Limited | 64% |
| 133 | Capital Training | 64% |
| 134 | Martin-Hautus | 64% |
| 135 | Southern Wings Limited | 64% |
| 136 | Waikato School of Hairdressing | 64% |
| 137 | G & H Training | 63% |
| 138 | Quantum Education Group QT | 63% |
| 139 | ICA | 63% |
| 140 | Future Skills Academy Limited | 63% |
| 141 | SENZ Training and Employment | 63% |
| 142 | The College of Future Learning NZ | 62% |
| 143 | Ignite Colleges | 62% |
| 144 | Strive Community Trust Training | 61% |
| 145 | Academy Group (NZ) Limited | 61% |
| 146 | Agribusiness Training Limited | 61% |
| 147 | Te Kokiri Development Consultancy | 60% |
| 148 | U Turn Community Training Services | 60% |
| 149 | Crown Institute of Studies | 59% |
| 150 | Good Shepherd College - Te Heparā | 58% |
| 151 | Samala Robinson Academy Ltd | 58% |
| 152 | Aromaflex Academy | 58% |
| 152 | New Zealand Equine Training Limited | 58% |
| 154 | Patricks School of Hairdressing | 57% |
| 154 | Sue's Computer Training Company | 57% |

| | | |
|-----|--|-----|
| 123 | Palmerston North School of Design | 80% |
| 124 | Waikato School of Hairdressing | 79% |
| 125 | Evolution School of Holistic Therapies | 79% |
| 126 | NZ International Commercial Pilot | 79% |
| 127 | Onsite Education | 79% |
| 128 | International Travel College of NZ | 79% |
| 129 | The Methodist Mission | 79% |
| 130 | Ag Challenge Limited | 79% |
| 131 | International College of Camille | 79% |
| 132 | New Zealand Welding School | 78% |
| 133 | Excel Ministries - Performing Arts | 78% |
| 134 | Queens Academic Group Limited | 78% |
| 135 | Te Kohanga Reo National Trust Board | 78% |
| 136 | The Professional Bar & Restaurant | 77% |
| 137 | Media Design School Limited | 77% |
| 138 | Te Roopu A Iwi o Te Arawa | 77% |
| 139 | English Teaching College | 76% |
| 140 | Agribusiness Training Limited | 76% |
| 141 | Wellcare Education Limited | 76% |
| 142 | ICL Business School | 76% |
| 143 | Waikato Institute for Leisure and | 75% |
| 144 | Nelson Technical Institute Ltd | 75% |
| 145 | Academy Group (NZ) Limited | 75% |
| 146 | National Trade Academy Ltd | 75% |
| 147 | Face and Beauty Academy | 75% |
| 148 | People Potential Limited | 74% |
| 149 | EDENZ Colleges | 74% |
| 150 | Skills Update Training Institute | 73% |
| 151 | Workforce Development Limited | 72% |
| 152 | New Zealand School of Education | 72% |
| 153 | Harrington\Vaughan Academy of | 72% |
| 154 | ATC New Zealand | 71% |
| 155 | Community Colleges New Zealand | 71% |

| | | |
|-----|---------------------------------------|----|
| 121 | Construction Trade Training Unit | 0% |
| 121 | Fairview Educational Services Limited | 0% |
| 121 | Lotus Holistic Centre | 0% |
| 121 | Mara Marketing Limited | 0% |
| 121 | New Zealand College of Chinese | 0% |
| 121 | NZ Inst of Electrolysis & Beauty | 0% |
| 121 | The College of Future Learning NZ | 0% |

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| | | |
|-----|---------------------------------------|-----|
| 156 | ATC New Zealand | 57% |
| 157 | Te Kohanga Reo National Trust Board | 57% |
| 158 | National College of Security | 57% |
| 159 | Employ NZ | 57% |
| 160 | Workforce Development Limited | 56% |
| 161 | Waikato Aero Club (Inc) | 56% |
| 162 | Eastbay Rural Ed Activities Prog | 56% |
| 163 | Avon City Ford Training Services | 55% |
| 164 | Design and Arts College of NZ Ltd | 55% |
| 165 | The Film School | 55% |
| 166 | Tectra Limited | 54% |
| 167 | National Trade Academy Ltd | 54% |
| 168 | Whitireia New Zealand Limited | 54% |
| 169 | Pacific Int Hotel Management School | 53% |
| 170 | NZ School of Acupuncture & TCM | 53% |
| 171 | Kershaw Training Enterprises | 52% |
| 172 | The Professional Bar & Restaurant | 52% |
| 173 | Fairview Educational Services Limited | 52% |
| 174 | Horizon Education Limited | 52% |
| 175 | Nelson Training Centre | 52% |
| 175 | Sobieski Consultants (Training | 52% |
| 177 | New Zealand Training Centre | 50% |
| 177 | Skills 4 Work Incorporated | 50% |
| 179 | Naturopathic College of New Zealand | 50% |
| 180 | Literacy Aotearoa | 49% |
| 181 | Quantum Education Group ES Ltd | 49% |
| 182 | Alphacrucis International College | 49% |
| 183 | Te Kura Motuhake o Te Ataarangi Inc | 48% |
| 184 | Te Wananga Whare Tapere O | 48% |
| 185 | Regent Training Centre Limited | 47% |
| 186 | Bethlehem Institute Limited | 47% |
| 187 | ICL Business School | 46% |
| 188 | VETEL | 46% |

| | | |
|------------------------|--------------------------------------|-----|
| 156 | Quantum Education Group ES Ltd | 71% |
| 157 | Education Action Limited | 71% |
| 158 | G & H Training | 71% |
| 159 | Cornerstone Education | 70% |
| 160 | Future Skills Academy Limited | 70% |
| 161 | Quantum Education Group QT | 68% |
| 162 | Anamata PTE - Whakatane | 68% |
| 163 | Pacific Coast Technical Institute | 68% |
| 164 | Taruna College | 68% |
| 165 | Maata Waka Enterprises | 65% |
| 166 | Patricks School of Hairdressing | 63% |
| 167 | Pacific Training Institute (PTI) | 63% |
| 168 | National College of Security | 63% |
| 169 | Quantum Education Group Limited | 63% |
| 170 | East Auckland Performing Arts | 62% |
| 171 | Elliott Hairdressing Training Centre | 62% |
| 172 | Netcor Campus (NZ Education & | 56% |
| 173 | BEST Pacific Institute of Education | 54% |
| 174 | The College of Future Learning NZ | 54% |
| 175 | Trade Education Limited | 53% |
| 176 | Te Kura Motuhake o Te Ataarangi Inc | 52% |
| 177 | Martin-Hautus | 48% |
| 178 | HFT Limited | 43% |
| 179 | Literacy Aotearoa | 42% |
| 180 | Helipro Aviation | 24% |
| 181 | Tectra Limited | 11% |
| 182 | NZ College of Early Childhood | 4% |
| 183 | Computer Power (NZ) Ltd (Spherion) | 3% |
| 184 | Construction Trade Training Unit | 0% |
| Mara Marketing Limited | | n/a |

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

* indicates that the data has been suppressed as one or more of the values is less than 10.

| | | |
|-----|---------------------------------------|-----|
| 189 | Abel Tasman Educational Trust | 45% |
| 190 | Trade and Commerce Centre | 45% |
| 191 | Auckland City Training School | 44% |
| 192 | Skills Update Training Institute | 44% |
| 193 | Ardmore Flying School | 44% |
| 194 | Safety N Action Limited | 44% |
| 195 | Lotus Holistic Centre | 43% |
| 196 | BEST Pacific Institute of Education | 43% |
| 197 | Pacific Training Institute (PTI) | 43% |
| 198 | Carey Baptist College | 43% |
| 199 | National Council of YMCAs of New | 42% |
| 200 | South Pacific College of Natural | 42% |
| 201 | Matapuna Training Centre | 41% |
| 202 | Laidlaw College Incorporated | 41% |
| 203 | The Methodist Mission | 39% |
| 204 | Target Education | 39% |
| 205 | Taratahi Agricultural Training Centre | 39% |
| 206 | FEATS Ltd | 38% |
| 207 | Alphacrucis Limited | 36% |
| 208 | The Salvation Army Employment Plus | 36% |
| 209 | ACTS Institute of New Zealand | 35% |
| 210 | Aperfield Montessori Trust | 34% |
| 211 | Enrich+ | 34% |
| 212 | English Teaching College | 34% |
| 213 | Te Kotahitanga E Mahi Kaha Trust | 33% |
| 214 | Career NetWork Ltd | 33% |
| 215 | IPU New Zealand | 33% |
| 216 | Kokiri Training Centre | 32% |
| 217 | Orongomai Marae Community | 30% |
| 218 | C Hayes Engineering Training Division | 29% |
| 219 | 2 Meke Training Limited | 28% |
| 220 | VisionWest Community Trust | 28% |
| 221 | Whakato te Matauranga | 26% |

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* indicates that the data has been suppressed as one or more of the values is less than 10.

| | | |
|-----|--------------------------------------|-----|
| 222 | Catholic Institute of Aotearoa NZ | 26% |
| 223 | Wai Ora Christian Community Trust | 25% |
| 224 | Bay of Plenty College of Homeopathy | 24% |
| 225 | Gisborne Development Incorporated | 23% |
| 225 | Success Maker Education Centre | 23% |
| 227 | Dunedin Training Centre | 23% |
| 228 | Maata Waka Enterprises | 21% |
| 229 | Waikato Institute of Education | 21% |
| 230 | North Shore Language School | 19% |
| 231 | Morrinsville Training Centre Ltd | 18% |
| 232 | The NZ School of Travel & Tourism | 17% |
| 233 | Advanced Training Academy Limited | 16% |
| 233 | Quality Training Services | 16% |
| 235 | Airways Training Centre | 16% |
| 236 | Golden Bay Work Centre Trust | 14% |
| 236 | Te Kaupapa Training Limited | 14% |
| 238 | SPI Institute Limited | 14% |
| 239 | Te Arawa Lakes Trust | 14% |
| 240 | Stotts Correspondence Education Ltd | 12% |
| 241 | Trade Education Limited | 11% |
| 242 | Ngati Ruanui Tahua Iwi Authority Inc | 10% |
| 243 | Bounce Back Training | 9% |
| 244 | Te Kotahitanga Training | 7% |
| 245 | CTC Aviation Training (NZ) Limited | 2% |
| 246 | Air Hawke's Bay Ltd | 0% |
| 246 | Ecumenical Board of Theological | 0% |
| 246 | Ellipse Institute | 0% |
| 246 | Mara Marketing Limited | 0% |
| 246 | Metal Tech Education Ltd | 0% |
| 246 | New Zealand Playcentre Federation | 0% |
| 246 | Oxford International Academy of NZ | 0% |
| 246 | Tautoko Work Trust | 0% |
| 246 | Te Whare Wananga O Te | 0% |

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* indicates that the data has been suppressed as one or more of the values is less than 10.

| | | |
|-----|----------------------------------|----|
| 246 | Westport Deep Sea Fishing School | 0% |
| 246 | YWCA Christchurch Inc | 0% |

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* indicates that the data has been suppressed as one or more of the values is less than 10.

Supplemental and Comparative Information

Cohort-based Qualification Completion and First Year Retention Rates

The following tables and graphs provide supplemental information on the cohort-based qualification completion rate and the first year retention rate, and should support a fuller understanding of these two rates.

Cohort-Based Qualification Completion Rate

Part-time vs full-time study and completions/progressions to lower or higher levels

The following table shows the volume of part-time versus full-time learners studying at different register levels. It also shows when learners have completed a lower-level or higher-level qualification from which they originally started.

| Cohort | Starting cohort year | Number of learners in starting cohort | | | Qualification completion | Other qualification completion | | Non-completion progression | |
|---------------------------|----------------------|---------------------------------------|-----------|-----|--------------------------|--------------------------------|-------------|----------------------------|-------------|
| | | Full-time | Part-time | All | Rate | Higher level | Lower level | Higher level | Lower level |
| | | | | | Rate | Rate | Rate | Rate | Rate |
| Level 1 to 3 | 2014 | * | 28 | * | 0% | 0% | 3% | 0% | 0% |
| Level 4 to 7 (non degree) | 2012 | | | | | | | | |
| Level 7 degree | 2010 | | | | | | | | |
| Level 8 to 10 | 2010 | | | | | | | | |

Qualification completion: This measures how many learners in a cohort successfully complete at the same level.

Qualification completion at other levels: This measures how many learners in a cohort, who have not completed a qualification as part of the cohort but have completed a qualification at a higher or lower level.

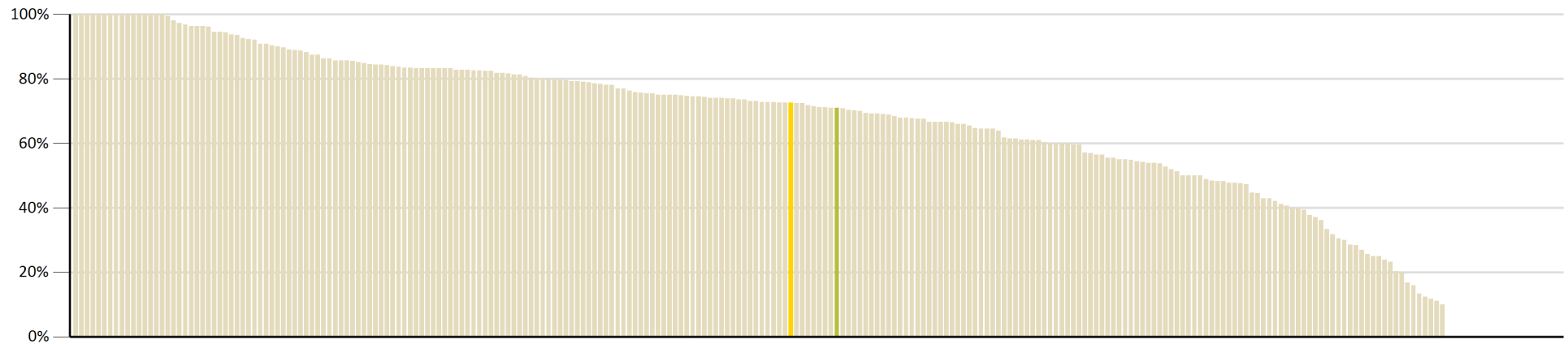
Non-completion progression: This measures how many learners in the cohort progress to a higher or lower level without having completed a qualification at the level they started.

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

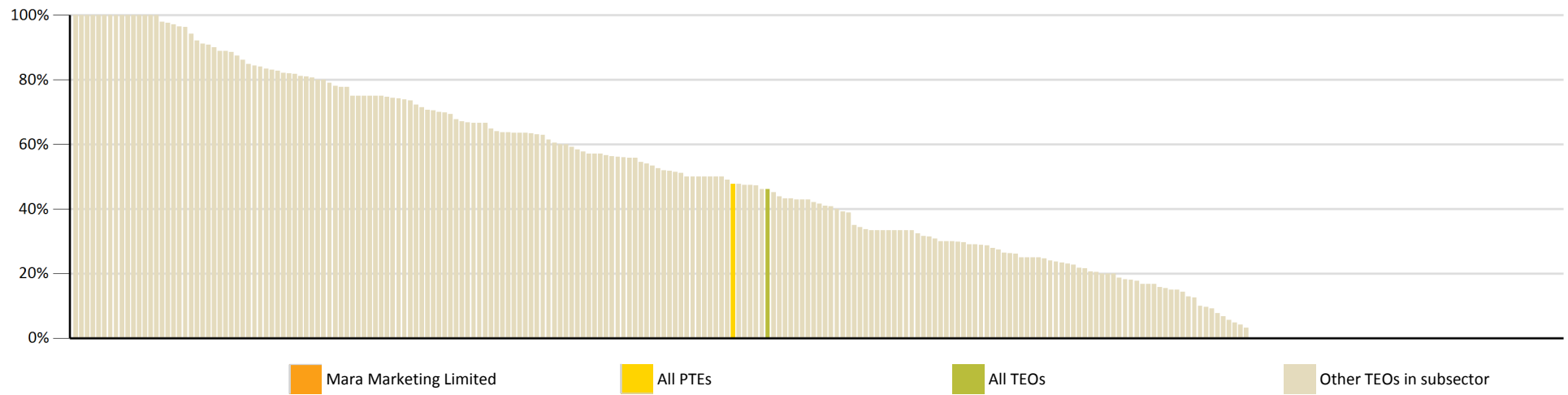
* indicates that the data has been suppressed as one or more of the values is less than 10.

TEO Comparison vs. Sub-sector: Cohort-Based Qualification Completion Rates for Full-time and Part-time Learners

Full-time learners



Part-time learners



■ Mara Marketing Limited
 ■ All PTEs
 ■ All TEOs
 ■ Other TEOs in subsector

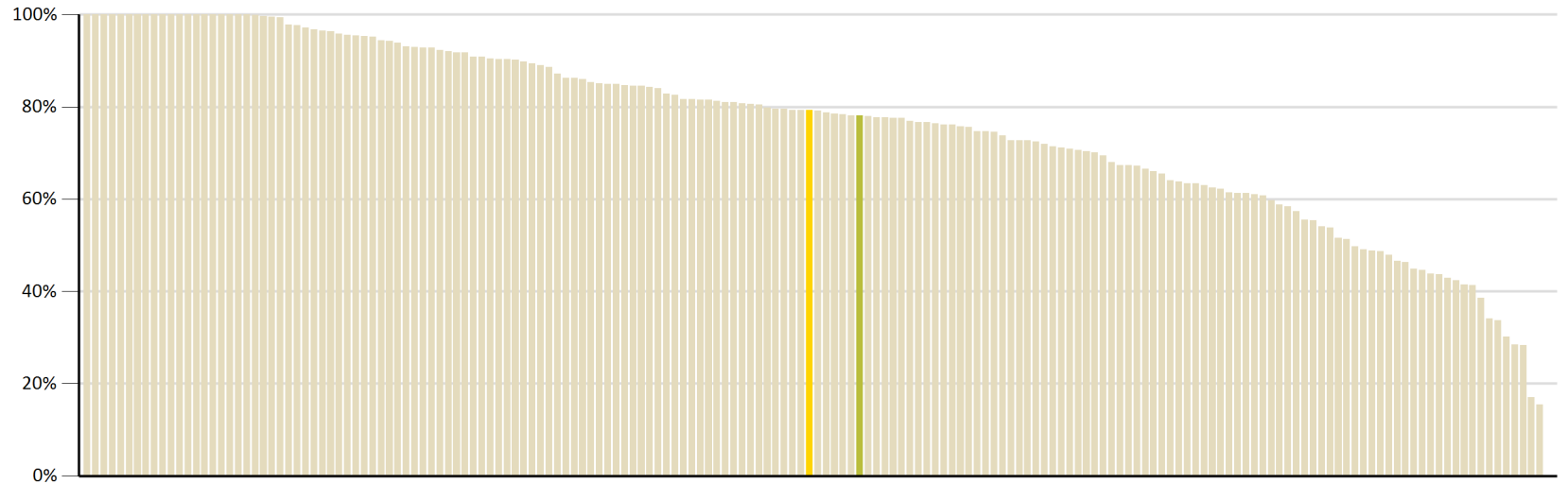
n/a values or blank fields indicate that there is no data for the indicator for this organisation.
 * indicates that the data has been suppressed as one or more of the values is less than 10.

Comparing Relative Rankings: EFTS-Weighted Qualification Completion Rate vs. Cohort-Based Qualification Completion Rate

EFTS-weighted qualification completion rate (original)

Student achievement component provision only

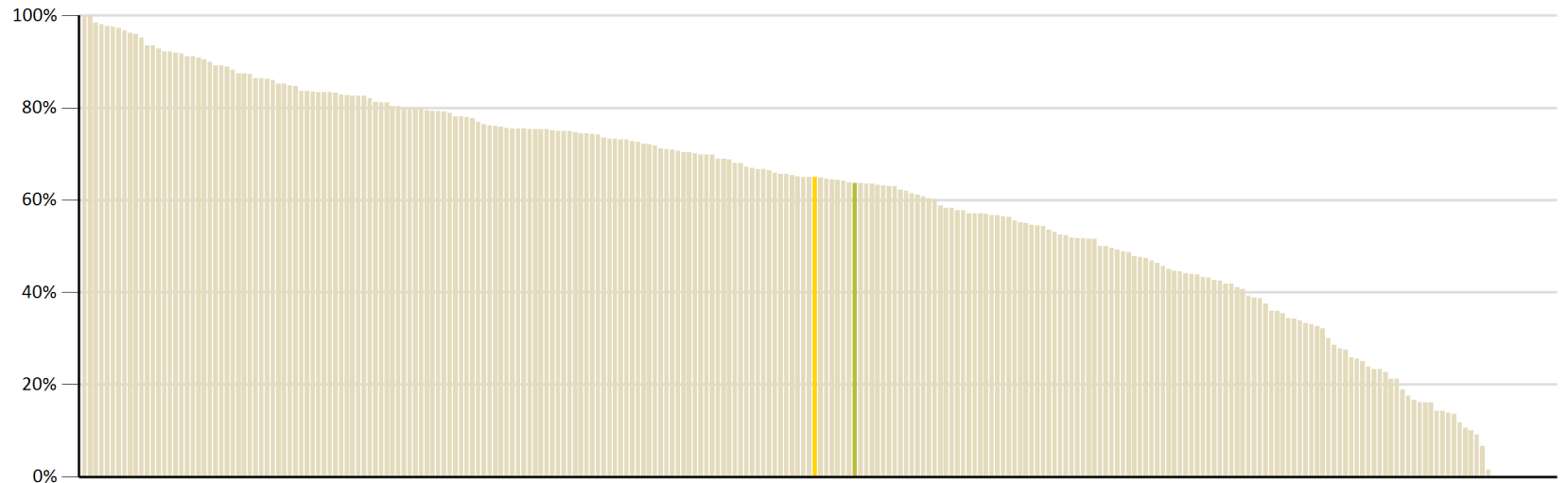
The measures the number of qualifications completed at each TEO, weighted by the 'size' of the qualification, divided by the total number of EFTS delivered for the total course enrolments in a given year.



Cohort-based qualification completion rate (new)

This measures the number of learners out of a starting cohort who successfully complete at the same level after a given time-frame.

In contrast to the EFTS-weighted qualification completion rate, the cohort-based measure counts unique individuals and is not susceptible to rate changes due to external factors such as fluctuations in enrolment patterns or artificially increased rates through counting multiple completions (e.g., through embedded qualifications).



Mara Marketing Limited

All PTEs

All TEOs

Other TEOs in subsector

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

* indicates that the data has been suppressed as one or more of the values is less than 10.

First Year Retention Rate

The following table provides supplemental information on the first year retention rate, and should support a fuller understanding of these rates.

| Cohort | Starting cohort year | Cohort | First year retention | Completion | Progression | |
|---------------------------|----------------------|--------------|----------------------|------------|--------------|-------------|
| | | Total number | Rate | Rate | Higher level | Lower level |
| Level 4 to 7 (non degree) | 2014 | | | | | |
| Level 7 degree | 2014 | | | | | |
| Level 8 to 10 | 2014 | | | | | |

First year retention rate: This rate measures, for longer qualifications, how many learners from the starting cohort are retained in study in the year following the year they enter the cohort.

Completion: This measures how many learners have not been retained because they completed the qualification.

Progression: This measures how many learners who have not been retained but have progressed to either a higher or lower level.

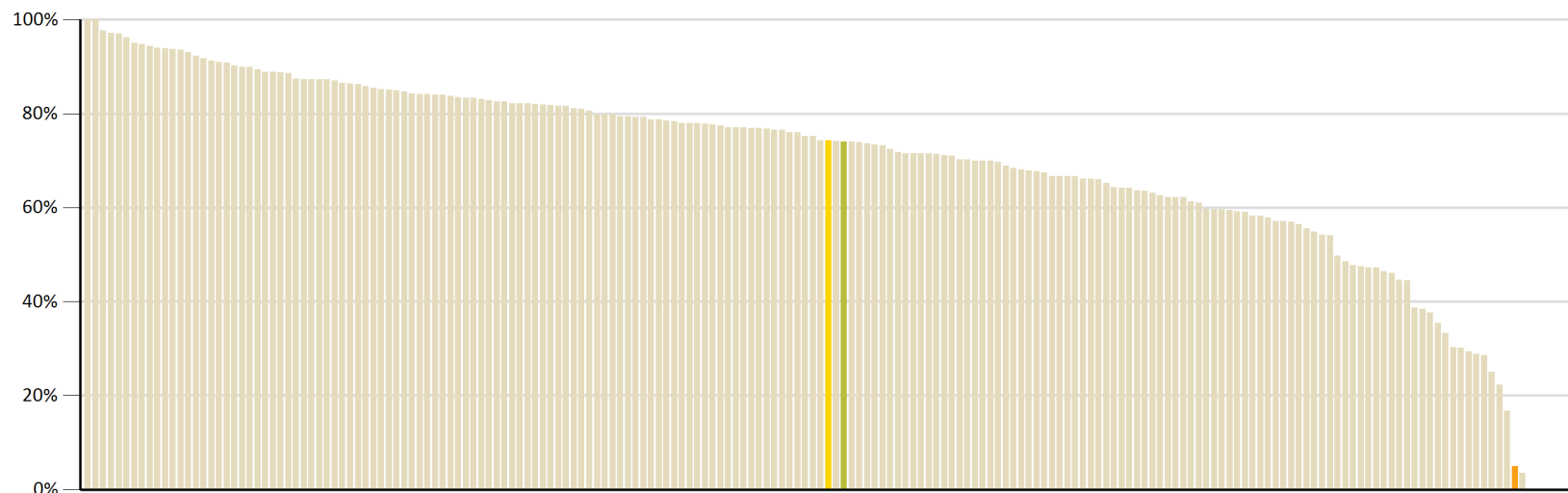
n/a values or blank fields indicate that there is no data for the indicator for this organisation.

* indicates that the data has been suppressed as one or more of the values is less than 10.

Comparing Relative Rankings: Student Retention Rate vs. First Year Retention Rate

Student retention rate (original)

This measure shows the proportion of students in a given year that complete a qualification or re-enrol at the same tertiary education organisation in the following year.



First year retention rate (new)

This rate measures, for longer qualifications, how many learners re-enrolled in the same level in the year after they enter the cohort.



Mara Marketing Limited

All PTEs

All TEOs

Other TEOs in subsector

n/a values or blank fields indicate that there is no data for the indicator for this organisation.

* indicates that the data has been suppressed as one or more of the values is less than 10.