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**Media Release**  
**For Immediate Release**

## **MINDCHAMPS**

### **OPENS AUD7 MILLION FLAGSHIP CENTRE IN AUSTRALIA**

*With its 21<sup>st</sup> centre, MindChamps is set to lift the nation’s early learning standards*

**Sydney, Australia, 30 October 2019** – MindChamps PreSchool Limited (MindChamps), a world leader in early education, has opened its first purpose-built flagship centre at Frenchs Forest, Sydney.

The Frenchs Forest centre is MindChamps’ first purpose-built, flagship centre in Australia. It was officially opened by the Hon. Brad Hazzard MP, Minister for Health and Medical Research, and the Founder CEO and Executive Chairman of MindChamps, Mr David Chiem.

The Minister said: “There is nothing more important than an education and nothing more valuable than an educator who can inspire. The whole structure and ethos of MindChamps is around that. On behalf of the New South Wales Government and the community, we love having you here.”

Mr Chiem announced the launch of MindChamps’ Early Education Movement at the new centre today. He said that in a world where artificial intelligence is fast becoming a part of our lives, education is no longer about content – but about mindset.

“Australia’s leaders of tomorrow are our preschoolers today,” Mr Chiem said. “It is our duty to provide an education model that nurtures the mindset for their success in the unknown world of the 21<sup>st</sup> century. Those who possess the Champion, Creative and Learning Minds will be far more equipped for that future world.”

Pioneered in conjunction with one of Australia’s most renowned neuroscientists and founder of the Centre of the Mind at the University of Sydney, Emeritus Professor Allan Snyder FRS, MindChamps has developed its curriculum based on internationally validated research.

**MindChamps PreSchool Limited**

480 Lorong 6 Toa Payoh, Level 17 HDB Hub East Wing, Singapore 310480 T +65 6828 2688 [www.mindchamps.org/preschool](http://www.mindchamps.org/preschool)  
UEN: 200814577H



*Left to Right: Founder CEO & Executive Chairman of MindChamps PreSchool Limited, Mr. David Chiem, Champ Lucas Gulla, Minister Brad Hazzard*

MindChamps' education revolution is also supported by Emeritus Professor Steven Schwartz, former Chair of the Board of the Australian Curriculum, Assessment and Reporting Authority, and a Senior Fellow on MindChamps' World Advisory Board.

The new 94-place centre for children from six weeks to six years is set to lift the standards of education and child development with proven curriculum and the introduction of six learning zones within each classroom. There are separate zones for reading and writing, numeracy, construction, drama, arts and crafts, and enquiry-based play.

The centre includes a full industrial kitchen with a chef who will prepare nutritious farm-to-fork meals with the involvement of the children, who will also care for and harvest a kitchen garden.

Early learning educators at MindChamps undergo mandatory professional training of up to 200 hours in addition to their required qualifications. This is part of MindChamps' continuing investment in their teaching skills, to be compliant with the MindChamps Champion Gold Standard globally.

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**About MindChamps PreSchool Limited**

MindChamps PreSchool holds the **Number One position in market share of premium range preschools** in Singapore, with a market share of 38.5 per cent\*. Its growing global presence includes premium preschools and enrichment centres in Australia, Abu Dhabi, Philippines, Vietnam, Myanmar and Malaysia.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly-experienced management team and an esteemed MindChamps World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society).

MindChamps is the only educational institute to collaborate with Professor Snyder on the empirical research of the 3 Minds model of education - the Champion, the Creative and the Learning Minds, which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organisation being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

This includes being ranked amongst the top 50 of Singapore's fastest growing companies in 2019 by The Straits Times and Germany-based global research firm Statista, winning the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction for five years in a row (2014 – 2018), the 2017 Dun & Bradstreet Business Eminence Awards, and ranked top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015) and 8<sup>th</sup> out of 50 top companies in the 2017 Enterprise 50 Awards.

*\* Based on independent market research as of 15 September 2017.*

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