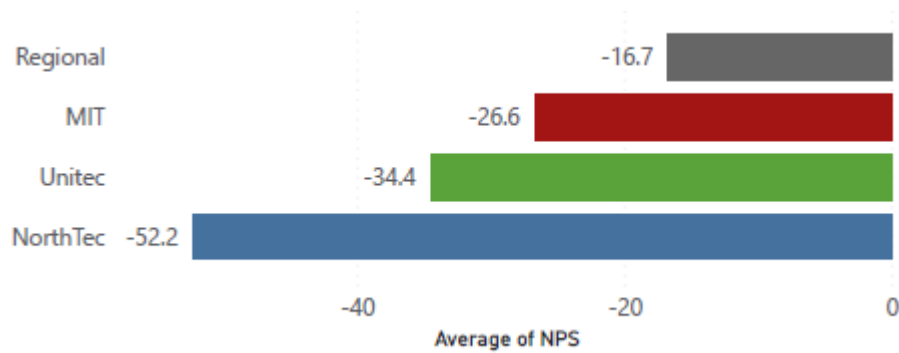


Appendix

1. Engagement Score KPI

Average NPS (engagement score) as reported in the Your Whakaaro Rohe 1 Report 2024.



2. EPICs KPI

EPICs are for 2025 only and represent a 1% increase on 2024 EPICs. Each team should aim to improve their EPI results (from SDR) by 1% from 2024 to 2025.

EPICs (Education Performance Indicator Commitments)	Unitec %	MIT %
First Year Retention Overall	73%	76%
Successful Course Completion Overall	84%	82%
Qualification Completion Overall	67%	55%

Progression Overall

36%

36%

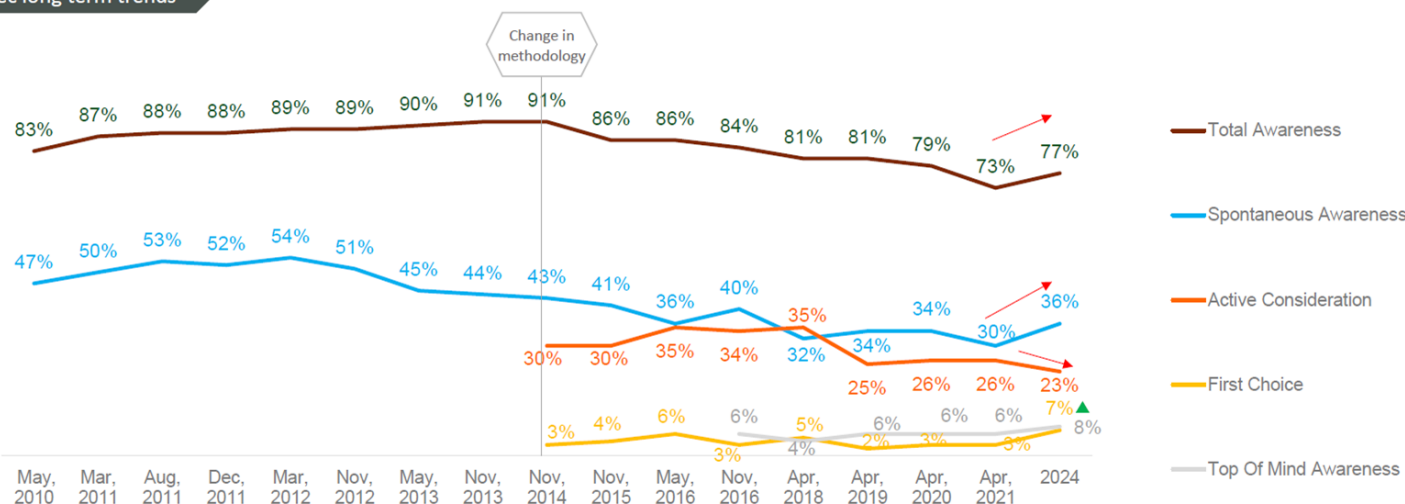
3. Total Market Awareness KPI

Diagram 1 is the Unitec awareness journey. Diagram 2 is the MIT awareness journey.

Awareness of Unitec (both prompted and spontaneous) has seen growth since 2021 and while active consideration marginally declines, first choice has seen a significant lift to an all time high

QUANT

Unitec long term trends



KANTAR

Base: All participants Nov 2012 (n=503), May 2013 (n=504), November 2013 (n=531), November 2014 (n=497), November 2015 (n=510), May 2016 (n=400), November 2016 (n=500); April 2018 (n=502); April 2019 (n=547); April 2020 (n=507), April 2021 (n=500), Sept 2024 (n=300)

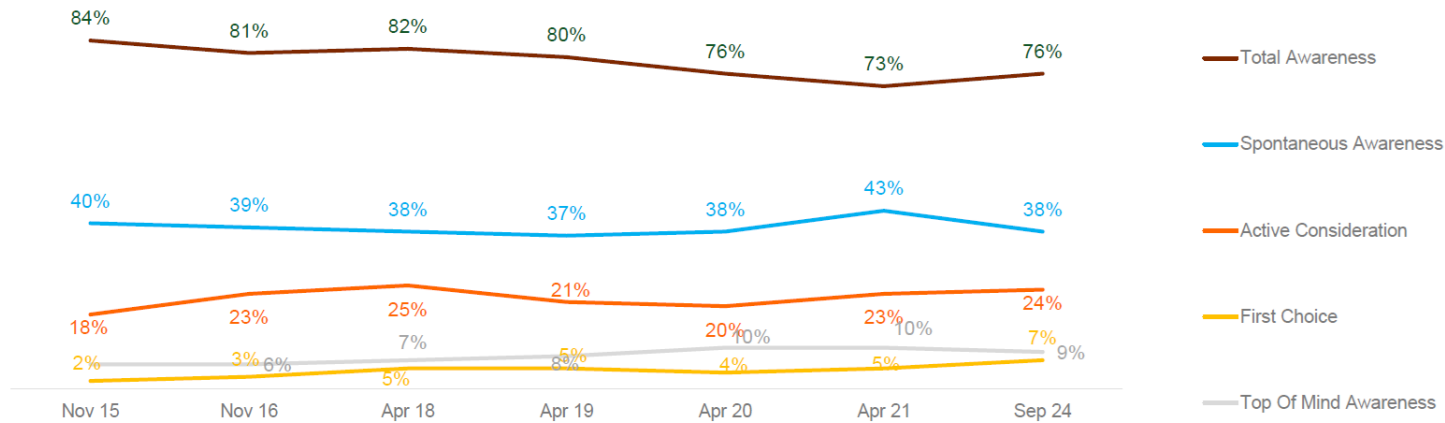
▲▼ Significantly higher/lower than 2021

Diagram 1. Unitec Market Awareness

MIT is stable across brand health metrics, although sees a slight decrease on spontaneous awareness since 2021

QUANT

MIT long term trends



KANTAR

Base: All participants Nov 2015 (n=510), Nov 2016 (n=500), Apr 2018 (n=502), Apr 2019 (n=547), Apr 2020 (n=507), Apr 2021 (n=500), Sep 2024 (n=300)

▲ ▼ Significantly higher/lower than 2021

Diagram 2. MIT Market Awareness