

Ignite Early Learning Centre coming soon to Ed.Square Family childcare business with deep local community connections

- ◆ **New early learning centre** to open at Ed.Square Town Centre in second half of 2021
- ◆ Tailored services to care for **140 children**
- ◆ Host of new retailers **set to open in game-changing community in first half of 2021**

SYDNEY, 10 DECEMBER 2020

Fraser's Property Australia has revealed Ignite Early Learning Centre as the new childcare centre operator at its game-changing Ed.Square community in south west Sydney, with the childcare centre set to open in Ed.Square Town Centre in the second half of 2021.

“Part of our promise at Ed.Square was to integrate a quality, convenient childcare service in the new Town Centre for residents and the local community. We’re pleased to welcome an experienced operator in Ignite Early Learning, whose vision for an inclusive community that’s welcoming, comfortable and exciting for the whole family aligns with our own,” says **Warwick Dowler**, Development Director, Fraser's Property Australia.

The new Ignite Early Learning Centre at Ed.Square will be the second to open under the Ignite Early Learning brand, following the opening of the first early learning and childcare centre in Bardia in April 2019.

However, the family business goes back much further than that.

Matthew Ibrahim's family has been in the childcare industry for 20 years, with his mother opening the first family childcare centre in Rosemeadow and another a few years later in Ingleburn, which operates under the Billy Bear Preschool & Early Learning Centre brand.

The Ibrahim family has hinted that there may be more early learning facilities in the pipeline, however its main focus for now is establishing the upcoming, precisely-crafted, architecturally-designed state-of-the-art Ignite Early Learning Centre at Ed.Square Town Centre.

“Ignite Early Learning is part of a privately-owned family run service that has operated for more than 17 years, ensuring old-fashioned customer friendly service and care. Every day we are committed to working hard to improve the services and products we offer; as we are sure you have many expectations on giving your child the best possible start,” Matthew explains.

“Our vision for every child and their family is to feel like a valued member of the Ignite community, a place where parents and educators collaborate to ensure the best possible outcome for every child. A place to ignite a life-long love for learning and spark curious young minds through age appropriate, unique, and holistic education and activities to stimulate and nurture each child’s development. A place where all children feel happy and cared for,” he says.

To do this, Matthew and the Ignite team have gone to great lengths and detail to ensure they deliver precisely what mums, dads, carers, and customers need in a high-quality early learning centre.

“In crafting our service offer, we organised focus groups with some existing and prospective customers to understand exactly what they need from their childcare centre. We asked some hard and detailed questions to really get to the bottom of what the community needs most,” Matthew says.

“The result is a comprehensive offer of typical childcare services combined with additional services and care to ensure we deliver more than the standard offering.”

In practise, this means tailoring the day at childcare to the individual child’s needs, encompassing elements such as their development ability, education, health, and wellbeing priorities such as allergies, religious

beliefs and more. Ignite will also facilitate connections with other specialist services including medical needs like speech pathology.

“It’s about going the extra mile for each child. Every child is different with unique talents and we see it as part of our role to prepare them for school, equipping them with the skills they need in a safe, clean and stimulating environment that helps them learn and have fun,” Matthew says.

There are other unique aspects of the Ignite Early Learning Centre experience. Visually, the stunning design and state-of-the-art fitout create an amazing environment for the kids. But the team looking after the children is just as carefully assembled.

“Obviously, all our team members are fully-qualified. But we also look for people who buy into our core values as a family business which means respecting every child’s individual needs, to maintain the service philosophy which differentiates us from other childcare providers,” Matthew says.

Ignite Early Learning Centre is on track to open in the second half of 2021 in Ed.Square Town Centre and will welcome 140 children, providing a convenient and quality service to the local community, including the new residents of Ed.Square.

“We are part of the south west Sydney community ourselves and our Bardia centre is conveniently located to Ed.Square. We have been watching the progress of the community closely so for us, it made sense to open our next Ignite in the new Town Centre,” Matthew says.

Stage one of Ed.Square Town Centre will comprise 25,000 sqm of retail space and on completion of stage two, of up to an additional 15,000sqm, the Town Centre will comprise up to 40,000sqm of retail space. Coles supermarket and Liquorland opened in Ed.Square Town Centre in September 2020.

At Ed.Square, Frasers Property has collaborated with world-class architectural firms HDR, GroupGSA and HASSELL to deliver the vision for a 21st century town centre, integrated with 1,884 homes in a mix of apartments, terraces and ‘mews’-style townhomes.

Contact Frasers Property on 13 38 38 or visit www.edsquare.com.au for more information on retail opportunities at Ed.Square.

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