



PIONEERING EDUCATION FOR BABIES

Prestige Baby Academy

The period from birth to the age of eight — and especially from birth to the age of three — is a critical time in a baby's brain development. These days, more and more parents recognise the value of sending their precious little ones to a crèche, which offer many benefits to first-time moms, often providing much-needed support through hard times. They are able to meet new moms and share experiences, information and concerns and babies are able to gain a different perspective whilst still having fun at the same time.

August saw Palm Lakes' very own crèche open its doors, offering both new and experienced mothers a beautiful, warm and friendly environment where their children will receive only the best education! The Prestige Baby Academy understands how important a stable, consistent environment is for young children and that for little ones to learn, they must want to do so! Therefore their philosophy, which is learning through play, ensures that all children will want to learn and that they will have an amazing time whilst doing so.

I sat down with Judy Nieuwenhuizen, owner and founder of this innovative new Baby Academy, to find out a little bit about the academy and the woman behind it. Judy, a woman who wears many hats, is a mom of two and owns the excellent Zenju Day Spa at Coco De Mer and the founder of the Prestige Baby Academy franchise. The idea of starting a baby academy came to her when she was looking for a school for her children in Johannesburg. After searching high and low and finding nothing that made her feel particularly comfortable, she decided to start her own school that would include the best of each school she had been to and more...

Judy immediately signed up for child day care and child psychology courses and, being the business-minded person that she is, did a survey of what other people were looking for in a crèche. Shortly thereafter she opened the first Prestige Baby Academy, which since then has grown, improved and branched out.

When looking to expand the fast-growing franchise to Ballito, Judy believes it was a

no-brainer to open up her first KZN branch in Palm Lakes. "Palm Lakes is a growing family estate, which is perfect for what we need and there is also the added benefit of top-notch security and, of course, it's just a beautiful place," says Judy.

Currently the school is being run from Trinity House, but once the new school is built it will offer more amenities, such as security cameras in the play area where parents can log on and see how their little ones are doing. Cooked meals made from only the best and healthiest ingredients will also be provided. Classes will be kept small and intimate, providing a high staff to baby ratio and each class has a set age-appropriate programme. At present the Palm Lakes branch caters for ages three months to three and a half years. However, if parents or teachers believe that a child is not ready to move on, they are able to stay longer.

Judy, being a positive person, believes in teaching through positivity and therefore nothing that the children learn is forced upon them; important communication, social and