

JAN 2026 EDITION



# IMPACT REPORT

Beyond Schooling:  
How Early Childhood Shapes a Lifetime

Since Year 2009



WHYTEHOUSE EDUCATION GROUP SDN BHD (1113056-X)

# About Us

WhyteHouse began with a simple belief:

**'that children's learning process must be joyful  
— and that the process itself matters more than the outcome.'**

WhyteHouse began in 2009 in Sungai Ara, Penang, with just three students. At a time when our fees were considered premium, the journey was challenging — but our belief remained clear: quality early childhood education matters.

We believe that play and learning are not separate. Our approach balances meaningful play with strong academic foundations, supporting children to grow with confidence, curiosity, and a sense of agency.

Over time, our work has expanded beyond the classroom through educator training, published resources, and community engagement — contributing to the broader early childhood landscape in Malaysia and beyond.

Today, WhyteHouse is:

- A trusted preschool for children aged 2–6
- A platform for educator development
- A creator of children's and parenting resources
- A space that welcomes global educators and policymakers

We remain grounded in our mission — to create environments where children experience the joy of learning, every day.



# Timeline

First WhyteHouse Centre @ Sg Ara

2009

2013-2015  
Kindermusik Maestro Certification  
Maestro Certification - Mezzanine Level

2013

The Malaysia Book of Records for  
Organising The Largest Simultaneous  
Participation in a Colouring Event

20,777 Participants    111 Locations

2014

1 Launching of PLC Nursery Books &  
Creative Learning Centre at Penang  
Public Library

*by YAB Toh Puan Dato' Seri Utama Hajah  
Majimor Binti Shariff*

2015

The Malaysia Book of Records for  
Organising The Largest Participation in a  
Leadership Training Seminar

*51,368 Participants*

2017

1 Relocation of WhyteHouse Education  
Group to Arena Curve

2018

2 Launching of 36 Books of the Young  
Scientist Series

*by Tuan Yang Terutama Tun Dato' Seri Utama  
(Dr) Haji Abdul Rahman Bin Haji Abbas,  
Governor of Penang*

3 The Malaysia Book of Records for  
Publishing The Most Number of Science  
Books for Children Published in a Single  
Event

*Total of publication: 20 science books*

2020

## 10th Anniversary Celebration of WhyteHouse Education Group

1 Launching of Botanical Garden Iconic  
CSR Project

*Five months of preparation of landscaping works  
with a cost of about RM50,000*

2 Fun with International Storytelling Event  
*Stories in Bahasa Melayu, English, Mandarin  
& Tamil*

*97,000 views reach on Facebook*

- 3 Launching of Tadika WhyteHouse @Tech Dome  
*The first preschool in a science centre in Malaysia*

2020

- 4 Launching of Nature Classroom by WhyteHouse & Habitat Penang Hill  
*Nature classroom in one of the oldest rainforest in Malaysia*

2021

- 1 Launching of **PRESCHOOLEDUCATOR.COM**  
*Smart Partnership with Kementerian Pendidikan Malaysia, Jabatan Pendidikan Negeri Pulau Pinang and Free access for 700+ government preschool educator*

2022

- 2 Launching of Special Edition of Baby Sensory Book  
*25,000 copies sponsored by The State Government of Penang via the Office of YB Chong Eng Available in 4 languages - Bahasa Melayu, English, Mandarin and Tamil*
- 3 SEGi-WhyteHouse Early Years International Conference  
*from 13<sup>th</sup> Aug 2022 - 20<sup>th</sup> Aug 2022*

2023

- 1 The Start of **we.play**  
*The first purpose designed children playground that promotes risky play and loose play in Malaysia*

2024

- 2 ARNEC Visit WhyteHouse  
*A total of 43 delegates from 9 countries of ARNEC 2024 visited WhyteHouse to understand WhyteHouse curriculum*
- 3 **we.play** in Subang  
*We.Play expanded to Subang located at SEGi College Subang Jaya*
- 4 Malaysia Book of Record for The Largest Children Participation in an Unstructured Play Program  
*Total 2,808 children participated*

- 1 Reader's Choice Awards 2021 (10th Anniversary)  
*Best Playgroup Curriculum  
Best Kindergarten*

- 2 International Family Day: Storytelling Festival  
*8th, 9th, 15th, 22nd May 2021  
10,000 reach on Facebook*

- 3 The SEGi Group of Colleges and WhyteHouse Education Group  
*#EarlyYearsLectureSeries*

- 4 Launching of Papa Mama & Me: Baby Sensory Edition and Communication: The Key to Good Parent-Child Relationship  
*Toh Puan Dato' Seri Utama Khadijah Binti Mohd Nor, hosted by Penang Public Library Corporation*

- 1 First Corporate Childcare with Micron  
*The very first corporate childcare in Batu Kawan Industrial Park*

- 2 KEMAS x **PRESCHOOLEDUCATOR.COM**  
*Access to the platform for 12,000 KEMAS preschool educators and officers nationwide*

- 3 Pledge Signing  
**PRESCHOOLEDUCATOR.COM**
  - Pledge signing in supporting quality early years education, care and good parenting
  - more than 50 countries
  - more than 10,000 staff members
  - more than 5 million reach on social media

2025

- 1 Awards Recognition by Empowering Education Summit 2025  
*Proud Recipients of:*
  - *Excellence in ASEAN Education Excellence Leadership Award*
  - *Early Childhood Education Excellence Award*

- 2 Work visit by Ministry of Education for the preparation of 2026 Preschool Curriculum  
*Puan Hajah Nooraini binti Kamaruddin, Director of the Curriculum Development Division (Bahagian Pembangunan Kurikulum), Ministry of Education Malaysia, along with senior officers from the ministry*

- 3 International Unstructured Play Conference 2025  
*on 25<sup>th</sup> Oct-26<sup>th</sup> Oct 2026*  
*Attended over 350 participants over the world*

- 4 ECDA Singapore Visit  
*Special Team Visit by Early Childhood Development Agency Singapore*

- 1 New 70,000 sqft WhyteHouse Campus
  - *Campus located at Sungai Nibong*
  - *Space designed to cater for children age 2-6 year old*

2026

“Teach the children...  
so it will be not necessary to teach  
the adults.”

Abraham Lincoln



# Impact at a glance!

## Available Centres

- Sungai Nibong (Penang Island)
- Bukit Mertajam (Mainland)
- Komtar (Penang Island)

**70k sqft preschool campus in Penang Island**

## For Our Children

- ✓ More than **5000** days of in-house creative learning
- ✓ More than **100** school trips
- ✓ More than **400** sessions of virtual learning during MCO period

## The Nature Classroom at Habitat Penang

(nature classroom in one of the oldest rainforest in Malaysia)

## International Outreach/ Collaboration

- ✓ Collaborated with qualified professionals from more than **15** countries
- ✓ More than **30** international story tellers and science educators

## Publications

- ✓ ID: 978-967-26360

## First Preschool in a Science Centre

Tadika WhyteHouse  
@Tech Dome

## Community Outreach for Teacher's Development

- ✓ More than **12** free lecture series benefit all preschool teachers
- ✓ **7** days free early years conference
- ✓ More than **25** experts speakers and panels from related field
- ✓ Free access for **12,000** government preschool educators

## First Corporate Childcare in Batu Kawan

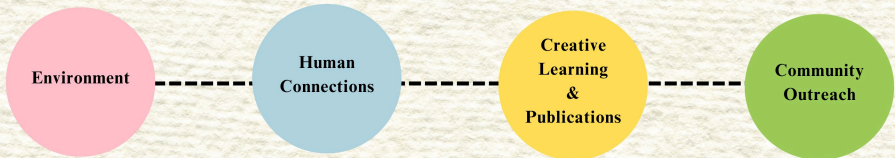
- ✓ HRDF ID number: 1113056-X

## First Risky Play and Loose Playground in Malaysia

“Not all  
classrooms have  
four walls.”



# WhyteHouse Ecosystem



The WhyteHouse Ecosystem is divided into **4** parts:

At WhyteHouse, learning does not happen in isolation. It happens through an ecosystem — where environment, relationships, creativity, and family support one another.

WhyteHouse believes that learning should be fun and that the curriculum is structured in clear sequential sets of experiences to engage new learning with the child's schema of knowledge, resulting in effective learning outcomes.

At WhyteHouse, we offer three programmes for children aged 2 to 6. Our experienced teachers carefully curate the curriculum to provide children with the optimal learning experience. The curriculum covers four primary dimensions of growth; knowledge, skills, dispositions, and feelings. Activities are carefully and purposefully structured to create opportunities for exploration and assist retention of information, acquisition of skills, and understanding concepts.

## i. Environment

Our classrooms are designed for children, not adults. Materials are within reach. Spaces invite exploration. The environment does not control behaviour — it supports learning. Children who feel ownership of their space develop independence and confidence.

*“The walls of the classroom belong to our children.”*



## ii. Genuine Human Connections

*“Relationships come first.”*

In the early years, relationship is the curriculum. Before children are ready to explore ideas, they need to feel safe, seen, and understood. Genuine human connection builds the trust that allows curiosity to unfold, resilience to develop, and confidence to grow. When educators listen closely, respond thoughtfully, and respect each child’s voice, learning becomes meaningful — not something delivered, but something experienced.



## iii. Creative Learning Program

*“Children learn best when learning when the process is joyful.”*

Our curriculum is written and reviewed by educators who work closely with children. Learning experiences are designed to connect with children’s real lives, questions, and interests.

Beyond our classrooms, we publish books to make learning accessible to families and educators. These resources reflect local voices, illustrations, and languages.

**iii. Publications**

WhyteHouse has published 36 children’s science books and parenting related books available in national libraries and hospitals. These resources extend learning beyond the classroom, helping children explore ideas at home and in their community.

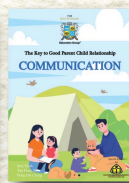


**36 Children Science Books Series**

10,000 copies of the Young Scientist Series were distributed to Malaysia’s National Library and state libraries. A unique feature of this series is that 95% of the illustrations are hand-drawn by local artists.



**The Malaysia Book of Records**  
Most Number of Science Books for Children Published in a Single Event  
20 Science Books



We added another two titles to our book publication by publishing ‘Papa Mama & Me: Baby Sensory Edition’ and ‘Communication -The Key to Good Parent-Child Relationship. Papa Mama & Me: Baby Sensory Edition was translated into 4 languages (English, Bahasa Melayu, Mandarin and Tamil). The book was printed more than 25,000 copies.

**SCAN TO ACCESS THE BOOKS**

**BABY SENSORY BOOK (ENGLISH)**



**BABY SENSORY BOOK (MANDARIN)**



**BABY SENSORY BOOK (BAHASA MALAYSIA)**



**BABY SENSORY BOOK (TAMIL)**



**THE KEY TO GOOD PARENT-CHILD RELATIONSHIP**



### iv. Community Outreach

Since the beginning of WhyteHouse Education Group in 2009, we have organised several WhyteHouse-Family Related events to inculcate family involvement in our children’s development.



### Launching of Botanical Garden Iconic

In the conjunction of 10th anniversary Celebration of WhyteHouse Education Group

After two years, with a proposal from the management of Penang Botanic Gardens, Rose Charities Malaysia and WhyteHouse Education Group have agreed to three months of landscaping works with a cost of about RM50,000.

### SEGi & WhyteHouse International Family Day: Storytelling Festival

97,7000 views on Facebook

In year 2021, total of 8 international storytellers from Taiwan, New Zealand, The United Kingdom, India and Singapore. Stories were available in Bahasa Melayu, English, Mandarin and Tamil.



## Tadika WhyteHouse @ Tech Dome

At WhyteHouse, we believe that each child is entitled to an opportunity in education. Throughout the years in the education business, We have been working hard to materialize it. In 2020, We proudly launched The First Tadika in a Science Centre with bursary for children of government officers. This project is one of WhyteHouse’s CSR projects for quality education.



### “THE FIRST PRESCHOOL IN A SCIENCE CENTRE IN MALAYSIA”

“This (collaboration between Penang State Government and WhyteHouse) is in line with industry 4.0 and STEM 4.0 initiatives of the State Government in making Penang 2030 a reality.

I strongly urge all civil servants to take this opportunity to enrol your child at kindergarten.

‘Syabas’ and a warm welcome to Tadika WhyteHouse at Tech Dome Penang.”

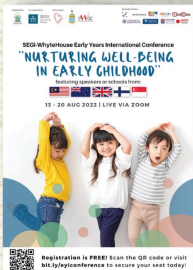
YAB Chow Kon Yeow  
Chief Minister of Penang



**RM1,941,585.00**

Bursary for Tadika WhyteHouse @ Tech Dome from 2020-2026 (January)





## SEGi & WhyteHouse Early Years International Conference

The Early Years International Conference is a continual effort to inspire our community with ECCE good practices as we work together for quality ECCE services in the country. This seven-day conference benefited early years educators worldwide with the theme of **nurturing holistic well-being in early childhood**.

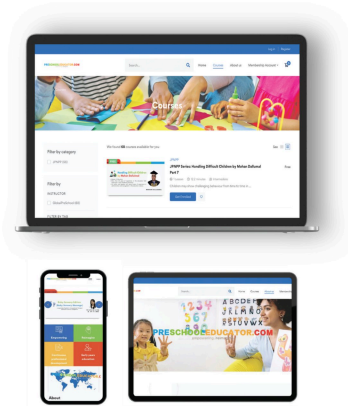
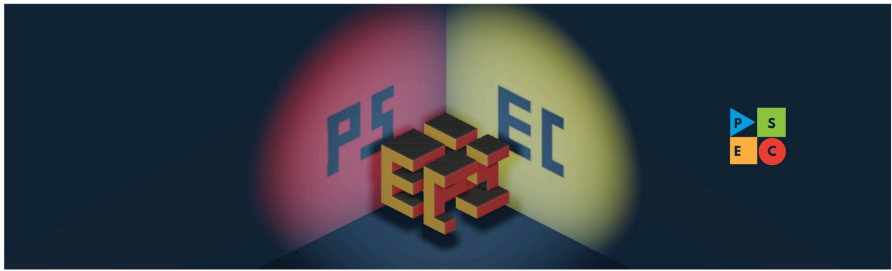
### List of speakers and panels:

- Prof Dr. Azrin Esmady Bin Ariffin, Deputy Vice Chancellor, SEGi University & Colleges
- Dr Justine O'Hara-Gregan, University of Auckland, New Zealand
- Professor Datuk Dr Chiam Heng Keng, Founding President of ECCE Council, Malaysia
- Professor Datin Dr Mariani Md Nor, President of ECCE Council, Malaysia
- Puan Aisha Zanariah Abdullah, President, Montessori Association of Malaysia
- Datin Ang Chin Fun, Vice Chairperson, Board of Governors Southern University College
- Mr Arjuna Rai, Chief Strategy Officer, Little Lives
- Dr Brendan J Gomez, Applied Developmental & Counseling Psychologist, ARCADE (Asian Research Center for Child & Adolescent Development)
- Pn Hazlina Sulaini, Head, Human Resource, Busy Bees Asia
- Ms Eveleen Ling, Chairman Malaysian Association of Kindergartens
- Ms Karen Tan, Vice-President ECCE Council Malaysia
- Ms Sonia Chin, Vice-President Kindergarten Association, Sabah
- Associate Professor Jill Harrison, University of Greenwich, UK
- YB Dato Sri Hajah Fatimah Abdullah, Minister of Women, Child Development and Community Welfare, Sarawak
- YB Hannah Yeoh, Former Deputy Minister of Women, Family and Community Development, Malaysia
- Datin Dr Ng Soo Boon, SEGi University
- Dr Irene Leow, Founder, Seri Mawar Child Care and Development Centre
- Dr Mahani Abd Malik, ECEC MQA Assessor; EC Programme Director, OUM



## Early Years Lecture Series

Now known as the SEGi-WhyteHouse Early Years Lecture Series. During the lecture series, participants were taken on a virtual tour across the globe to attend the lectures from our speakers in different countries.



## Early Year Educator Continuous Professional Development (CPD) Platform

**PRESCHOOLEDUCATOR.COM**  
empowering. reimagine.

At WhyteHouse, our founders believe that educators should be equipped with updated knowledge pertaining to early years development. Therefore, the idea of **PRESCHOOLEDUCATOR.COM** came to life. The ECE professional development platform provides early years educators with updated teaching trends and knowledge to **EMPOWER** the educators so they can **REIMAGINE** their classrooms.

*Smart Partnership Supported by*



Scan to join  
the  
platform



“Access for  
government  
preschool teachers  
nationwide”

# Quality Early Years, Lasting Impact.



## ARNEC 2024 Delegates Visit WhyteHouse and WE.PLAY

A total of 43 delegates from 9 countries of ARNEC 2024 visited WhyteHouse centres and WE.PLAY. The delegates were given a tour of the WE.PLAY Playground and an introduction to our WhyteHouse Creative Learning Program.

Among the distinguished guests were: 

- Her Excellency Kim Sethany, Vice Minister and Secretary of State, Ministry of Education, Youth and Sports, Cambodia
- Pn Hajah Juriada Binti Umat@Bidin, Deputy Director, Preschool Sector, Curriculum Development Division, Ministry of Education, Malaysia
- Mr. Samson Chieng, Assistant Secretary, Ministry of Women, Early Childhood Education, and Community Wellbeing Development, Sarawak
- Ms. Haylen Shae, General Manager, Early Childhood Australia
- Representatives from Shaanxi Normal University, Shaanxi Women and Children Development Foundation, Shaanxi Shangshan Public Welfare Development Center, Shaanxi Gender Development Solution, and Shaanxi International Exchange Centre for Women and Children
- Dr. Shakya Dipu, UNICEF Nepal
- Ms. Gina Avila Soriano, UNICEF Education Specialist
- Dr. Gong Jing, The University of Hong Kong
- Representatives from the Government of the Philippines
- Lecturers from UNIRAZAK and Albukhary International University
- Mr Azizbek Mutalipov - Curator of preschool education, Presidential Administration of Republic of Uzbekistan



### Side note:



The ARNEC Regional Conference on Early Childhood Development (ECD) is an annual event hosted by the Asia-

Pacific Regional Network for Early Childhood (ARNEC), headquartered in Singapore. This 10th edition, co-hosted by the ECCE Council of Malaysia, was held in Penang from May 27th to 30th, 2024. This conference welcomed over 500 participants from 48 countries, with 18 countries sending official government delegations.



we. play

Whytehouse Education Group



“Play, works to build us into fully functioning, effective human beings.”

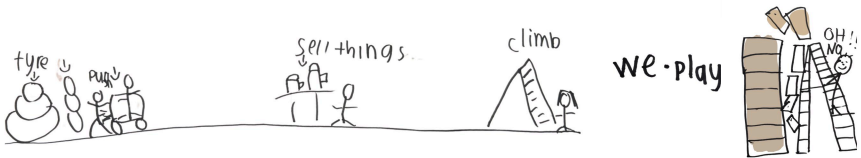


# WE.PLAY PLAYGROUND

**we.play** is the first purpose-built playground that integrates elements of **WhyteHouse's creative learning, loose play, and risky play**, further enhancing WhyteHouse's efforts to nurture the holistic development of young minds.

In addition to these endeavours, WE.PLAY aims to instil resilience and curiosity in children as they explore and engage with the world around them.

The pedagogy of play is introduced for children to discover opportunities to explore the world, keep themselves creatively engaged in learning and development, and appreciate and understand possibilities and risks that keep themselves and others resilient and collaborative.



**First in Malaysia!**

**Risky play + Loose play**





The conference brought together over 350 participants from Malaysia, China, Singapore, and Thailand, including educators, parents, academics, and policymakers.

We were honoured to host distinguished speakers and leaders in early childhood education, alongside strong representation from key organisations, government agencies, and higher education institutions. Notably, regional collaboration was strengthened through the participation of Team Singapore and Malaysia’s leading ECCE bodies.

The presence and support of government representatives, universities, and industry partners reflected a shared commitment to advancing quality early childhood education. Together, the conference reinforced a collective vision — to champion unstructured play as a foundation for lifelong learning and holistic child development.

**Key Speakers**

- Prof. Cheng Xueqin – Founder, Anji Play
- Sarah Green – Head of Juniors, St. Christopher’s International School
- Anne Sivanathan – World Forum Foundation
- Datin Dr. Ng Soo Boon – Former Deputy Director, MOE
- Lee Jen Uyin – City Councillor
- Jery Yeoh – Founder of WhyteHouse Education Group



# Awards and Achievement

We have grown since our humble beginning in 2009. We have accomplished various awards and achievement in the past 15 years of operation.

October 2014 - **The Malaysia Book of Records**  
Largest Simultaneous Participation in a Colouring Event

October 2015 - **The Malaysia Book of Records**  
Largest Simultaneous Participation by Children in a Colouring Event

July 2017 - **The Malaysia Book of Records**  
Largest Participation in a Leadership Training Seminar

June 2018 - **The Malaysia Book of Records**  
Most Number of Science Books for Children Published in a Single Event

Reader's Choice Awards 2021 (10th Anniversary)

- **Best Playgroup Curriculum**
- **Best Kindergarten**

Dec 2024 - **The Malaysia Book of Records**  
Largest Children Participation In An Unstructured Play Program

Awards Recognition by Empowering Education Summit 2025

- Excellence in ASEAN Education Excellence Leadership Award
- Early Childhood Education Excellence Award



# MOU's with Local Higher Education Institutions







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