



## Cognition Education Group

Cognition Education Group is a leading global provider of education consultancy, professional learning, early years education, digital learning and publishing services. Delivering services in more than 26 countries, Cognition Education Group is at the forefront of global education innovation. Our dynamic and multidisciplinary team work across public, private and not-for-profit sectors, helping clients create impact and ignite a passion for learning.

OUR CLIENTS  
**2,000+**

TRAINED PEOPLE  
**200,000+**

OUR LEARNERS  
**2 MILLION+**

Our story begins in 1989, as a service provider to New Zealand schools; since then we have grown to six brands with multiple global offices. As a subsidiary of Cognition Education Trust, all profits are reinvested back into the New Zealand education sector, supporting educational initiatives, research, interventions and projects that measurably advance education outcomes.



## Introducing Begin Bright

Acquired by the group in 2016, Begin Bright is an award-winning Australian early childhood education franchise. With 30+ centres across Australia, Begin Bright proudly delivers 84,000 school readiness and primary tutoring sessions a year.



*“This program is truly amazing. I would highly recommend it for any child at any age.”*  
Claudia Thrattabeusy, Bright Bright Hoxton Park

### Our program

Begin Bright’s school readiness program is the brand’s defining service. This unique and contemporary program focuses on preparing the academic and socio-emotional foundations necessary for growth, ensuring our youngest members of society are given the greatest opportunity to grow into well rounded, engaged learners fulfilling their utmost potential.



### Our success

The success of our school readiness program is due to a combination of factors; class duration and size, focus on social engagement, blended method to teaching phonics, and its alignment with the Australian National Curriculum and the Early Years Framework.

### Our group

Begin Bright’s programs are supported by the collective resources of Cognition Education Group, who apply the science of learning to ensure academic integrity is upheld and delivery continues to be world class. The Group are currently evaluating expansion opportunities in Asia-Pacific, using their current innovative business model to lead a school readiness revolution throughout the region.

