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## **Fiona Young Tuition Unveils New Name & Brand Identity**

**14 January 2008**  
**For Immediate Release**

Fiona Young Tuition has formally unveiled a new name Get Ahead Learning and new brand identity that mark the beginning of a vigorous marketing campaign to increase the number of learning centres and broaden its product range.

Tuition, training and education services are foremost in the global and Australian demand-led growth industry. Australia is in the midst of a tutoring boom and it is one of the country fastest growing sectors.

The Federal Government has set up an AU\$20 million scheme making parents and caregivers with children below a national reading benchmark eligible to receive a tutorial voucher valued at up to \$700.

The growing demand for quality tuition services in Australia and the unique Get Ahead Learning market position for individualised tuition, offer this company an exceptional prospect for growth.

This company has undergone phenomenal growth over the past three years, driven by its ambitious expansion strategy, with sales revenue increasing at 33% per annum.

Get Ahead Learning now operates three Hunter learning centres located in Charlestown Eleebana and East Maitland. In the next 3 years it plans to open up 10 more centres in the Hunter, Sydney, Melbourne and New Zealand.

This company has focused its market thrust on five key services; school readiness, kindergarten to adult, languages, computer training, speech therapy and educational products.

With the coming launch of its new brand Get Ahead Learning has simplified and unified the look and feel under the common slogan of "Get Ahead" so as to communicate its progressive and unique tuition services to parents and students.

Fiona Penn  
Director

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