



## PRESS RELEASE

### **Kinderland Meets with Parents from Kinderland Woodlands Mart, Reiterates Commitment in Ensuring Continued Children Safety at Kinderland**

- *Dialogue for parents was held, outlining the timeline of events and providing the latest developments.*
- *Kinderland clarifies false statements circulating on social media that hint at censoring future incidents and updates to standard operating procedures.*
- *New appointments were announced, including a counselor to support children and families whenever needed.*

On 2 September 2023, Kinderland organised dialogue sessions with 96 parents at Woodlands Mart. These sessions address the videos highlighting child mismanagement by Kinderland staff that had appeared on social media in recent days. Dialogue sessions were helmed by Mr. Seet Lee Kiang, General Manager, Kinderland Singapore.

After commencing disciplinary inquiry proceedings with a contrite apology over the recent videos and an acknowledgement of a lapse in processes, Kinderland provided a timeline of events around the incidents for parents to clarify the facts of the matter. The timeline is as follows:

In **March 2020**: Lin Min joined Kinderland.

From **27-30 June 2023**: A teacher who joined this centre in May 2023 filmed the videos.

On **29 July**: The teacher left Kinderland after resigning. Her exit interview document indicated good for Kinderland's *Pay and Benefits, Opportunity to use her ability, Recognition for the work, Training received, Supervisor's management and Physical working condition*. She did not indicate any child's mismanagement and dissatisfaction.

**11 August**: Early Childhood Development Agency visited our centre and conducted classroom observations.

**17 August**: ECDA contacted Kinderland for their investigation. The school principal, Ms. Mahirah Yasid watched cases of alleged child mismanagement videos taken by the teacher who had left in July. Ms Mahirah informed headquarters and a disciplinary inquiry was set up to look into Lin's conduct.



Kinderland also refuted a statement purportedly issued by “Kinderland Singapore”, and circulated on social media that it will avoid updates on similar incidents in the future as they are unpleasant, and parents would not want to watch such “unpleasant” events. Kinderland assured parents that it did not issue that statement and that it will remain transparent in communicating such incidents in the future.

“We would like to clarify that the post wasn’t written by us nor posted by us. It is not something we believe in. As you can see today, we are in fact open and transparent and eager to correct the lapses to move on stronger and better. That is why we have taken decisive actions to address the issues,” said Mr. Seet.

Kinderland also shared that investigations into Ms. Mahirah are still ongoing and that she has been redeployed outside the centre effective 30 August 2023. In her place, Kinderland introduced Ms. Surinder Kaur, who updated on the further and decisive actions taken by Kinderland to strengthen their processes. Ms. Kaur comes with 20 years of experience in the early childhood sector, with 10 of those years with Kinderland.

A counselor was also appointed to work with parents and children to cope with the emotional impact of this incident whenever needed. She has been an MOE-trained teacher since 1963 and has served for 14 years as a school counselor. For the past 5 years, she has been working very closely with preschoolers and ensures their social and emotional wellbeing are met. She has also been involved in training and counseling supervisors, teachers, and parents.

Ms. Kaur also shared that she will increase the frequency of Principal walkabouts at the centre as they enable her to have more interactions with the teachers and the children to ensure their well-being. 24-hour CCTVs have also been installed at the centre’s classrooms and activity areas for enhanced safety and security.

Kinderland also clarified their “no-personal device” policy for teachers during lesson time. This is to ensure that teachers are focused on their children and undistracted by their devices. This policy also ensures the privacy of our children, their families, and our teachers. In cases where teachers would like to report on peculiar situations including emergencies. Kinderland encourages its staff to capture images or footage using any devices and report such situations swiftly.

It is mandatory that staff must use company-issued mobile devices to update parents of their child’s progress including photos and videos in the Preschool Management App.

Mr. Seet said that the sessions with the parents were fruitful and noted some key takeaways. “We will continue to review our feedback mechanisms and processes to ensure that any



incidents will be averted and swiftly addressed. This includes the installation of CCTVs for enhanced safety and security,” said Mr. Seet.

Some of the parents attending the session indicated their appreciation for Kinderland’s information sessions, as this helped to put to rest their concerns over the recent videos and provided them with relevant and accurate facts on the larger issue of children safety. One parent, who preferred to remain anonymous, said, “We were saddened by the public outrage towards Kinderland because our experience at Kinderland has been nothing short of positive. Our youngest child, currently attending Nursery, has a teacher who genuinely loves and cares for our child. Our older child was with Kinderland from Kindergarten 1 and is now flourishing in Primary 1.”

“We felt that the many negative comments that were targeted towards all the other teachers were unwarranted. We believe that the actions of a few do not reflect the character and values of all the other dedicated teachers. When our friends asked if we would consider switching schools, we confidently replied with a 'no.' My children had really wonderful teachers during their time at Kinderland, and we continue to believe in the dedication and love of the teachers,” said the parent.

Another parent shared, "We still trust Kinderland and their people. I have faith in the school as my children’s previous and current teachers are all very approachable, caring, respectful, and treating our children like theirs. We understand that investigations are ongoing and that the management needs time to update parents.”

While parents are appreciative of Kinderland’s effort to engage with them honestly on this matter, some have requested the centre to continue to update them on further efforts to provide a safe environment for the children.

Kinderland ended the meeting with a Q&A session and expressed that it will provide more updates in the coming days.

-END-

## **ABOUT KINDERLAND**

Established in 1978, Kinderland has since been a leading provider of quality infant care and bilingual preschool education for children aged two months to six years. A member of the Crestar Education Group, Kinderland has a network of 15 centres across Singapore, the brand has built a robust presence nationwide and is recognised for its unique curriculum that



thoughtfully combines Western education methodologies with the Eastern emphasis on moral values and interpersonal relationships.

At the heart of Kinderland's teaching philosophy lies a strong emphasis on music. This innovative approach not only enriches language literacy but also stimulates cognitive development in young children. Kinderland takes pride in a variety of music programmes available across all its centres, involving activities such as stage performances and pianica ensembles. These programmes provide children with unique opportunities to build self-confidence, learn teamwork, and nurture a lifelong appreciation for music.

### **MEDIA ENQUIRIES**

For media enquiries, please contact:

Aaron Nair

+65 9129 8353

[aaron.nair@speyside-group.com](mailto:aaron.nair@speyside-group.com)