



POPPINS EDU-CARE NEWS

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President and CEO
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MISSION STATEMENT

The shortage of qualified nursery teachers in Japan is increasing. There are now over 1,000,000 qualified nursery teachers, but of these over 680,000 are not using their qualifications - a number vastly greater than the 380,000 qualified nursery teachers in employment.

Poppins has several proposals to help Japan tackle this shortage of qualified nursery teachers, whilst at the same time improving the level of childcare professionalism. One of our proposals is to reconsider the quota requirements of qualified nursery teachers. When compared, nationally licensed nurseries with a staff of 100% qualified teachers with the nurseries licensed by Tokyo Metropolitan Government (TMG), which requires only 60 % qualified teachers, the nurseries licensed by TMG demonstrated greater Welfare Service and satisfaction according to a reviewer in the Tokyo Fukushi Navigation.

Poppins proposes relaxing the present childcare qualification quota requirements in order to meet society's changing needs of more education in the early years - Edu-care. An Edu-care qualification would focus more on education by diversifying professional qualifications to broaden expertise and childcare experience to include Kindergarten and Primary School Teachers and specialists in Gymnastics, Music, Art as well as foreign languages from the age of three years. Poppins Corporation believes that it is our duty to improve the level of childcare professionalism in Japan.

1. Poppins Nanny Service - Introducing a New System and Poppins 100 - Choice, Flexibility, Value

As a top Nanny Service Provider in Japan, we have upgraded our online booking system in the efforts to improve the quality of service for our customers.

The new system will include the facilitation of the automatic matching of nannies with each customer's specific needs, and allows the customers to access the booking at ease in case of making modifications and cancellations.

Together with the upgrading of our online booking system, we have relaunched our core services in two simple categories, namely Premier Course and Standard Course.

Furthermore, we have introduced exciting package deals under the name "Poppins 100". It is our new concept in efforts to match various needs of the customers by introducing 100 different package plans.

The package plans include popular standard packages such as "2 hours per day - daily school run service" and more varied options such as "private kids swimming session" to "running techniques coached by Olympic athletes".

We have included plans that appeal to customer's unmet needs and made them more approachable by making each plan a package deal.

New website "Poppins 100" - www.poppins.co.jp/special/nanny/



NEWS HEADLINES

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Easy-to-use & valuable plans
"Poppins 100"

2. Poppins Ashiya Salon - National Day Event

At the first Poppins Day Service Centre - Poppins Ashiya Salon, established in October 2014, Poppins plans to hold several events to meet the needs and interests of our users. As the location of the Ashiya Salon with the beautiful green Rokko Mountains as a backdrop is a popular residential place for foreigners, Poppins has decided to plan a series of cultural exchange events. The first Event had an Indian theme given by Nazema Toorabally, an Indian national, who has lived in Ashiya for 23 years. Event participants were able to enjoy Indian food such as Indian curries with spices and chai and also try on a sari with photo shoots. After the success of this first International Event, Ashiya Salon is planning more International Events.

[Contact] Poppins Ashiya Salon: 0797-26-8455



Trying on an Indian Sari at an International Event

3. Poppins Nursery School - New Openings

Poppins have now established a total of 150 nursery schools throughout Japan. Below is the list of newly opened nursery schools as of July 2015.

April 2015

Poppins Nursery School Shiroishi, Sapporo, Hokkaido

This is the first Poppins Nursery School in Hokkaido. A nationally licensed nursery on four floors, it has capacity for 60.

Poppins Nursery School Tsurumi, Yokohama

This is our seventh nationally licensed nursery in Yokohama with capacity for 60.

June 2015

Poppins Nursery School Urayasu, Chiba

This is the second Poppins Nursery in Urayasu. Nationally licensed with a capacity for 78 in the first year, it will expand capacity to 128 in 2016.

July 2015

Poppins Nursery School Ichigaya, Tokyo

This is the second nationally licensed nursery in Shinjuku ward, Tokyo, with a capacity for 50, that in April 2016, will expand to 80.



Poppins Nursery School Shiroishi, Sapporo



Poppins Nursery School Urayasu



Poppins Nursery School Ichigaya

4. 6th PIICS (Poppins International Institute for Child Sciences) Symposium

The 6th PIICS (Poppins International Institute for Child Sciences) Symposium “The role of caregivers and material / environment in supporting child play” was held on 7th June 2015 at the Tokyo University, Fukutake Hall. The results of PIICS research conducted in the United States and Japan on the process of children learning Democratic Values and Culture, were announced at the Symposium. The Symposium was divided into two parts: first was a keynote lecture by Dr. Benjamin Mardell, (Lesley University) and the second a panel discussion in which Dr. Mardell, Prof. Kiyomi Akita (Graduate School of Tokyo University), and Ms. Riyo Kadota (Graduate School of Seinan Gakuin University) participated in lively discussions related to the childcare practices in Japan and the US.



Some of 180 participants at PIICS Symposium

5. Norland College Summer Course, Bath, UK

The Norland College is a prestigious, specialist College in the United Kingdom, founded in 1892, as a Training College for Nannies employed by the British Royal and global upper-class families. Today the current Nanny to Prince George, son of Prince William and Princess Kate, is a graduate of the Norland College. She sometimes is seen wearing the special uniform of a Norland Nanny.

Poppins has been associated with the Norland College since 1994 when the first Summer Norland Course was organized in cooperation with Poppins for Japanese, including some Poppins staff. The Summer Course programme organized by Norland staff focuses on understanding the theory and practice of a Nanny responsible for Edu-care from zero throughout the early years. Trained Nannies (Norland graduates) are unique and special to British culture and through this Course participants are given opportunities to learn the traditions and researched skills that can be blended for use by a Norland Nanny in modern very young child Edu-care for today and the child's future. Some Poppins staff are graduates of the one-year International Diploma Course organized by Norland in 1997.

Details of Poppins Overseas Study Programmes for Japanese speakers can be obtained from Poppins. These include:

- Norland College Course 2016 (2 weeks June / July 2016)
- Harvard Training 2015 (30th August to 6th September)
- Stanford Training 2015 (1st November to 10th November)

[Contact] 03-3447-3458 or kaigaikenshu@poppins.co.jp



The Final Ceremony at Norland College



Course participants finding out about a UK Forest School

6. Poppins Supports Google's Women Will Campaign - Ideas for Happy Working Women

Google's Women Will is a global initiative to solve problems women in different countries face by promoting the use of technology as part of the solution. As part of this project, Poppins has collected ideas for supporting women returning to the workplace, and which can improve the current situation faced by women, who temporarily leave employment for childbirth or other life events. Poppins are participating in the #HappyBackToWork campaign, expanding the scope along with our partners and are holding childcare support Events in which mother and child can participate, along with cooperating with video shoots.

The ideas we came up with can be viewed at the #HappyBackToWork site www.womenwill.com/japan/supporters/5704221898833920



Poppins operates company's family-events

Poppins have been training future nursery staff since 2012 to make up the shortage in childcare professionals. Poppins recruits applicants with a strong desire and aptitude to work in the nursery industry, but who hold no qualifications, and on Sundays run preparation courses for the examination. The course fees are paid by Poppins Corporation. This is the fourth year Poppins have been supporting applicants who wish to acquire nursery qualifications. In July 2015, 75 course participants finished the eight classes and had their first examination in August. In September they will attend secondary courses - practical training.

7. Poppins Keiki Hawaii - Fall Programme 2015

Poppins Keiki Hawaii is the only Japanese company to have been licensed and recognised by the State of Hawaii to operate a childcare centre. Our popular Fall Programme includes exciting new indoor activities making use of the native Hawaiian sea shells and natural stones. The year-round outdoor favourite continues to be the “Sandbar Tour” in which participants can experience snorkeling and kayaking in the beautiful Hawaiian ocean.

A Special Silver Week Programme is planned for the Fall holiday - 19th to 27th September. For a limited time only PKH will be offering their popular trips-out to the Sea Life Park, Canoe, Body Board experiences to mention a few of their exciting activity programmes!

For detailed information visit PKH Facebook page: www.facebook.com/poppinshi [Reservations] www.poppins.co.jp/hawaii/contact_reservation/



Children interact with others from different nations

8. Poppins Active Learning International School (PALIS)

Located in Yebisu Garden Place, Poppins Active Learning International School (PALIS) offers the highest quality education and care for children aged 11 months to 5 years old. Through a child-centric, play-based approach, our goal is to awaken in children a passion to discover, learn and understand English through authentic experiences.

On June 18th, PALIS hosted a Father’s Day Coffee Morning at PALIS’s outside garden. It was a great occasion for all PALIS Fathers to get a glimpse of children’s everyday school life while mingling with other parents. PALIS will hold on Open School on September 26.

For detailed information and schedule visit our website: www.poppins-palis.jp/ [Inquiries] 03-5791-2105 or palis@poppins.co.jp



Fathers enjoying Coffee Morning at PALIS

9. Poppins Active Learning School at Tokyo Midtown

In April 2015, Poppins Active Learning School started a Sunday Programme, which offers various specialist programmes including music, art, language, and physical expression. The Sunday Programme is open to both regular students, and children not attending the regular school. Parents are able to choose whether their child attends for either a half-day or the whole day. If it is a child’s first experience in a group setting, the School provides a Trial Programme, to allow the child to participate in just a part of the programme and develop at their own pace.

[Inquiries] 03-5785-2131 or activelearning@poppins.co.jp



Children enjoy the story read by a native English teacher



Children create coloured shapes with paper-clay



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FROM THE EDITOR

This year we celebrated the 20th Anniversary of Poppins association with the Norland College in Bath, UK. Norland, known world-wide as the Harvard for Nannies, specializes in childcare and education from zero and Norland graduates are employed by the British Royal family as well as other famous families. This Summer I had the honour of participating in the annual Norland Training Course organized by Poppins and learned a tremendous amount of practical information based on latest research.

Poppins understands that the children of the future will need different skills to live in an international Society, so we, at Poppins, keep a global focus and strive to provide the best edu-care from the age of zero. Along with Poppins overseas childcare training in the UK and the US (Harvard and Stanford), Poppins are planning to visit Finland and New Zealand in the near future.