Media Release
For Immediate Release

**Singapore-based Education Model Wins the Hearts of Aussie Franchise Owners and the New South Wales Government**

**Singapore, 12 April 2022** - A Singapore-based education model has attracted many Australian franchise partners to bring premium education to young children in Australia.

Since opening its first eight Early Learning & PreSchool centres in Australia in 2019, MindChamps now has ten franchise partners, with many more who have signed Letters of Intent (LOIs).

A large number of these franchisees are parents; professionals from different industries who were looking for high quality education for their own children.

Tim Drury from Newcastle (NSW), a former police officer with 20 years’ experience, had this to say:

“My wife and I wanted to pursue a business where we could make a difference in the community. And once we found MindChamps, we knew that we had found what we were looking for, as there was an immediate connection. We had the opportunity to complete a leadership training with MindChamps Founder CEO David Chiem to increase our skills. The training and support for a new franchisee is first class and we have been valued, nurtured, and supported all the way."

Jasmine Van Twest, a former financial auditor from Sydney (NSW), resigned from her job after becoming a new mother, looking for a new path that she could feel more passionate about.

“I came across MindChamps and that’s where my life-altering journey began,” she shared. “Every single team member of MindChamps has been nothing short of inspiring – they have become like family. The MindChamps Way is incredible and the way they view children and how they want to
shape the early learning industry is something that the world needs. It truly feels like being part of a movement rather than a franchise.”

At the opening of the MindChamps Frenchs Forest centre, the Honourable Brad Hazzard, New South Wales Minister for Health and Medical Research, had this to say: “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 built around that. On behalf of the New South Wales Government and the community, we love having you here.”

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For additional information, please contact:
Alvin Tham
Director, Marketing (PreSchool)
MindChamps
DID: 6828 2613
Email: alvintham@mindchamps.org
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, the Philippines, Myanmar, Malaysia and Indonesia.

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 Emeritus Professor Allan Snyder (Fellow of the Royal Society). MindChamps is the only educational institute to collaborate with Emeritus 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 organization 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 and 2020 by The Straits Times and German-based global research firm Statista; winning the Influential Brands® Top Brands Award for seven consecutive years (2014–2021, 2020 was a year in which the awards didn’t take place) and the Superbrands® Mark of Distinction for eight years in a row (2014–2021), the Influential Brands Top Employer Award (2019 and 2020) and the 2017 Dun & Bradstreet Business Eminence Awards. MindChamps was ranked in the top 1000 of Singapore companies for 5 consecutive years in Singapore 1000 Awards (2011-2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards. In 2021, MindChamps was ranked 58th in Brand Finance’s top 100 Brands in Singapore, being the highest new entrant and the only preschool in the list.

*Based on Independent market research as of 15 September 2017