



GOLD STAR ENGLISH LTD.

Beyond Language

Under JUDY CHAN, the award-winning EDB Approved English School aims to build a globally competitive and cultured Hong Kong through its children.

“**H**ong Kong’s overall English language capability has been in decline these last few years,” says Judy Chan, Principal and Director of Gold Star English. “In an increasingly globalized world where China and the rest of Asia are getting ahead in embracing the world’s most widespread language, Hong Kong cannot afford to lose its edge.”

To address children’s lack of motivation to study the English language, the school was established in 2010. With Peter Phillips, eldest grandson of Queen Elizabeth II among its founders, it received much media attention and acquired many enrollees. “We want to provide a more effective teaching system to help children learn with greater interest and confidence, particularly at kindergarten and primary levels, the age to learn language and build the critical learning skills that make a huge difference,” Chan says.

Noble Objectives

Gearing efforts towards enabling the next generation for a globalized and interconnected world, Gold Star utilizes five elements in its approach, spanning its educational philosophy, innovative curriculum, team of exceptional teachers, dynamic teaching methods, and personalization. Each class consists of six students or less, who engage in a variety of enrichment activities including arts and crafts, poems, songs, drama, games, and storytelling.

“Our core education philosophy is supporting children to build confidence, fuel creativity, develop self-reliant problem solving skills and have great fun in the process,” says Chan. The loss of independent thinking abilities is chief among



Gold Star English Principal and Director Judy Chan.

her concerns, especially when in many environments, creativity and confidence are hampered by a fear of being incorrect. The school eschews sheer memorization and repetition for exercises that enhance critical thinking.

Excellence in Delivery

Gold Star’s comprehensive curriculum is centered on a foundation in phonics, reading comprehension and writing. “We innovate constantly to bring more differentiated courses that give children real value, such as our ‘Speak Easy, Speak Breezy’ course that focuses on building verbal communication skills, and our ‘Bright Spark’ course based on the authentic British Curriculum used in the UK.”

Gold Star’s faculty consists of teachers with experience and qualifications from international schools and foreign institutions. “We have an internal training programme for new members of our teaching staff. There is a family sports team culture here, which lets us enjoy work while challenging us to deliver results.”

To Kindle a Spark

“Many of our students now attend distinguished schools such as La Salle, St. Paul’s Co-Ed, Hennessy Road, Harrow and Chinese International. Fundamentally, however, we want them to be lifelong learners who can speak, read and

write with great confidence and interest.”

Gold Star runs many workshops and side courses for both parents and children. In line with social responsibility, it recently opened a free, weekly Story Time programme to the public. “There is much pressure in Hong Kong’s formal school system, resulting in many children who do not enjoy reading. We offer them the opportunity to experience classic English stories, read by our highly qualified teachers in a way that inspires them to develop a reading habit and love books.”

Looking Ahead

While seeking more opportunities to grow in Hong Kong, Gold Star has begun offering services to Mainland China. “We are one of the first three institutions in the education services sector to receive the Certificate of Hong Kong Service Supplier under CEPA (Mainland and Hong Kong Closer Economic Partnership Agreement). Last year, we partnered with a major Shanghai school under the support of the Shanghai Education Commission, to offer our expertise as they redesign their English language curriculum.”

Judy Chan and the Company take the mission of education to heart. There are few matters more serious to her than this vocation. “I am proud to serve at Gold Star. As a mother raising a 2-year-old son, I intuitively understand the care and concern of parents for their children. Our team works hard each day to make a difference for them. We are honoured to be recognized as a trusted service provider in Hong Kong.” ■

For additional information please visit www.goldstar.edu.hk

