

EDconnect



COMPANY PROFILE

2025

**GLOBAL
EDUCATION
CONSULTANCY**



EDconnect is a global provider of education consultancy services, dedicated to empowering schools, communities, ministries, and governments. We specialize in designing and delivering innovative, research-informed solutions that strengthen teaching, lift student outcomes, and reduce inequity.

Operating across New Zealand, Australia, the United Kingdom, the United States, and the United Arab Emirates, EDconnect connects the brightest minds to co-design practical solutions that inspire confidence, build capability, and transform learning.

OUR VISION

***YOU ASPIRE,
WE INSPIRE***

OUR MISSION

To empower educators and leaders with research-driven, future-focused solutions that improve teaching, inspire innovation, and ensure every learner has the opportunity to succeed.



CONNECTING WITH WHAT WORKS FOR LEARNING

IMPACT LEADERSHIP

- We equip leaders with the vision, strategies, and confidence to drive meaningful, sustainable change across classrooms, schools, and systems.

AI IN EDUCATION

- We help educators harness the power of AI to personalize learning, reduce workload, and prepare students with the skills they need for the future.

ORAL LANGUAGE & COMMUNICATION

- We strengthen the foundations of literacy and learning by building teachers' capacity to develop learners' oral language and communication skills.

PROFESSIONAL LEARNING & RESOURCES

- We deliver research-informed professional learning and innovative tools that empower teachers, enrich practice, and lift student outcomes.

GLOBAL PARTNERSHIPS & CAPABILITY

- We connect schools, communities, and ministries with international expertise to co-design scalable solutions that deliver long-term impact.

CURRICULUM INNOVATION & MULTILINGUAL LEARNING

- We adapt programs and resources to meet the needs of diverse learners across languages and curriculum contexts

EQUITY & INCLUSION

- We champion approaches that reduce inequity, ensuring all learners, regardless of background or ability, have the opportunity to thrive.

RESEARCH & INNOVATION

- We ground everything we do in evidence-based pedagogy while pioneering future-focused solutions that redefine what's possible in education.



OUR GLOBAL RELEVANCE

EDconnect is committed to delivering solutions that work across diverse cultural and linguistic contexts. Our resources and programs are developed and published in both English and Arabic, ensuring accessibility and impact in multilingual environments.

Our directors bring a collective 30 years plus of experience across the UAE region, contributing in a wide range of educational roles and initiatives. This deep regional expertise enables us to understand local priorities while applying global best practice.

Through active participation in leading international education and EdTech conferences, EDconnect remains at the forefront of global innovation, making and renewing relationships across extensive networks to ensure our partners benefit from the very latest thinking in education.

OUR PROGRAMS & INNOVATIONS

EDconnect delivers internationally recognized programs that align with national priorities and respond to the diverse needs of schools and learners. Grounded in evidence-based practice and enriched through innovation, our initiatives span AI integration, leadership development, oral language, and multilingual resources. Each program is designed to build teacher capability, strengthen curriculum delivery, and ensure learners are supported to achieve success across languages and contexts.

- AI in Education – National Conferences, Master Classes, and AI Champions networks
- Future Ed Forum - Dubai
- Oral Language & Communication – Eklak-accredited qualifications in English
- Professional Learning Resources – Language of Learning (LOL), Discover, Describe & Do (DD&D), and other literacy tools, developed and published in English and Arabic
- WriteWhizz – An AI-powered handwriting solution with real-time feedback
- Impact Leadership – Bespoke leadership development for school leaders
- Beginning Teacher Pathways – Structured support and professional learning for early-career teachers
- Overseas-Trained Teacher Induction – Courses designed to help internationally qualified teachers adapt successfully to local context and curriculum

OUR PARTNERSHIPS & NETWORKS

- NZRSLA Platinum Sponsor 2025, Rural & small school leadership
- EdRising Auckland 2025 Sponsor, transforming education
- Partnerships: New Zealand Trade & Enterprise (NZTE)
- Memberships: AI Forum NZ, EdTechNZ, New Zealand Business Council (NZBC), New Zealand Business Council (NZBC) Dubai, New Zealand Middle East Business Council (NZMEBC)
- International collaborations with ministries, schools, and organizations in NZ, UAE, UK, USA, and KSA
- Community building through AI Champions and Kāhui Ako networks
- Advocacy: Published resources and global conference contributions
- Global Presence: Active participants at leading international education and EdTech conferences, keeping pace with global innovation, and continuously making and renewing relationships across our extensive networks



OUR PROVEN RECORD OF IMPACT

- Global Reach – NZ, Australia, UK, USA, UAE
 - Education Export Growth – Driving partnerships via NZ–UAE CEPA
 - 800+ Schools Partnered – Supporting systemic improvement
 - 10,000+ Teachers Supported – Professional learning at scale
 - 300+ Leaders Developed – Impact Leadership programs
 - Beginning Teacher Pathways – Structured induction and growth
 - New Zealand Ministry of Education approved providers (7 years)
 - Establishing new schools - Iqra Academy NZ
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- AI in Education Conferences – 2,500+ participants nationwide
 - AI Master Classes 2025 – Advanced professional learning
 - Whole-School AI Adoption – Learning Community support
 - AI Champions Network – Established nationwide communities
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- Oral Language Courses – Accredited in English & Arabic
 - Literacy Resources – Innovative tools for classrooms
 - WriteWhizz App – AI-powered handwriting innovation
 - LoL Assessment Platform – Ground-breaking diagnostic tool
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- Published Resources – English & Arabic editions
 - Blended Professional Learning – Online + face-to-face models
 - Evidence-Based Pedagogy – Measurable outcomes in every program



TESTIMONIALS

Oral language - we think we teach it

“We all receive training in teaching reading and writing, but not in how to explicitly teach speaking and listening. Oral language is often assumed, yet it is the most under-taught area of PD and in classrooms. Finally, we have professional learning that unlocks the mystery of oral language. Without strong oral foundations, the rest risks going wrong. Get the foundations right. Slow down and do this first.”

**Arna Graham, Executive Director of Schools, New Century Education,
Abu Dhabi**

Sharing the same learning language

“EDconnect tailored professional development for all our staff, teachers, outdoor instructors, and coaches, ensuring a shared understanding of oral language development. Their support with assessment data, prioritization, training sessions, and workshops gave staff a common language to use with learners and each other. Strategies are now applied across subjects and contexts, from Maths classrooms to outdoor briefings.”

**Asha Tupou-Vea, Acting Head, Dilworth Rural Campus
New Zealand**

Exploring ‘Engaging Conversations’

“EDconnect worked with our teachers to explore a developmental sequence that identifies the abstract language a child can understand and use. The team guided us in adapting our own communication so all students could access the linguistic demands of learning. A highlight was the introduction of a research-based tool that can be applied to any lesson or topic, any language or age level to engage and extend learners across the curriculum. Oral language and communication are fundamental to building foundational learning skills, often missing in literacy and play-based programmes.”

**Zac Taylor, Principal, Waihi East School
New Zealand**

“Truly a game-changer”

Attending the AI in Education conference hosted by EDconnect was a transformative experience. It was inspiring to see leading-edge thinking about the future of education made so accessible for everyday teachers and school leaders. The sessions weren’t just about talking innovation—they modelled it. Every aspect was practical, insightful, and grounded in real classroom realities. It’s rare to find a conference that can so effortlessly bridge big-picture vision with hands-on strategies, but EDconnect achieved just that. Everyone left energised, informed, and ready to take the next step in bringing AI into our schools.

**Sam Blake – Deputy Principal, Taupo Intermediate
New Zealand**

MEET THE DIRECTORS

ON Investments
Limited
trading as

EDconnect

Education has long been at the heart of Naomi Kinnaird and Bronwyn Weston's work. Their deep experience, knowledge, and shared passion for making a difference in schools inspired them to establish the education arm of EDconnect.

Together, they bring a wealth of expertise from years in the classroom and extensive work in professional learning and development. This dual perspective, grounded in teaching practice and elevated through leadership in educator growth, shapes EDconnect's commitment to empowering teachers and transforming student outcomes.

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