

Western Sydney University joins forces with MindChamps to launch the Western Sydney University – MindChamps Academy



(Left to right) Mr David Chiem, Founder CEO & Executive Chairman of MindChamps, His Excellency Allaster Cox, Australian High Commissioner to Singapore and Distinguished Professor George Williams AO, Vice-Chancellor and President of Western Sydney University, together with the Champs from MindChamps PreSchool

Singapore – 23 September 2025: Australia's Western Sydney University has joined forces with leading global early childhood innovator MindChamps to launch the Western Sydney University – MindChamps Academy.

The Academy is aimed at shaping the future of early childhood education and giving children the best start in life. It was launched during a special event in Singapore graced by Guest of Honour His Excellency Allaster Cox, the Australian High Commissioner to Singapore, Distinguished Professor George Williams AO, Vice-Chancellor and President of Western Sydney University and Mr David Chiem, Founder CEO & Executive Chairman of MindChamps.

Together, MindChamps and Western Sydney University are shaping a future-ready model of early childhood education that combines cutting-edge research with world-class practice to ensure every child can unlock and achieve their full potential.

The collaboration will enhance career pathways for early education professionals by offering students from the University's School of Education valuable placements in MindChamps' centres in Australia.

The partnership also aims to help realise ambitions through shared resources. This includes opportunities for research, innovation, and international collaboration with access to expertise in early literacy, neuroscience, bilingual education, and breakthrough pedagogy.

Speaking at the Launch about MindChamps' contribution to early learning, His Excellency Allaster Cox said, "The idea of mixing psychology, neuroscience, theatre and music and other methods drawn from science to help young learners to develop a creative mindset is tremendous. We've long known that early childhood education is vital, but in this new era of AI, this is going to become more important. Congratulations to you, David, for this milestone that we're celebrating today, and for the whole concept that you've brought to the world."

Professor Williams said the transformative partnership would drive innovation in early childhood education. "This partnership is about shaping the future of early childhood education. We're equipping the next generation of educators with the knowledge, skills, and practical experience they need to thrive in the classroom and to make a meaningful impact on young children's lives," said Professor Williams.

David Chiem, Founder CEO & Executive Chairman of MindChamps, added: "In an era of rapid change and AI transformation, the Champion Mindset is essential from the very start. Through this Academy, we're empowering early learning educators with world-class training, grounded in the latest research, to make a profound and lasting impact in every classroom."

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About MindChamps

"MindChamps is the Global Education Movement of the 21st Century. While the companies featured in my prior books, Mercedes-Benz, The Ritz-Carlton Hotel Company and Starbucks, demonstrate impressive brand power, none have been in a position to fundamentally shape society on par with MindChamps."

Dr Joseph A. Michelli

No. 1 New York Times & Wall Street Journal Bestselling Author

While there are thousands of education brands across the world, only MindChamps:

1. Is hailed as a Global Education Movement by No. 1 New York Times and Wall Street Journal bestselling author, Dr Joseph A. Michelli.
2. Has successfully created a breakthrough education methodology that has attained patent programme status across three continents – the US, UK and Australia.
3. Has a Global Research & Programme Development Team, comprising of award-winning, world-leading experts in the 4 Domains of ● Education ● Psychology ● Neuroscience ● Theatre
4. Has world-renowned neuroscientist Emeritus Professor Allan Snyder, Fellow of the Royal Society and Marconi Prize Winner as its Chancellor and Chair of Research
5. Has created the revolutionary 3-Mind Education Model - the Champion, Learning and Creative Mind.
6. Has a proprietary Reading & Writing programme backed by research, producing over 200 eBooks.
7. Requires its teachers to undergo extensive training and accreditation, regardless of previous teaching experience or qualifications.
8. Has its research and education philosophy published in 4 bestselling books by major world publishing houses.

About Western Sydney University

Western Sydney University prides itself on challenging the traditional notion of what a university should be. We put students at the heart of everything we do.

Embedded in the communities and region we serve, our University is fundamental to the economic, cultural and social life of Western Sydney – one of the fastest-growing, most economically important and most culturally-diverse regions within Australia. We have a network of sites and teaching campuses across Western Sydney and beyond. Western Sydney University has 50,000 students, 3,000 staff, and a strong cohort – both locally and globally – of more than 200,000 alumni.

The University has a long and proud history of increasing higher education participation and opening up educational opportunities to students who have the drive, ambition and dedication to succeed, particularly for individuals from diverse and lower socio-economic backgrounds. At the forefront of education innovation, our programs are designed to help address Australia's current and future workforce needs, with our expanding short courses and micro-credential offerings helping people rapidly upskill or reskill in their careers and stay competitive in a fast-changing workplace.

The University has been named number one in the world for its social, ecological and economic impact in the Times Higher Education (THE) University Impact Rankings four



years in a row. We are globally focused, research led and committed to making a positive impact on the communities we engage with.

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