

BeKiwi

Connecting international students with
experiential learning in New Zealand



BeKiwi - the idea

BeKiwi was developed to give international students the chance to connect with New Zealand culture and people through experiential learning, and at the same time enhance their overall wellbeing and learn valuable future skills.



BeKiwi - what it is

- A platform to help students feel more welcome, more connected and more at home in New Zealand
- A platform that links experiential learning with the valuable future skills that all our young people need
- An opportunity for students (and providers) to understand the learning potential in every genuine experience, whether it's a pottery class, tree planting or learning to mountain bike

BeKiwi - what it isn't

- It's not another Trip Advisor or tourism website - it's a platform that brings together a huge range of experiences, from volunteering and community classes to outdoor adventures plus, of course, student-friendly tourism experiences
- It's not a booking service - it's designed to direct students to your website/contacts so you can utilise your existing systems and booking facilities

BeKiwi - example experiences

- Bone carving workshop
- Surf or golf lessons
- Volunteer tree planting
- Pottery or jewellery making class
- Wine tasting at local winery (18+)
- Multi-day guided tour (with tour operator)
- Native flora workshop, including making own products
- Guided ecological walks
- Fishing lesson, including catching and cooking the fish
- Helping out in local charity shop
- Guided visit to local museum
- Cooking or barista lessons
- Food rescue volunteering
- English language summer school
- Guided snorkel or dive trip
- Horse riding lessons
- Guided visit to a local marae

BeKiwi - what it could become

- A place where not just international students but domestic students, new New Zealanders and long time New Zealanders are able to connect with your products and experiences
- A global platform that showcases a whole new level of Kiwi experiences that don't necessarily fit into our current 'mainstream' tourism offering
- A platform that will help young people prepare for their future and showcase their skills in the job market

BeKiwi - what students seek...

- To feel welcome, safe and included into life in NZ
- To access a wide range of safe, validated, authentic experiences
- To connect with, and understand, cultural and social protocols of NZ
- To feel better equipped to apply for jobs in the future



BeKiwi - launch timeline

September 2020

- completion of development and testing

October 2020

- load provider content
- site goes live for testing

November 2020

- official launch
- national marketing campaign



BeKiwi - experience categories

- Arts and creative
- Food and drink
- Volunteering
- Maori culture & history
- Tours
- Sports
- Outdoor adventure
- Sustainability
- Education courses



BeKiwi - experience/product listings

All listings must include:

- overview of experience
- learning outcomes
- social and cultural protocols
- related future skills
- photos/video

But don't worry, we make it super easy for you with pre-written options to choose from



Sample listing

Learn to Surf ipsum dolor sit amet consectetur



photo gallery



book now link to your website



experience details



Provider: Tutukaka Surf Company
Location: Kaikohe
Category: Sustainability
Price: \$50

Future Skills

- Communication
- Cultural Understanding
- Problem solving

relevant future skills



Book Now

Back to Experiences

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Social Protocols

- 1. Respect the environment** - keep our parks, beaches and oceans clean (take all your rubbish with you).
- 2. Be a great listener** - in order to have fun and stay safe, you'll need to follow instructions really carefully
- 3. Be considerate of others** - you'll be amongst a group of people, so it's important to be kind and courteous
- 4. Stay safe in the outdoors** - your guides know this environment better than anyone and are there to keep you safe; listen to ALL their instructions, ALL the time.

Cultural Protocols

- 1. Nice and relaxed** - this experience is one-way Kiwis like to relax and enjoy life so this experience will have a very relaxed approach. Have fun and relax!
- 2. First time friends** - with a positive attitude and a smile, you will start the experience as strangers and leave as friends >)
- 3. Casual dining** - you can expect a lunch enjoyed in the outdoors - make the most of this 'el fresco' experience!
- 4. Be on time** - while the experience will be a relaxed one, make sure you allow yourself plenty of time to arrive early so you're not keeping anyone waiting.

social and cultural protocols



Also in the area...



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also included are related experiences and/or ads for accommodation/transport



Other features



Category: Sustainability Price: \$50 Location: Kaikohe

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Future Skills

- Problem solving
- Communication
- Cultural Understanding

Icons: Share, Heart, Checkmark

★★★★★



Category: Sustainability Price: \$50 Location: Kaikohe

Learn to Surf ipsum dolor sit amet consectetur


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Future Skills

- Problem solving
- Communication
- Cultural Understanding

Icons: Share, Heart, Checkmark

★★★★★



Category: Sustainability Price: \$50 Location: Kaikohe

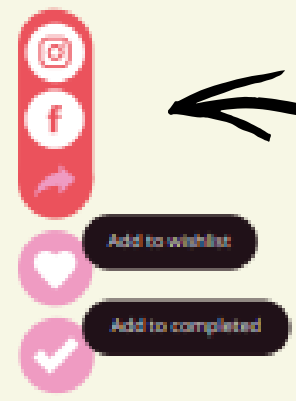
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Future Skills

- Problem solving
- Communication
- Cultural Understanding

Icons: Share, Heart, Checkmark



Icons: Instagram, Facebook, Share, Heart, Checkmark

Add to wishlist

Add to completed

users can share experiences on facebook and instagram

You can add featured videos

5 star rating system (for students who have a Bekiwi profile)

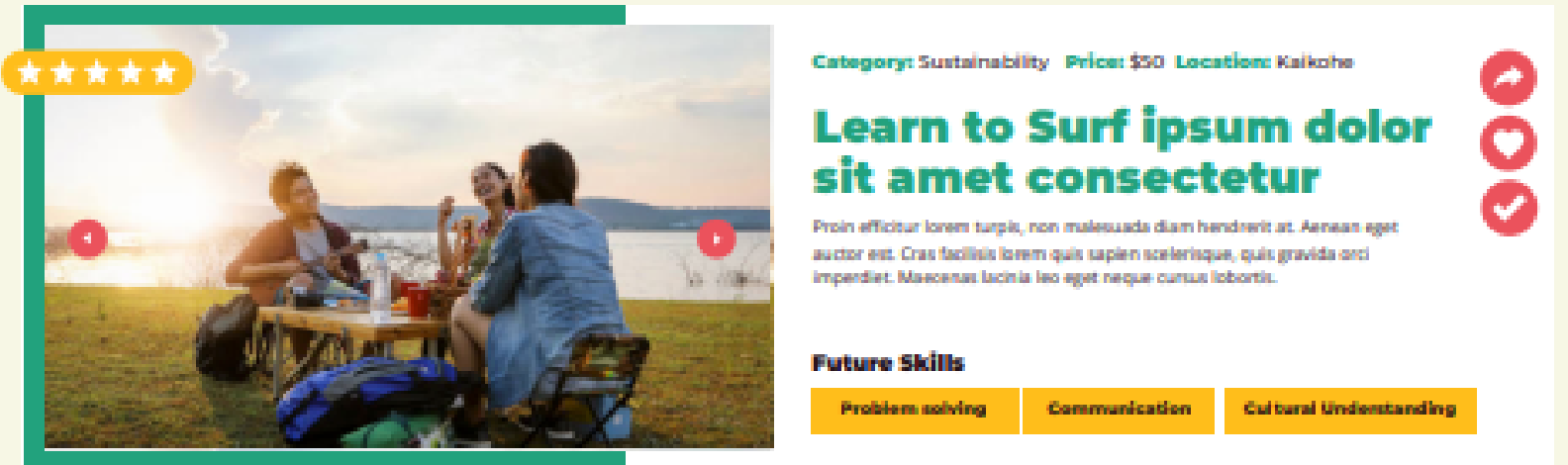
users can create a personal wishlist

BeKiwi - listing options

There are three levels available:

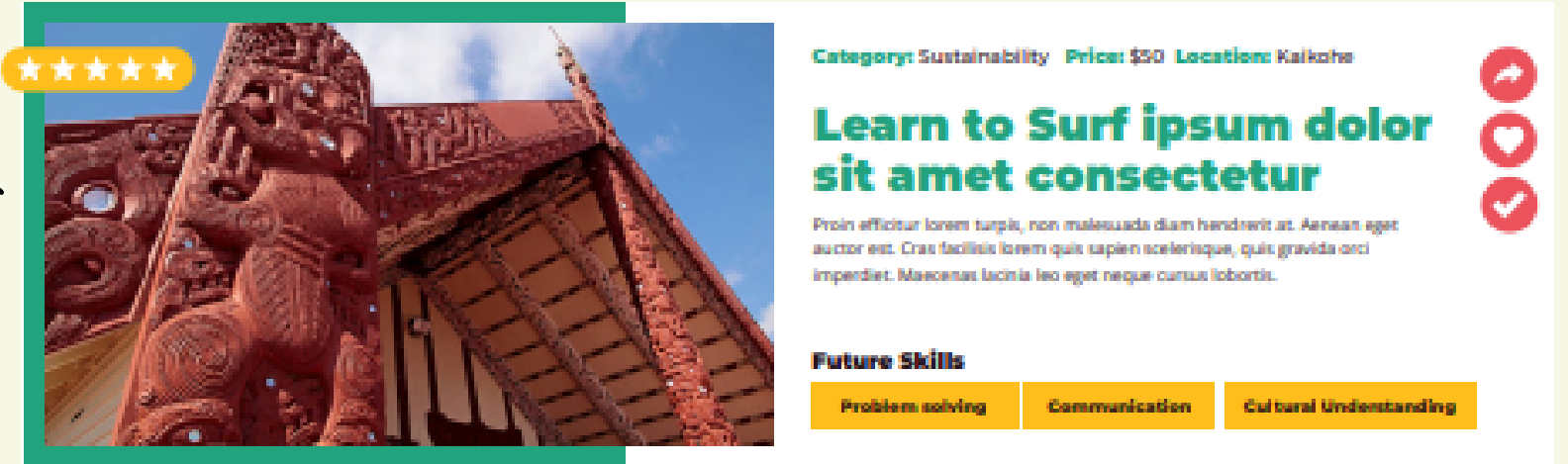
- Free
- Standard (full size)
- Premium (full size with photo gallery and video feature)

Premium



A premium listing card featuring a large hero image of people at a beach table. It includes a 5-star rating, category 'Sustainability', price '\$50', and location 'Kaikohe'. The title is 'Learn to Surf ipsum dolor sit amet consectetur'. It has a detailed description, 'Future Skills' section with 'Problem solving', 'Communication', and 'Cultural Understanding' tags, and a vertical sidebar with navigation icons.

Standard

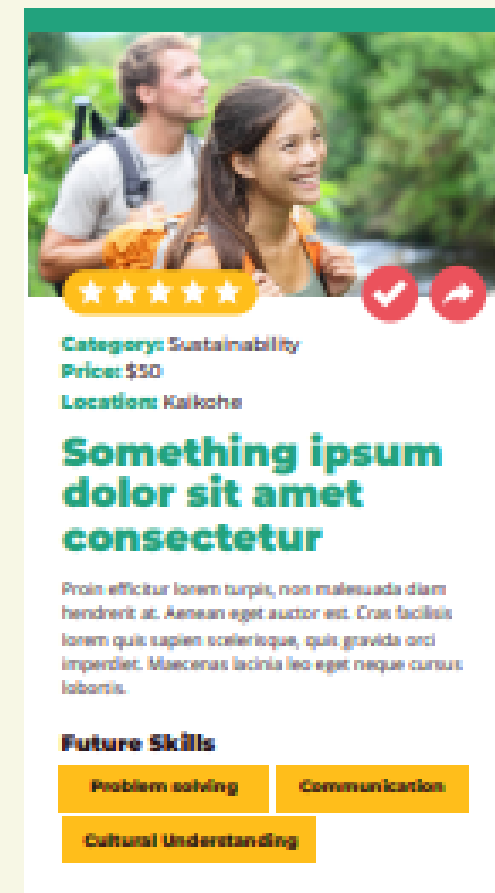


A standard listing card with a hero image of a wooden building. It includes a 5-star rating, category 'Sustainability', price '\$50', and location 'Kaikohe'. The title is 'Learn to Surf ipsum dolor sit amet consectetur'. It has a detailed description, 'Future Skills' section with 'Problem solving', 'Communication', and 'Cultural Understanding' tags, and a vertical sidebar with navigation icons.

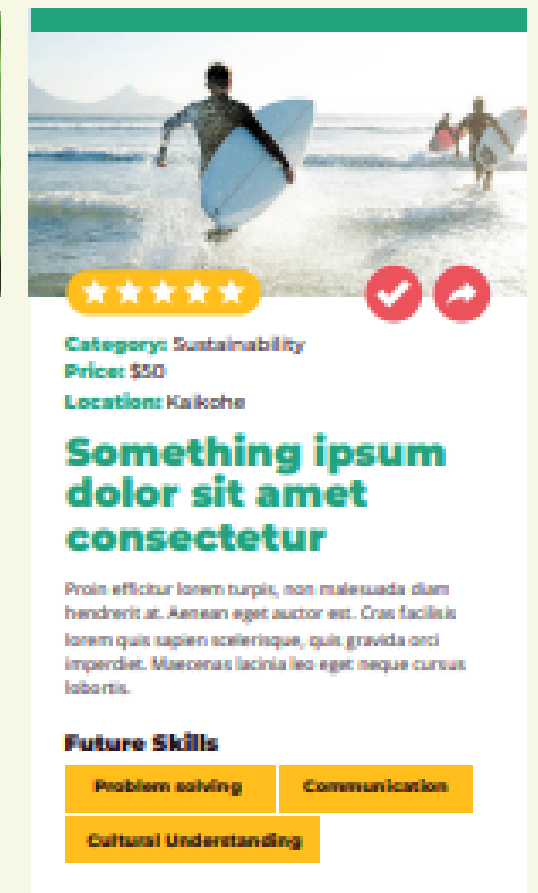
Free



A free listing card with a hero image of a tree. It includes a 5-star rating, category 'Sustainability', price '\$50', and location 'Kaikohe'. The title is 'Something ipsum dolor sit amet consectetur'. It has a detailed description, 'Future Skills' section with 'Problem solving', 'Communication', and 'Cultural Understanding' tags, and navigation icons.



A free listing card with a hero image of a couple. It includes a 5-star rating, category 'Sustainability', price '\$50', and location 'Kaikohe'. The title is 'Something ipsum dolor sit amet consectetur'. It has a detailed description, 'Future Skills' section with 'Problem solving', 'Communication', and 'Cultural Understanding' tags, and navigation icons.



A free listing card with a hero image of a surfer. It includes a 5-star rating, category 'Sustainability', price '\$50', and location 'Kaikohe'. The title is 'Something ipsum dolor sit amet consectetur'. It has a detailed description, 'Future Skills' section with 'Problem solving', 'Communication', and 'Cultural Understanding' tags, and navigation icons.

BeKiwi - student profiles

Students have the option to create a profile which includes:

- record of completed categories
- record of future skills
- list of completed experiences
- suggested experiences
- wishlist of experiences
- download & print function (for CVs etc)
- share function



Welcome Jimmy Jones Lorem ipsum dolor sit amet raesent imperdiet erat nulla consectetur adipiscing elit.

- How does this work?
- Download your BeKiwi profile
- View your wishlist
- Create a public profile

tally of completed experiences

05
 experiences completed
[Find another experience](#)

My BeKiwi level
Bronze
 20% completed towards silver rating


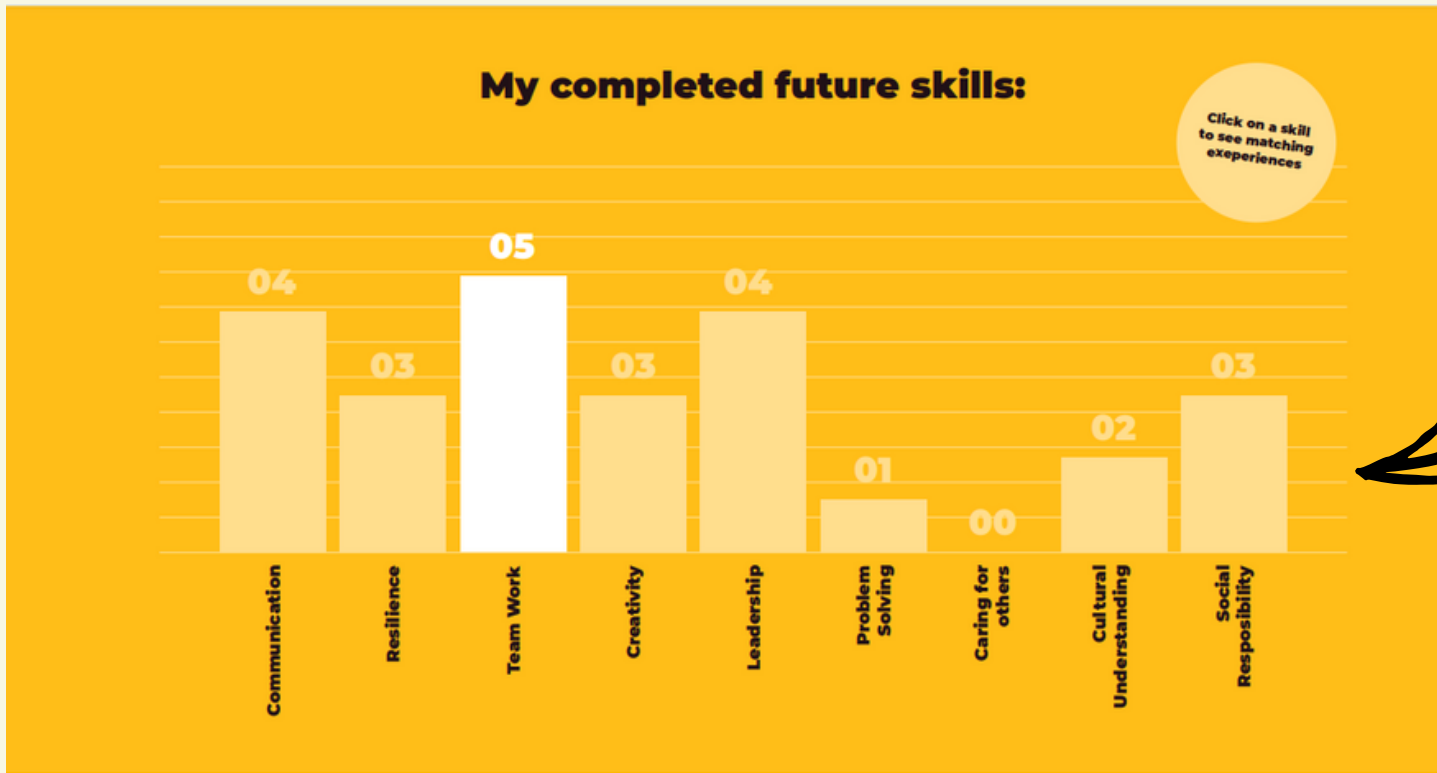
Your Details
 Name: Joe Bloggs
 Email: joe.experiences@gmail.com
 Phone: 021 123 4567
 Institution: Whangarei Boys High School
 Home Country: Germany
[Update Profile](#)

'badges' of categories completed

Areas I've explored:
 Click on a category to see matching experiences

Sustainability History Sports
 Vocational Māori Culture Outdoor Adventure
 Food & Drink Arts & Creative Volunteering

Circles will be graphics including the word. There will need to be two states, completed and uncompleted. These will be differing graphics.

tally of future skills learned

Your next experience could be

★★★★★ Category: Sustainability Price: \$50 Location: Kaikohe
Learn to Surf ipsum dolor sit amet consectetur
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 Future Skills: Problem solving, Communication, Cultural Understanding
[View your wishlist](#)

suggested next experience

Your completed experiences

★★★★★ Rate Your Experience Category: Sustainability Location: Kaikohe
Title ipsum dolor sit
 Proin efficitur lorem turpis, non malesuada diam hendrerit at. Aenean eget auctor est. Cras facilisis lorem quis sapien scelerisque, quis gravida orci imperdiet. Maecenas lacinia leo eget neque cursus lobortis.
 Future Skills: Communication, Social Responsibility, Cultural Understanding

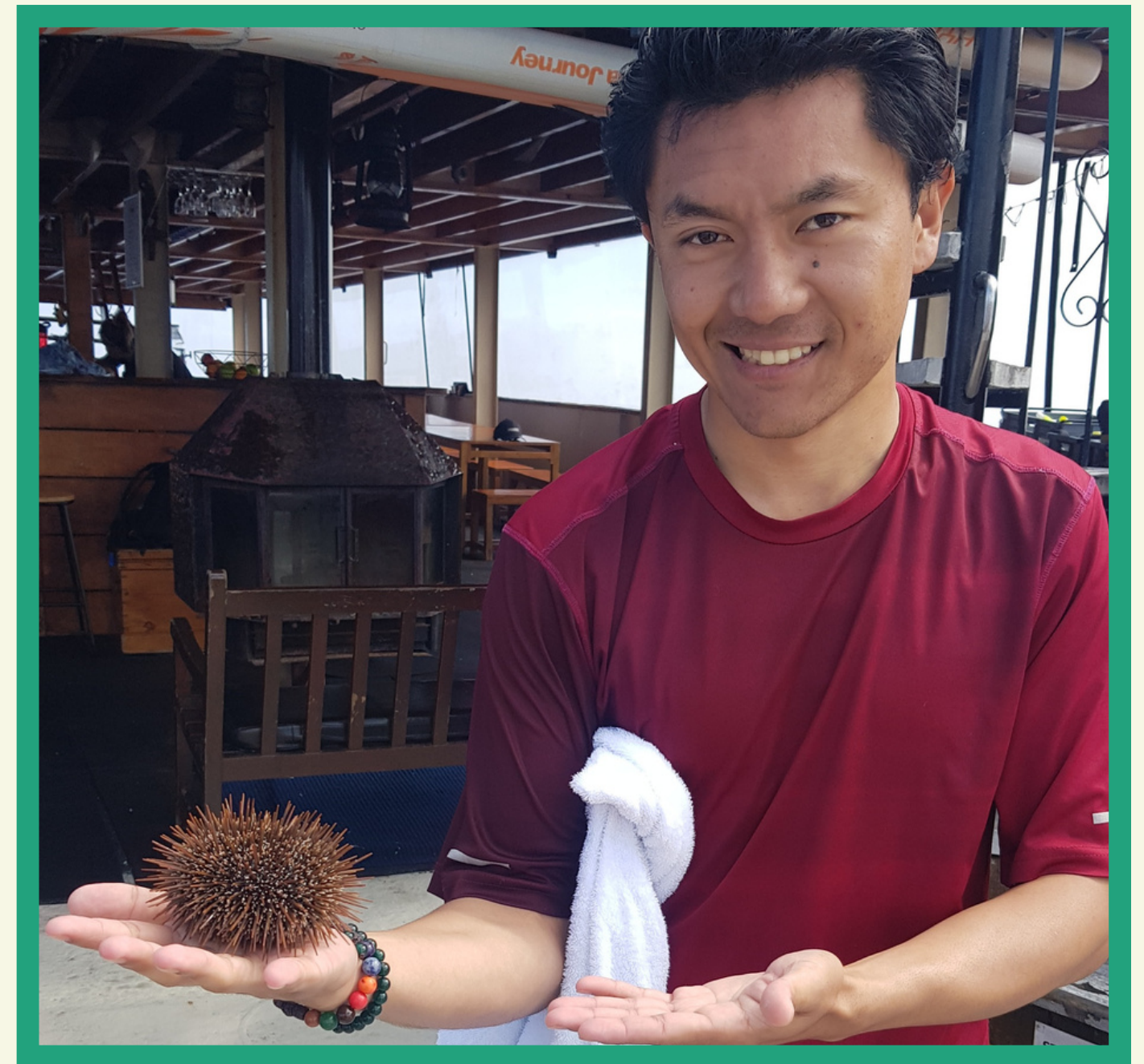
★★★★★ Rate Your Experience Category: Sustainability Location: Kaikohe
Title ipsum dolor sit

record of completed experiences

BeKiwi - provider listings

Your content can be loaded directly into the site via a listing form - it's super easy!

Once submitted, your content is reviewed, approved and published by a regional site administrator.



you add an overview and details of the experience

Description

Introduction / Overview

This will show on the listing advert and at the start of your listing page. Try to make it exciting and give a succinct overview of your experience.

Experience description

This will show on your listing page. Try to make it concise and a clear description of your product. Remember a lot of our audience has English as a second language so keep it simple.

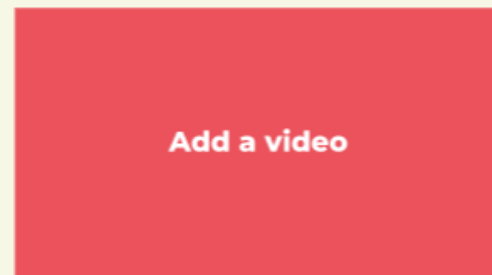
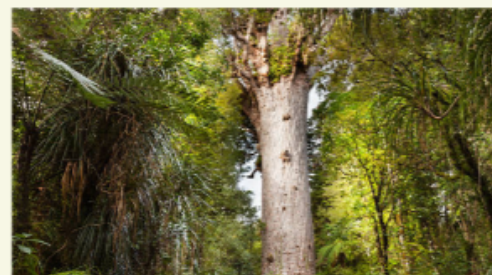
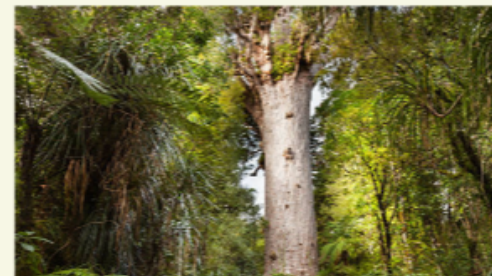
Listing form

you load your own photos and/or video

Photos & Videos

You can upload up to eight photos. Premium accounts can also upload videos and will have a gallery on their listing advert.

Upgrade listing



Please use only photos of your experience and don't use photos with words in them eg. photos of brochures or posters.



you choose the three most relevant future skills



Future Skills Choose any three.

Communication	Resilience	Teamwork	Creativity
Caring for others	Leadership	Problem Solving	
Cultural Understanding	Social Responsibility		

What are future skills?

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you identify the most relevant social and cultural protocols



Social Protocols Choose any four.

- Respect the environment**
Keep our parks, beaches and oceans clean (take all your rubbish with you).

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Keep our parks, beaches and oceans clean (take all your rubbish with you).

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Keep our parks, beaches and oceans clean (take all your rubbish with you).

What are social protocols?

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BeKiwi - changing thinking

- Changing how students view and value experiences
- Changing how you measure learning outcomes from your experiences
- Encouraging development of new products
- Allowing students to take the lead in finding and developing new experiences



BeKiwi - where do I sign up?

Expressions of interest are being taken now, with information being sent out in the coming weeks about how to register and the information needed to list your experiences!

Contact info@bekiwi.nz

