



ACADEMIC ASIA

45 Years of Excellence

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45 YEARS OF EXCELLENCE

A LEGACY OF BRIDGING EDUCATION AND TRANSFORMING LIVES

CONTENT

- 4 PREFACE
Celebration of 45 Years' Shared Journeys: Where Dreams Take Flight
- 8 A JOURNEY THROUGH TIME
Academic Asia's Historical Milestones
- GUIDING LIGHTS THROUGH THE YEARS
A Tribute to Founding Visionaries and Leadership Excellence
- 12 *Stephen Peplow — The Visionary Bridge-Builder*
- 14 *Natalie Webber — The Legacy of a Great Mind and Heart*
- 28 *Battie Fung — My journey in AA from 1999*
- 32 *Tim Li — Expect the Unexpected*
- 36 IN THEIR OWN WORDS
Departmental Perspectives
- 42 WORDS FROM OUR
NON-EXECUTIVE DIRECTOR
Professor Ivan Hung, HKU Department of Medicine
- 46 TRANSFORMING LIVES
Inspiring Stories of Impact and Alumni Success
- 64 FORGING STRONG PARTNERSHIPS
Reflections on Education: Voices from the Heads
Commitment and Care: Valued by Admissions
- 108 MAPPING DREAMS
Where Our Students Have Flourished Across the UK
- 111 ACADEMIC ASIA'S FUTURE

Preface 序言



Celebration of 45 Years' Shared Journeys: Where Dreams Take Flight

As we turn the pages of this commemorative yearbook, we find ourselves reflecting on something far more precious than mere numbers or milestones. For 45 extraordinary years, Academic Asia has had the profound privilege of witnessing dreams take flight — one carefully guided step at a time.

Our mission, "The best advice for the best education," has never been simply a tagline to us. It represents the sacred trust placed in our hands by generations of families. The trust that says, "*Help us map the best route for our child's future.*" The trust that compels us to give not only our skills, but our hearts, our expertise, care, and relentless dedication into every single student's journey.

This commitment is reflected in:

- Crafting personalised academic plans for each student
- Using expertise to match them with the right schools
- Drawing on experience to overcome every application challenge

We remember the late nights perfecting applications, the joyful tears when offer letters arrived—many bearing the exciting news of scholarships. We celebrate the moments they secure offers from their dream universities and the chosen subjects they have worked so hard for. And the moving moments when former students return as parents themselves, entrusting us with their own children's futures. We believe relentless determination and persistence turn IMPOSSIBLE into POSSIBLE.

No doubt, this incredible milestone would not have been possible without the trust, collaboration, and steadfast support of our partner schools and institutions across the UK. Your confidence in our work and enduring partnership have been central to everything we have achieved.

What makes our 45-year journey truly special isn't just the tens of thousands of successful placements (though we take great pride in those). It's the human connections, the relationships that often begin as professional consultations but grow into lifelong bonds. It's knowing we have played a small but meaningful role in so many remarkable life stories.

As we celebrate this milestone, we find ourselves filled with heartfelt gratitude:

- To the families who have allowed us to guide their most precious treasures
- To our UK partners who share our educational values
- To our dedicated team whose passion never wavers
- And most of all, to the students who prove every day that, with the right guidance, there are no limits to what they can achieve

The world of education has changed dramatically since 1980, but one thing remains constant: our unwavering commitment to providing the best advice for the best education. As we stand at the threshold of tomorrow, Academic Asia carries a dream ready to take flight. With humility in our hearts, fire in our souls, and an unshakable belief in the transformative power of education, we pursue this bold vision with purpose and passion. This is more than a mere enterprise; it is a revolution in approach, one that will ignite minds, shape destinies, and leave an indelible mark on generations to come. Together, we aim not only to reach for the stars, but to help others recognise the brilliance within themselves, chart their own path, and believe with unwavering faith that beyond each star lies a sky filled with countless more waiting to be reached.

Here's to 45 years of dreams fulfilled — and to all the dreams yet to come.

四十五載同心，共築教育路：乘夢飛翔

翻開這本紀念冊，映入心中的不是數字或里程碑，而是四十五年來一段段夢想成真的精彩篇章。自1980年創立以來，Academic Asia 始終秉持「專業上德為本，成就卓越教育路」的使命，以專業與熱忱鋪就萬千學子的成長之路。

對我們而言，這不是一句口號，是一份莊嚴的承諾，是一份跨越數代家庭的信任託付。相信我們能為學子規劃最美好的升學藍圖；這份信任，驅使我們傾注的不僅是專業，更是全心以赴的熱忱，以知識、關懷與永不言棄的堅持，傾注於每位學子的成長之路。

這份承諾體現在：

- 為每位學子量身打造升學規劃
- 以專業知識配對最適合的院校
- 用豐富經驗化解申請路上的每個難題

我們典藏的時光印記：

- 深宵精心思量如何讓學生做好申請前的準備
- 收獲錄取通知與獎學金的喜悅淚光
- 慶祝他們獲得夢想大學及心儀科目的錄取，印證他們努力的成果
- 更感動於以往的學生如今以家長身份再次託付信任的時刻

我們深信，堅持不懈的決心與毅力，能將「不可能」化為「可能」。

毫無疑問，若沒有英國合作院校和機構的信任、協作與鼎力支持，我們絕不可能達成這一非凡里程碑。各界對我們的信心以及雙方深厚的合作關係，是我們取得一切成就的基石。

四十五載耕耘，最珍貴的不僅是數以萬計的成功案例，更是由此締結的深厚情誼。我們深感榮幸能參與這麼多精彩的人生篇章。

在此，我們要誠摯致謝：

- 給予我們信任的萬千家庭
- 長期合作的英國院校夥伴
- 專業盡責的團隊
- 用卓越表現印證教育價值的學子

教育環境與時俱進，但我們始終堅守初心，秉持「專業上德為本，成就卓越教育路」的使命。如今，站在通往未來的門檻上，Academic Asia 心懷夢想，以謙卑之心、熾熱之情，堅信教育擁有改變人生的力量，懷著堅定信念與滿腔熱忱，勇敢追尋這個願景。這不僅僅是一項事業，而是一場革新之旅，一場點燃思想、塑造未來、並在世代之間留下深遠印記的探索。我們共同追求的，不只是觸碰星辰，而是幫助每個人發現內在的光芒，開創屬於自己的道路，並堅信：在每一顆星辰之外，還有無數更璀璨的夢想，等待着我們。

四十五載，感恩同行；期待共續教育新篇章，乘夢飛翔。

A JOURNEY THROUGH
Time

Academic Asia's Historical Milestones



Founded by Mr. Stephen Peplow in Wan Chai, Hong Kong, to advise students on UK education.

由 Mr. Stephen Peplow 創立，辦公室選址灣仔莊士敦道，從此紮根香港，矢志為有意赴英升學香港學生提供諮詢及輔導。

1999

Office relocated to Hang Lung Centre in Causeway Bay.

辦公室遷至恒隆中心，紮根銅鑼灣提供服務。

2000

Hosted the inaugural Top Schools UK event.

舉辦首屆英國名校周活動。

Ms Natalie Webber assumed the role of the Managing Director as Mr Peplow retired.

Mr Peplow 榮休，Ms Natalie Webber 接任成為第二任執行董事。



1980

1985

Launched the Academic Asia Screening Test.

Academic Asia Screening Test 面世並首次被正式使用。

1996

Held the first UK Education Expo in Hong Kong.

舉行首屆英國學校博覽，邀請學校代表親臨香港。

2003

Conducted the first Music Scholarship Audition during the third Top Schools UK event.

第三屆名校周活動中舉行首次音樂獎學金甄選。

2006

Ms. Battie Fung became
Managing Director.

Ms Battie Fung 接任執行董事。



2011

Number of students placed in UK
schools surpassed 10,000.

赴英升學人數突破 10,000。

2014

Office relocated to China Taiping
Tower Phase II in Causeway Bay.

辦公室遷至中國太平大廈二期，
繼續紮根銅鑼灣提供服務。

2024



Attentus Guardianships, our sister company,
has officially launched its services.

旗下姐妹公司 Attentus Guardianships
正式開展監護服務

Held the first UK summer camp.

舉辦首個英國夏令營。

2025

2023

Renovated the office and launched
a refreshed brand identity.

全新辦公室正式啟用，並推出全
新品牌形象，象徵公司發展揭開
新一章。

Established the Education
Department with Mr. Giles Delaney
as Head of Education.

開設教育部門，邀請英國前校
長 Mr Giles Delaney 出任教育
總監。

ACADEMIC ASIA
— EDUCATION —

Mr. Tim Li joined as Co-Managing
Director alongside Battie.

Mr Tim Li 加入，與 Battie 共同
出任執行董事。



70,000

Reached 70,000 families served.

服務家庭數目達七萬，成就印證優秀
服務及信賴。

Guiding Lights
THROUGH THE YEARS

A Tribute to Founding Visionaries and Leadership Excellence



STEPHEN PELOW — THE VISIONARY BRIDGE-BUILDER

A 45th Anniversary Tribute to Our Founder

As we celebrate Academic Asia's 45th anniversary with profound gratitude, we honour Stephen Peplow — the extraordinary man whose vision created an institution that has transformed tens of thousands of lives across generations. His remarkable journey from a boarding student to military officer to Hong Kong education pioneer forged the perfect foundation for what would become Asia's most trusted educational consultancy.

The Making of a Visionary Educator

Stephen's educational philosophy took root during his formative years at Bedford School, where he experienced first-hand the transformative power of British boarding education. The values cultivated there — academic excellence, personal integrity, and holistic development — became the cornerstone of Academic Asia's ethos. His subsequent military service further shaped his character, instilling leadership, discipline, and cultural adaptability that would prove invaluable in his future mission.

A Home Found in Hong Kong

Hong Kong became more than Stephen's professional base — it became his heart's home. His marriage to a Hong Kong lady deepened his connection to the community, giving him unique insight into local families' educational aspirations. While others saw commercial potential in the growing demand for British education, Stephen recognised a profound opportunity to build cultural bridges and transform young lives.

The Birth of an Educational Legacy

When Stephen founded Academic Asia in 1980, he revolutionised educational consulting with his deeply personal approach. His vision combined meticulous British standards with genuine care for each student's individual journey.

A Legacy That Endures

Though Stephen eventually passed the torch to Natalie Webber, our second Managing Director who elevated Academic Asia to new heights, his foundational principles remain embedded in the organisation. We understand Stephen later pursued new educational ventures in Canada, sharing his expertise in statistics — a testament to his lifelong passion for teaching and learning.

We like to imagine Stephen would be proud to see how his original vision has flourished while staying true to its mission. Perhaps he would share one of his characteristic insights, reminding us that behind every application is a young life full of potential.

Our Eternal Gratitude

Though years and distance have separated us, this anniversary celebration would be incomplete without expressing our deepest appreciation to our founder. Wherever your journey has taken you, Stephen, the entire Academic Asia family — past, present, and future — owes you an immense debt of gratitude. Thank you for the bridges you built, the doors you opened, and the lives you transformed.

As we celebrate 45 years, we honour not just what you created, but recommit to nurturing your vision for generations to come. This is the highest tribute we can offer to our founder.



NATALIE WEBBER: THE LEGACY OF A GREAT MIND AND HEART

In Loving Memory of Natalie Webber (1942–2023)
by Battie Fung

Natalie Webber was a visionary leader, a passionate educator, and a driving force behind the growth and enduring success of Academic Asia. Her life's work left an indelible mark on the landscape of international education, particularly in Hong Kong, where her pioneering efforts opened doors for generations of students.

Born in 1942, Natalie displayed exceptional talent from an early age, particularly in music. She pursued this passion with great dedication, studying at the prestigious Royal Academy of Music — an institution renowned for cultivating some of the world's finest musicians. Her musical journey evolved into a distinguished career in education. She began as Head of Music in several schools, where she inspired pupils with her deep love for the arts, before taking on a lecturing role at Goldsmiths College, University of London. Her ability to engage, challenge, and support her students set her apart as an educator of rare quality.

Natalie's journey eventually took her to Hong Kong, a place that would become central to her life and work. There, she joined forces with Stephen Peplow, dedicating herself to supporting UK schools in recruiting students through interviews and auditions. Her meticulous attention to detail, deep understanding of both Eastern and Western education systems, and personal warmth made her a trusted and respected figure in the field.

In 2000, recognising the immense potential of Academic Asia and driven by her unwavering commitment to student success, Natalie made the bold decision to acquire the company. She became its second Managing Director, embarking on a new chapter of leadership that would transform the organisation. Under her guidance, Academic Asia not only expanded its network of prestigious partner schools but also built a stellar reputation as a bridge between the UK and Hong Kong, founded on trust, integrity, and excellence.

One of Natalie's most visionary achievements was the creation of the Top Schools Event in Hong Kong, which she launched in the year 2000 with the participation of just three schools. What began as a modest gathering grew under her care and ambition into one of the most important events on the international education calendar. Over the course of 25 years, this annual event — held each September — evolved into a cornerstone of Academic Asia's outreach, enabling thousands of families to connect with leading UK institutions. Natalie was also committed to maintaining the tradition of hosting two education expos each year, ensuring greater accessibility and opportunity for students across Hong Kong and beyond.

Yet Natalie's impact extended far beyond the professional realm. She was a woman of profound generosity and quiet compassion, whose acts of kindness often went unnoticed by the public but changed lives forever. She was the founder of the Richard Gilliat Scholarship — named in honour of the former Registrar of Charterhouse — which provided full financial support for a Hong Kong boy to study in the UK for five years. This was not an isolated gesture; Natalie continuously sought ways to empower talented young people. She once lent a precious violin to a musically gifted girl who had earned a full scholarship to Wells Cathedral School. That young girl, nurtured by Natalie's support, is now a professional violinist performing with a Hong Kong orchestra — a living testament to Natalie's enduring influence.

As a mentor, Natalie was both wise and generous. In 2006, she invited Battie to take over the company as Managing Director, recognising the importance of preparing the organisation for the future. To support this transition, she personally provided a year's operating fee, a gesture that reflected her faith in the team and her selfless leadership. Though she stepped away from day-to-day operations, Natalie remained closely connected to the Academic Asia family. She was a treasured and familiar presence at the Top Schools Event each year, attending with her beloved partner, Sirkka, until 2019.

Natalie passed away in October 2023, leaving behind a profound legacy that continues to shape the future of many students. Her influence is felt in the lives of the students she inspired, the families she guided, and the countless educators and institutions she brought together. As we mark the 45th anniversary of Academic Asia, we do so in honour of Natalie Webber — a trailblazer, a philanthropist, a mentor, and above all, a deeply cherished individual whose impact will be felt for generations to come.

If she were still alive, I imagine she would have loved to write the following as her ethos on education:

“Education is a sonata of opportunity — a delicate composition in which each note unveils the hidden potential of a young soul. It begins quietly, with curiosity, hope, and the gentle guidance of a teacher, then rises in strength and complexity, evolving into something powerful and enduring. In the act of giving, we echo the great composers, whose true legacy is not found in personal acclaim, but in the beauty they awaken in others. So it is with educators: they do not seek recognition, but craft lasting legacies in the music of the lives they shape — one note, one lesson, one dream at a time.”

My Guiding Light —

Dearest Natalie,

You were never just a boss to me, you were the gentle hand that steadied me when I trembled, the bright torch that lit my way when shadows gathered, the voice that told me, softly but firmly, “You can go further” when doubt tried to anchor me in place. You didn’t merely supervise my work or manage my tasks, you reached into the very fabric of who I was and wrote parts of my story with kindness, patience, and a belief in me that I had not yet learned to hold for myself.

I carry your wisdom now like a cherished compass, always near my heart. I remember how you noticed the quiet spaces within me, the moments when I faltered or doubted, and you saw potential — not weakness. You showed me how to take the jagged pieces of my struggles and turn them, one by one, into stepping stones. Even now, when I face a crossroad or feel the weight of uncertainty, I catch myself whispering, “What would Natalie say?” And somehow, as if you’re still beside me, the answer always comes, not necessarily in words, but in the courage you nurtured, the bravery you planted within me that continues to bloom.

The world has lost an extraordinary luminary, a radiant soul whose brilliance touched so many, but I have lost something even more intimate: my Maestro, the one who taught me not just how to work or achieve, but how to compose my life. Your classroom was built on love, your lessons woven with transformation, and you stand the person I aspire to be.

Natalie, you remain stitched into the seams of my journey, forever a part of who I am and who I am still becoming. I miss you more than words can hold, but I walk forward carrying the warmth of your light, the strength of your belief, and the immeasurable gift of having been, always, your student.

With all my love and gratitude, always,

Battie



Let’s hear what Natalie’s partner, friends and colleagues said about her.

Partner

Academic Asia / Natalie by Sirkka

How did it all begin?

Natalie took part in a school expo in Hong Kong (I do not know the year), representing a school from Tunbridge Wells. After a few more expos, she decided to form an educational company, Anglo International.

Natalie saw that there was a chance to buy the company set up by Stephen and started to negotiate. In 2000, the purchase was completed, and she became the owner of Academic Asia.

Because of Natalie's elderly mother, she could not station in Hong Kong. She flew there often enough, and there was a flat where she could stay. The company had several managers to handle the everyday running.

Knowing Natalie, it was not enough to have the company — she wanted to make it flourish. She was very creative, so she invented the Top Schools Event. It did not take long before Academic Asia became the biggest education agent in Hong Kong.

Being a musician, she wanted to do something in that area. She suggested schools offer a scholarship in music and conduct music audition in Hong Kong. That also became a success. When the pupils were interviewed, they had the opportunity to play their instrument in the hope of getting a scholarship.

It was the year 1989 when Natalie met Finnish Sirkka (Alikylä) in Switzerland, in Adelboden. Later, they had a Civil Partnership. They were both avid Girl Guides, and the event was the International Commissioners' Conference. Their Guiding was mostly in international circles. Natalie was on the Sangam (one of the Girl Guide training centres) committee, and Sirkka was on the Europe Committee. Natalie was very generous and supported many Guiding projects, especially the Guide's Baden-Powell Society, to which she donated a lot — such as buying a membership for her five friends. The Society holds a conference each year somewhere in the world, and we took part in most of them.



Natalie Webber (left) and Sirkka (right)

As for travel, we travelled a lot, and our favourite form of travelling was cruises — once or twice a year. They covered all the continents except South America, which would have been the next one on the list.

One of the continents was very special for us: Africa. We bought a house there in a golfing estate. It was nice to escape the Finnish winter, so we spent the winters there.

We lived in Eastbourne, Helsinki, and Erinvale in South Africa.

Natalie was extremely kind and generous. She was great company and always had ideas about where we could go and what we could do. She was very fond of children, though she had none of her own, but she spent time with her brother's two daughters as well as Sirkka's nephews' two daughters. There was nothing that would have been too much trouble for her. She was very clever, and the proof of it is Academic Asia.

Natalie retired in 2006 and passed away in 2023.

Memories of Natalie Webber — The Academic Asia office in Eastbourne by Elizabeth Booth

Natalie had travelled extensively in the Far East before deciding she would take over the Hong Kong business from Stephen Peplow. She divided her working month between Hong Kong and England. She named the company Academic Asia and found the Eastbourne office in a modern, purpose-built block called Archer House, Northbourne Road. Initially, she was helped by her friend, Rosemary Dines, who worked mostly on setting up an accounts system, writing down each child's school details and invoicing them individually at their chosen school. They also set up summer schools in August, mostly for Hong Kong children, in France, but in time these were phased out. Martin Webber, Natalie's brother, was also involved in setting up businesses in mainland China, as well as in Macau and Hong Kong.

The agency began to grow, and the Expos twice a year and the Top Schools Event in September were introduced. Natalie employed a personal assistant, and a guardianship agency was also started — successfully recruiting families to look after overseas students — by Carol Dawson. I became involved in 1995 when Natalie's PA left and she was looking for someone to deal with her correspondence. I worked three mornings a week, and it was a pleasure taking her dictation, as her grammar and phraseology were perfect. Communication with the Hong Kong office at that time was via a complicated fax system and also by email, which was rather unreliable.

I left in 1997 to start a full-time job elsewhere, but Liz Geer began working soon afterwards in the mornings, and Julia in the afternoons. Liz's role was to produce the brochures for the Expos and Top Schools, as well as visiting the schools involved. She represented Roedean on behalf of the school at one of the Top Schools Events. When Julia left in July 2003, I returned to work for Academic Asia in the afternoons, as I had decided to work part-time upon reaching 60. Ian Collins had been taken on as our accountant, and between us we managed to send out hundreds of invoices to the schools where students had been introduced. The numbers had

increased from the early days, and Academic Asia was one of the leading student agencies in Hong Kong. Natalie was travelling every month to spend a week in the Hong Kong office, where initially Martin was manager, but later she promoted Battie Fung to take on the responsibility of running the Hong Kong end of the business.

I think Ian would agree that Natalie organised some amazing staff outings at Christmas. I was told about a trip around southern England on the Orient Express and Liz dancing the Charleston. My first experience was a day in London when we had tea at the Ritz, followed by a show (Anything Goes) at Drury Lane. Our Christmas gifts were exceptional too. I remember having a Fortnum & Mason hamper delivered one year, and we always had a very generous bonus.

Liz had to step back from work for a year when her husband was terminally ill, so Natalie suggested I work longer hours until Liz was able to return to the office. In the meantime, Natalie decided to retire when she was 65, and we organised a lunch at the China Tang restaurant in the Dorchester Hotel, London, for the school personnel who had helped her during her ownership. She sold the business to Battie in 2006/07 but stayed on for a further year to ensure a smooth transfer.

Liz returned to work, and after six months we were both invited to attend the October Expo in 2008, which was a useful experience as we could meet our colleagues and see their daily office routine. After the Expo finished, we had one day to be tourists and visit the markets and Lantau Island before an amazing banquet with Battie and our newfound friends in the office.

Liz eventually left when she remarried, but we had several very happy years working together. I managed to clear out the big office on the top floor at Archer House and moved downstairs to a smaller single room, as my work schedule had diminished and I was mostly concerned with helping Ian send out the invoices each

Collaborators

term. Liz's daughter, Amelia, was a great help, working for two mornings a week and covering when I had to take time off. Our computer engineer, Pierre-André, set up the office laptop so I could work from home. This enabled me to check emails at all hours of the day, which was especially useful given the eight-hour time difference.

Liz and I used to see Battie when she made her annual visit to the UK to visit schools and attend conferences. We had several enjoyable lunches at the Grand Hotel in Eastbourne after meeting in the office first. It was decided I should retire when I was 75, and the office was closed in Archer House in December 2018, although Ian continued to work from home for Battie.

During the years after Natalie retired, she enjoyed working for the Olave Baden-Powell Society with Sirkka, and she organised a worldwide conference of the Guides in the city of Bath. She asked me to take the minutes for their planning meetings in London, and I was fortunate enough to stay in Bath for the actual event, which was a great privilege.

Natalie and Sirkka owned a house near Cape Town, and they spent the first two or three months of the year there. They invited me to stay and very kindly showed me some fascinating places while I was there. Sirkka also had her flat in Helsinki, and they travelled there frequently. When they were abroad, I was pleased to help them look after their Eastbourne house and garden, which I did until recently. During the COVID pandemic, they had to stay in Helsinki for a year before they could return to Eastbourne.

It was with great dismay that I realised Natalie's memory was fading after I had coffee with her and Sirkka over two years ago. Eventually, she became a resident in a Cobham nursing home in Surrey, where I visited her twice. The staff there were very caring, but she passed away in October 2023.

I often think about her and will always be grateful for her generosity and friendship, as well as for being



Natalie Webber (left) and Elizabeth Booth (right)

a dynamic and creative employer. She widened my horizons and brought so much colour into my life with her keen intelligence and humour. I think she encouraged me to believe in myself, and this was indeed one of her great talents. She must have been an inspirational teacher and leader.

We shared her love of music, and she was a very talented singer. The staff in the nursing home had been impressed by her singing, and when I visited her there, Benjamin Britten's Sea Interludes were playing quietly on Radio 3 in her room, which I trust brought her much comfort at the end.

May she now rest in peace and always be a precious memory for us.

My memories of Natalie Webber and the early days at Academic Asia UK Ltd by Ian Collins

In 2007, Natalie Webber retired as Managing Director of Academic Asia, but it seemed that she exerted an ‘invisible’ presence on those of us who continued to work for the company. Well, that’s what I believe.

She made it her business to know every facet of the company — be it parents with worries about the right English school for their child, the children entrusted to her care, or simply... the staff. She cared! Today, the umbrella of Academic Asia stretches far and wide.

It was not, however, always the case.

When I joined the company in January 2000, she was still deciding whether she should buy out her business partner, Stephen Peplow, who wanted to retire.

My brief was that I would be employed on a part-time basis to maintain ‘a simple set of accounting records’. It was clear that my role quickly became nearly full-time. The UK office would handle the billing of commission invoices to all the schools where we had sent a student. We would be responsible for recording all monies received, and discrepancies would be handled directly with the school.

The year 2000 was dubbed the ‘year of the Millennium Bug’, but the computer systems and various software programs were not as sophisticated as they are today. Email was in its infancy; messages were sent by fax; in many instances, it was quicker to send messages by post! There was also the inescapable time difference to manage.

So one of Natalie’s early challenges was the need to tackle communication skills head-on. The enormity of this became apparent when she paid for me to travel to the Hong Kong office in November 2001. Clearly, there was much more detail to digest and understand before you could issue a commission invoice to any school. Parents were dealing in local currency; the UK was dealing in £ sterling. Clearly, we were going to need staff who were trustworthy and could act with

discretion, as we would be handling sensitive and confidential personal information.

Natalie was an excellent delegator. The tasks presented to all of us in the UK were vast, but she instinctively engaged the right staff. I am reminded here of Liz Geer. Liz acted as our office manager, normally working mornings, and would take over if, for example, Natalie was visiting UK schools or in Hong Kong visiting the HK office.

Whenever I visited the office, there was always a good atmosphere, and that was engendered by Natalie’s example.

Looking back all those years ago, Natalie’s early days as Managing Director were beset with problems such as:

- Completing the winding-up of the old company, formerly owned by Stephen Peplow, most of which was completed by 31 March 2001.
- Martin Webber, Natalie’s brother, was acting as Managing Director for the Hong Kong office around this time (he was certainly in post when I visited in November 2001). However, by the following year (October 2002), he had to return to the UK due to recurring health problems.



Ian Collins

Collaborators

However, Academic Asia continued to thrive, seemingly taking on more students and making more agreements with schools and colleges. The UK staff was enhanced by the addition of Elizabeth Booth in late 2003. Together, they covered all aspects of the general office, particularly when Natalie was on overseas duties. This also meant that I could concentrate on the accounting duties.

Once she retired, she continued with her travels. She was able to spend more time at her home in South Africa. There were also visits to Finland.

She handed over the business to Battie but was retained as a consultant and was always persuaded to visit Hong Kong in September each year for the Top Schools Event.

When I remember Natalie, I am reminded of her generosity. I was very fortunate to enjoy four unique Christmas outings together with my fellow staff.

- In December 2000, the end of my first year, we had a staff Christmas lunch at the Hungry Monk, Jevington, East Sussex. Very nice!
- In December 2001, our Christmas treat was an early start — being driven to Ashford and catching the Eurostar to Lille in Northern France, where we spent the day, firstly with a sumptuous meal and then some shopping. It was very cold, as I recall!
- In December 2002, we were treated to lunch on the Orient Express. A London–Home Counties excursion, we travelled on the famous 1920s Orient Express from London Victoria through the English countryside, passing through such places as Maidstone, Dover, Ramsgate, and Chatham before returning to London Victoria.
- In December 2003, we were treated to tea at the Ritz (or Simpsons in the Strand) and to Drury Lane to see the West End show Anything Goes.

I have to mention my ‘business trip’ to Hong Kong in November 2001. It was only for four days, and my memories are very faded now, but I do remember there was a business meeting with her accountants, Moores Rowland. Then there was the evening meal at the famous Peninsula Hotel. On the Saturday, she arranged for a friend to act as my guide to show me some of the sights, and on my final day, she took me to Stanley Market. Although I was uncomfortable with the crowds, I was able to buy seven ties!

We shared a common interest in classical music. She would always visit the Three Choirs Festival (hosted in alternate years at Worcester, Gloucester, or Hereford) every August — provided she was in the UK. She generously was one of the sponsors of my brother’s first organ recital series, given by celebrated cathedral organists in 2005.

I didn’t see so much of Natalie once she retired, although if Battie was visiting the UK, she would always visit Eastbourne, so there was always a chance for a reunion. I last saw Natalie probably just before COVID happened, when Elizabeth and I joined Natalie and Sirkka for Christmas lunch in the Meads area of Eastbourne. It was a happy occasion, made all the better by the chaotic problems with the waiter!

I always found Natalie very approachable. You had to be on top of your brief. Her overriding passion was the love of education and the power it has to open opportunities to the young.

May she forever rest in peace.

From David Woodcock *Director of Music, Harrow School*

It was an honour and privilege to meet Natalie for the first time in September 2006 when I made my first trip to Hong Kong for the Academic Asia Top Schools Event. I had been reliably informed that Natalie was the boss. She had a calm, gentle, and impressive presence and was able to tell you all you needed to know about a music scholarship candidate simply through the most exquisite facial expressions, subtle use of her eyes, and very few words.

In the following years, along with other Directors of Music, I shared hundreds of scholarship auditions with Natalie. The scholarship auditions in HK must be extremely intimidating for a child. They take place in front of microphones in a small audition room with a dry acoustic, and a camera films continuously. The judges sit at an X-factor-like table, and although they do their very best to put the children at ease, it was probably the warm, welcoming smile from Natalie that did so. As the auditions began, she would always place herself behind the candidate, out of their sight. I assume she did so in order to reduce the number of people the candidates would have to face in such a small space. This small act of kindness, however, always meant we could see Natalie and her instinctive reactions to each performance. It also allowed her to check that we were maintaining proper levels of concentration and behaving appropriately throughout the long days of auditions.

There was one occasion during the final audition at the end of three days when, unbeknownst to the candidate, there was some misbehavior from one Director of Music (not me, I hasten to add, though I am happy to reveal who it was!). We were concerned

that some indiscreet conversations might have been caught by the microphones and recorded. We confessed our misdemeanour to Natalie, who then discovered the AV recording team had possibly picked up every conversation that had taken place in the room during all three days of auditions. Our hearts sank. What else had been said? We discussed our plight, and Natalie meted out astringent judgment. Her wry smile, the sideways glance, and withering look were enough. We ran for the door; three naughty schoolmasters suitably chastised!

We had let ourselves and Natalie down, but she never let us down. Over the years, countless children have had to thank her for their place or Music Scholarship at a top school in the UK. Not only did she know whether a particular child would flourish in our schools, but also very often which school would be the best fit. If we had doubts about a candidate, a few words from Natalie could settle them, and the child would go on to have their life transformed. This, of course, for Natalie was the magic: to transform lives through the opportunities that music can bring.

We miss her in the audition room in HK. Her wise counsel was invaluable, and I regret not having had more time to talk to her.

Collaborators

From Helen Miller

I first met Natalie Webber over thirty years ago, in the early 1990s. I was the Registrar at a small rural boarding school and, although we had had a small number of international pupils over the years, the sector was beginning to take international recruitment more seriously.

I decided to sign up for one of Natalie's workshops, which was designed to teach delegates how to work effectively overseas. There is no doubt that the advice and guidance I gained from the workshop formed the basis for all of my strategies and planning in the years that followed. I know that all the successes I achieved in my early days of international travel and recruitment were very much due to Natalie's wise counsel.

Over the years, I would often reminisce with colleagues about Natalie, and one particular piece of advice would always raise a smile. We were told, very firmly, about the importance of smart and appropriate dress — and that a woman must always wear stockings or tights, never bare legs! She was passionate about the sector and reminded us that wherever we were in the world, we were not only representing our individual schools, but also the British boarding school sector as a whole.

From Nigel Walkey

I first met Natalie well over 20 years ago when recruiting international students for Wells Cathedral School, a well-known West Country boarding school with a particular specialty in music. After my usual confusion in finding the right exit from Causeway Bay MTR, via what seemed like a huge number of shopping arcades, I ended up in the Hang Lung Center on Paterson Street. I was greeted at the entrance to a higher floor by an elegant woman, dressed in black, who seemed to be a reassuring mixture of preparatory school headmistress and big company marketing executive! Impressive and self-assured, she ran a busy office and exuded professionalism and confidence, clearly having the

There was great excitement when Natalie took over the running of Academic Asia in Hong Kong — this was a part of the world that would come to mean so much to her. She very quickly established a formidable reputation, and the company went from strength to strength under her leadership.

When Natalie retired from Academic Asia, she maintained a very close connection with the company and continued to enjoy the Top Schools Event — and in particular, the Music Scholarship auditions — for many years. A number of companies have tried to replicate what Natalie started, which is a testament to her pioneering initiatives.

I met Natalie at the start of my career and was thrilled to spend time with her during my final eight years in the sector, when I worked as Academic Asia's UK-based External Communications Manager.

I had a wonderful career in the British boarding schools sector for forty years, and I will always remember Natalie with great fondness and respect.

respect of the many consultants working in their own school group individual areas. She offered knowledge and competence and was thoroughly in command of the 'ins and outs' of the UK independent sector. These were the rapidly developing days of UK schools recruiting in Hong Kong, and Natalie Webber, owner since 2000, was central to the substantial industry it has become.

In particular, Natalie had sensitivity to student and family needs and, on a number of occasions, was very active personally in making the dream of a UK education, for some, come true.

From Denise Spence

Generous, gracious, and gifted — these were the first words people sent me when I asked them to describe Natalie. Others described her organizational skills, her capacity for detail, and her care for the individual. In another message, she was described as "a unique and wonderful spirit."

All who knew her can recognize her from these words. Sirkka gave me the great honour of speaking at Natalie's funeral about her life and legacy. Natalie had an impact on the lives of so many people all across the world.

Natalie Mary Webber was born in April 1942 in Luton, Bedfordshire. Her parents went on to have a son, Martin, who also sadly died earlier this year. Natalie, by now aged 4, was quite keen on her younger brother but frustrated that he was too young to communicate properly. So her remedy to this situation was to set off for the shops to buy him some teeth! This is one of the earliest family stories and an example of Natalie's exceptional ability to solve problems and find solutions to challenges that came her way.

Natalie was gifted in music, both singing and piano, from an early age, and music remained a lifelong passion of hers. She studied at the Royal Academy, gaining a degree in ethnomusicology, which she then taught at Goldsmiths College.

Following an early career in teaching, Natalie went on to become an extremely successful businesswoman. She bought and developed Academic Asia into the biggest educational office in Hong Kong, securing places for students to be educated at public schools here in the UK. Natalie had an infectious enthusiasm for education and brought immense professionalism to the company. She led by example to all her staff. She worked extremely hard, paying attention to every detail involving every student; she developed a highly respected guardianship program as part of the business. She was very proud to mentor and coach Battie as her successor.

The love of music continued to feature, and she developed a program for music scholarships for gifted children, graciously and generously hosting all those who went out to Hong Kong to assist with the auditions.

Closer to home, she was a generous supporter of the Three Choirs Festival, and another person wrote of their gratitude for her support with the launch of the first of a series of organ recitals given by Cathedral organists in Eastbourne.

Although I was familiar with Natalie's professional achievements, my knowledge of the outstanding impact she had on the lives of people is through the worldwide movement for Girl Guides.

Natalie served as a Brownie leader and county commissioner, and she was also county vice president in the Guide County of Sussex East in the London and South East England region of the UK. People described the inspiration Natalie provided more than 30 years ago for the start of the Olave International Guide Camps, which continue to take place and mean thousands of girls and young women have had an opportunity to make friendships and lifelong memories.

She was much loved, admired, and respected, and her generous support of the county was sincerely appreciated.

In the 1980s, she also held voluntary positions at the UK level and internationally. For example, she served the World Guiding Movement for six years as a founding member of the World Centre Committee in India.

I first met Natalie when she stepped in to chair the Europe Regional Conference in Helsingborg, Sweden, in the early 1990s. There were thirty countries present, and a complicated voting system was in place for the election of new committee members. Natalie helped us practice how to vote using a list of made-

Relatives & Friends

up candidates — to the room's delight, the first one to be elected by popular vote was Mickey Mouse. Her capacity to make complex things simple and accessible was another outstanding skill she had, and of course, while we waited for the votes to be counted, she helped us pass the time with community singing — not many conference chairs can do all of that!

For the last 30 years, Natalie was an avid supporter of the fundraising society connected to World Guiding, and for this, she was recognized by the Danish royal patron with the prestigious Princess Benedikte Award. Natalie was also a great organizer, and she chaired a very successful host committee, welcoming 300 society members for an event in Bath in 2010.

Natalie was also inspired to start another fundraising route for the society by selling unwanted Guiding-related badges in what was then a very new marketplace, namely eBay. Together with another society member, more than £50k has now been raised through this route — a great testimony to Natalie's tenacity and ability to work out the details of a good idea.

Together, Natalie and Sirkka were gracious and generous hosts — they enjoyed having people to stay as well as treating so many of us to special occasions, creating memories that we can each continue to cherish. They hosted many groups of friends and family at their home in South Africa, and for anyone who went there, the memory of the early evening sundowner moment can be treasured as a sign of enduring friendship.

There is a guiding group of international friends who have met annually for more than 30 years, and we were truly honoured to have Natalie as our gracious and generous Lady President!

We will each remember Natalie for the joy she brought into our lives, and we will remember her for the impact she had on the lives of so many — students from schools in the UK and from overseas, colleagues

she worked with, those involved with the Three Choirs, and so many people in Guiding both in the UK and around the world.

She was indeed generous, gracious, and gifted.

In Guiding, the founder instructed each one of us to leave the world a little better than when we found it. Natalie has certainly done that.

Go well and safely, Natalie, and thank you.

From Rosemary Dines

I first met Natalie in 1961 when we both became students at the Royal Academy of Music in London. After graduating in 1964, she held appointments as Head of Music in a succession of schools in London, Suffolk, and Surrey.

Her first contact with Charterhouse actually dates from this time: because I was by then teaching piano at the school, she often came with me to their concerts and competitions, etc. This almost certainly contributed to her later interest in providing Music Scholarship opportunities — through Academic Asia — to Charterhouse and other similar schools.

She began lecturing at Goldsmith's College, London, during the 1970s, where, after gaining a Master's Degree in Ethnomusicology herself, she was subsequently appointed to take charge of the course.

Natalie and I shared a variety of musical experiences over the years. These included:

- Visits to the Aldeburgh Festival in Suffolk during the 1970s, sometimes taking students whom she

had helped to gain funding to attend the event (something she had done herself when a student).

- A research trip to Sri Lanka in 1982 to investigate the instruments involved in the temple music there, needed for an article she had been commissioned to write for a new edition of Grove's Dictionary of Music.
- 1981 - 1986 Several visits to Sangam, a world Guiding centre in Pune, India. Natalie organised and led groups of adult volunteers to share/exchange musical and other activities with other Guiding leaders from around the world, while themselves experiencing a deeper insight into 'ordinary life' in India than a tourist trip can usually provide.

Our annual visits to the Three Choirs Festival from 2001 to 2013 resulted in her generous sponsorship of several of their events.

From Alison Timman

Natalie was my aunt — in fact, my dad's half-sister. When we were young, we would visit her every year in Eastbourne during the summer holidays. We very much looked forward to these trips, as Natalie would always entertain us with a myriad of fun activities: rowing on the boating lake, visiting the lighthouse, exploring rock pools at the beach, and going to the leisure pool with slides — "Treasure Island" — our absolute favorite! Natalie's house was always filled with books and interesting musical instruments and artifacts. It was where I first discovered the Noel Streatfeild "Ballet Shoes" series.

As we grew older, Natalie supported us in different ways: helping to source my first flute, encouraging me to enter the BBC "Young Musician" competition (I didn't get far!), and in later years, when I had my own family, supplying a great range of Hong Kong-sourced branded children's clothes for my boys. I remember Natalie as a fun, clever, and vibrant person — she is missed.



BATTIE FUNG — MY JOURNEY IN AA FROM 1999

A $\frac{1}{4}$ Century Commitment Began with a Single 'YES'!

It all began one day in 1999, when I came across a job advert from Academic Asia looking for an Education Consultant with experience in UK boarding schools. I felt something stir, I believed I was right for the role. I had completed my sixth form at a girls' school, Lawnside, in Great Malvern (which, sadly, closed in 1994), then pursued Accountancy at the University of Exeter, and later completed my MSc in Applied Statistics through distance learning. It felt like fate — I applied, I said yes, and in May 1999, I joined AA.

Now, more than twenty-five years on, I look back with a heart full of gratitude. That one small 'yes' has echoed across the decades, and I still believe, with quiet certainty, that it was the best decision of my life.

I have always believed that even the smallest step can ripple outwards, shaping a lifetime. For me, it began with a gentle, almost unassuming 'yes' — a quiet acceptance of an opportunity at AA. I had no idea then just how deeply it would shape the contours of my journey. A quarter-century later, I count myself immensely fortunate. That single decision opened a door to a world I could never have imagined.

Over the years, I have walked alongside countless families, each bringing their own hopes, dreams, and stories. Carrying AA's ethos close to heart, I came to see these families as if they were my own, putting in wholehearted effort to help find the schools where their children would truly thrive. Every piece of advice I offered was given with thoughtful care, always holding close the trust they placed in me and the deep responsibility of serving their best interests.

I also feel deeply fortunate to have crossed paths with educators from around the globe; heads, teachers, staff whose wisdom and passion lit something within me. Their words, their ethos casting light on new ways of thinking, fresh philosophies, and the quiet, transformative power of education. They open not only my eyes, but also my heart.

Looking back, I realise it wasn't just a job I said yes to — it was a whole world, a lifelong journey of growth, connection, and inspiration that continues to shape who I am, year after year.

The Ripple of History: How a Single Policy Shaped Generations and an Industry

On reflection, it is striking just how profoundly world history has shaped our industry and us. The story stretches back to 1841, when British rule began in Hong Kong. Under the British Hong Kong government, a policy known as the Overseas Education Allowance (OEA) was introduced. This allowance enabled the children of civil servants to attend boarding schools in the United Kingdom. Under the scheme, tens of thousands of Hong Kong children were educated in British boarding schools, many for the first time venturing far beyond the harbour city they called home.

This growing demand for guidance and support in selecting suitable UK schools led to the birth of a new profession in Hong Kong — the education placement consultant. It was in this fertile moment that organisations like Academic Asia were founded. What began as a niche service quickly grew into an industry, one that has since transformed countless lives and bridged cultures across continents.

Those children grew up, carrying with them not only academic knowledge but a worldview shaped by their time abroad. Today, they are parents and grandparents. Many of them still hold a deep trust in the UK education system, a trust born not of marketing, but of memory. And with that trust comes a desire to pass the same experience to the next generation, to continue a tradition that once began with a government initiative and a leap of faith.

Looking back, it is tempting to imagine how differently things might have unfolded. What if the British had never governed Hong Kong? What if the OEA had never been introduced? The butterfly effect — the idea that even the smallest event can set in motion vast. Without those early policies, perhaps fewer families in Hong Kong would have built lasting ties to the UK. Perhaps this industry, and our company, might never have existed.

And yet, here we are, decades later, still walking beside families as they make life-changing decisions, still inspired by the ethos of education that brought us together in the first place. The ripple of history continues to move through us, reminding us that from a single “yes”, from a single policy, from a single child's journey overseas, a legacy can be born.

A Journey Through Time from 1999

In any enduring story, there are chapters marked not only by milestones, but by moments of uncertainty — when the world shifts, and we must find a way to steady ourselves. The history of Academic Asia is no different.

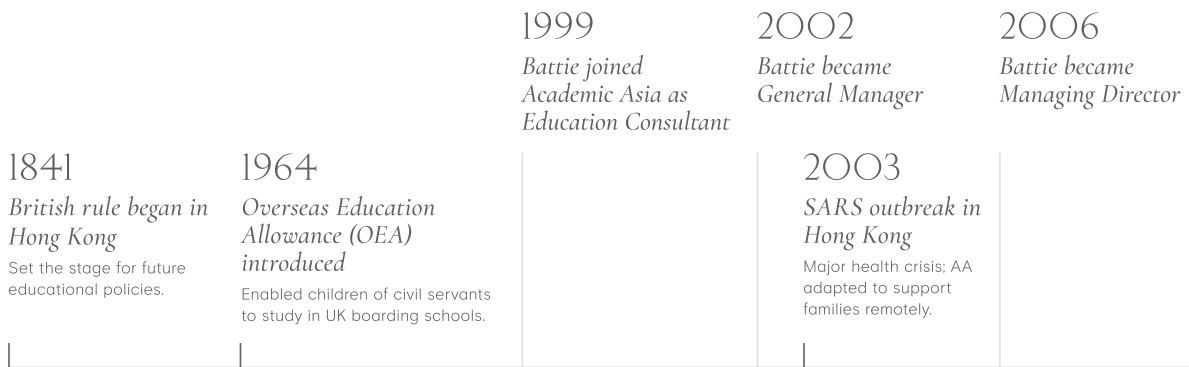
I know very little about Academic Asia from 1980-1999, I joined as an Education Consultant in May 1999, carrying Academic Asia's mission, with my personal experience in British education and a heartfelt belief in its value, I quickly am trusted by many families seeking clarity in a world of school prospectuses and unfamiliar systems. I am fortunate to become General Manager in 2002, then Managing Director in 2006, helping to steer Academic Asia through years of growth.

In 2003, Hong Kong was gripped by SARS — a health crisis that shook the city and forced us all to rethink how we lived, worked, and connected. Schools closed. Travel halted. Yet even then, our work continued. With adaptability and compassion, we supported families remotely, deepening relationships at a time when physical distance grew.

In 2008, the global financial crisis swept through economies, casting uncertainty over futures everywhere. Families faced difficult decisions, and the thought of overseas education suddenly felt heavier. But in those moments, we didn't step back, we leaned in. We helped parents re-evaluate options, offering not just information but reassurance. Our commitment, as ever, was not to offer empty promises, but to support sound, lasting decisions.

By 2012, the educational landscape in Hong Kong began to shift. The HKCEE was discontinued, replaced by the HKDSE, and just two years later, the HKAL was also retired, marking the end of an era.

Then came 2019, and the world changed again. COVID-19 swept across borders, disrupting lives everywhere. Between 2020 and 2023, our industry faced some of its greatest trials. International travel stalled. Schools went virtual. Exams were cancelled or altered. And yet, despite it all, families still hoped. They still planned. They still believed in the power of education, and we stood beside them, every step of the way.



Throughout it all, what has kept Academic Asia strong is not simply strategy, but soul. It is the unwavering belief that education is not just about where a child studies, but about the life they are prepared to live. It is our ability to adapt without losing our essence — to listen, to guide, and to grow.

Reflection

As I reflect on my own 25+ year journey with Academic Asia, I am filled with a profound sense of gratitude, not just for the opportunities and milestones, but for the people, the stories, and the shared belief in the power of education that have carried us through. This is not merely a story of one individual or one company; it is a living tapestry, woven from countless moments of trust, resilience, and hope across generations.

Being part of Academic Asia's history is to witness how education has the quiet power to transform lives, not just through schools or qualifications, but through the confidence it builds, the doors it opens, and the futures it shapes. It has been my privilege to walk beside families on these life-changing journeys and to stand with colleagues who share this same unwavering commitment.

As we celebrate Academic Asia's 45th anniversary, we honour the past, cherish the present, and look forward with faith and determination towards the future. I am proud to be part of this ongoing story, ready for the next chapter and all the young lives we will have the privilege to touch. Here's to the journey ahead and to every "yes" that will light the path forward.

Battie Fung
Managing Director, Academic Asia

2008

Global Financial Crisis
Affected families' decisions on overseas education.

2012

HKCEE discontinued; HKDSE introduced
Major shift in Hong Kong's education system.

2014

HKAL discontinued

2020 - 2023

COVID-19 pandemic

Disrupted education globally; AA continued to support families.

2020

Brexit
Implied impact on UK education and international relations.

2025

45th Anniversary of Academic Asia



TIM LI — EXPECT THE UNEXPECTED

It is both a privilege and a personal milestone to address you as the Managing Director of Academic Asia.

My time in this role has been relatively short, but many of you may know of my long-standing connection with Academic Asia — dating back two decades, when it opened the door for me to study in the UK and forever changed how I see the world. That experience showed me how even a brief moment with AA can have a life-changing impact. Academic Asia has not only shaped the futures of thousands of students — it has profoundly shaped mine. I'm honoured to now be part of a legacy that continues to evolve with purpose.

Before stepping into this role, my background was in a completely different world. Becoming Managing Director in an education business was not the natural next step — it was a calling I chose to grow into. And the longer I serve in this position, the more deeply I understand the irreplaceable value of education. It is not just about access to good schools; it is about unlocking potential, carving pathways, empowering options, and transforming lives. Education is the most powerful lever we have to shape the future, and I carry that truth with me every day.

Academic Asia has always stood for excellence in consultation. Under the visionary leadership of Mr Peplow, Natalie, and Battie, we built a reputation for opening doors to the UK's finest schools for Hong Kong's brightest minds. As Battie often said, "We are here to put Hong Kong on the map" — by empowering students with the opportunity to shine on the world stage. I carry that torch forward with a twist: I intend to put Academic Asia on the map.

Today, AA is more than just a consultation agency. While we honour our roots and uphold the trust built over decades, we've expanded our mission — introducing new services, new partners, and new ways of supporting families. Our team works tirelessly to extend our legacy while building something even more tailored, more dynamic, and more relevant to 21st-century needs. We are preserving tradition, while being revolutionary in our ambition and pioneering within the industry.

One of the most exciting developments is the well-received Helix Programme — a bold initiative co-led by our Head of Education, Giles Delaney. Helix is designed to offer what classrooms often cannot: enrichment experiences, critical thinking, life-readiness, and a platform for students to explore alternative educational pathways. It reflects our belief that success no longer follows a single route, and that education must evolve to stay relevant. Through Helix, we are paving the way for a new kind of learning — one that complements formal education and prepares students for a future filled with possibilities.

We are hungry — hungry to explore, to innovate, to expand. Our vision reaches beyond Hong Kong. We're actively building a global platform that connects students and families across the continents with all kinds of education opportunities around the world. We are setting in motion a new era of Academic Asia — where consultation is just one part of a broader, more holistic education experience.

To all of you — our partners in education, delegates from the UK's most respected schools, and the families who trust us — thank you. You can expect from us not only the unwavering quality you've come to know, but also things you never imagined AA would do. We are reimagining what's possible, and we invite you to be part of this exciting evolution.

With vision, passion, and gratitude,

Tim Li
Managing Director, Academic Asia

WHERE TO NEXT?

A New Chapter in Education



Giles Delaney
Head of Education and Development

After 17 years as a prep school headmaster — a journey that was both rewarding and hugely enjoyable — I found myself pondering a simple but significant question: where to next?

The answer came more easily than I expected, when I simply asked myself: what during this time has most inspired and energised me? After two decades and more watching generations of students grow from wide-eyed youngsters to university graduates and eventually adults with careers and families of their own, a particular pattern became clear.

I have always been fascinated by the kaleidoscope of factors that can accelerate or impede a child's growth at particular stages in their life: why some children flourish under pressure and others don't, why success peters out for some and leads to a lifetime of achievement for others. Since leaving headship, I have devoted myself to studying these factors and exploring ways in which we can instill lifelong habits in children when it matters most. A move to Academic Asia offered me an opportunity to build the environment I knew could and would make the difference to children.

We are acutely aware of the diminishing exclusivity of knowledge on a child's curriculum and of the even more limited role it will play in their future lives. Instead, a child's future will be built increasingly on their capacity to adapt, analyse, strategise and create and this requires an alternative approach to education in Hong Kong!

Now feels a very natural time for Academic Asia to build on its rich experience of UK education by introducing a fresh educational perspective in Hong Kong and beyond: one that incorporates the best of traditional British education with an innovate, alternative vision that will inspire our students to a different sphere of 'thinking'. Wherever we head in the future, we will be guided by a steadfast belief that true excellence thrives when independence and curiosity are given room to flourish.

Why are curiosity and independence so important? I have witnessed a recurring pattern in a great many of the students I have taught, and this is that curious minds eventually outperform their peers: if not at age 7, 10, or even 14, then eventually they do! This insight will shape our new initiative, where students tackle "un-Googleable" questions that challenge conventional thinking, foster creative problem-solving and use their knowledge as a tool for exploration and discovery, rather than an end in itself.

Independence must also form the cornerstone of modern educational success. Our students will be challenged to recognise that independence can be so much more than 'doing something on their own'. Independence offers us the opportunity for them to make courageous choices that lead to their future growth: and when practiced often enough, this approach becomes a powerful 'habit of success' and one that drives their future aspiration and achievement.

Our expanded learning programmes encourage this engagement through meaningful goal-setting, impactful choices and a realisation that true and meaningful excellence will inevitably be built on failure and the capacity for genuine self-reflection. Our students engage with real-world challenges that critical thinking and initiative: qualities that distinguish future innovators and leaders.

We focus on developing skills that transcend borders and disciplines: cultural intelligence, adaptability, and emotional resilience. These capabilities prove invaluable for students whose educational journeys may take them abroad or into emerging fields. Alongside academic development, we integrate social-emotional learning and mindfulness practices, teaching students to manage stress and maintain focus through other 'habits of excellence': insights gained from decades of observing what truly makes the difference in a child's growth.

Assessment must also extend beyond standardised testing to embrace creativity, ethical reasoning, and nuanced problem-solving. Our objective is not just about career preparation but, it is also more importantly about cultivating the intellectual agility that will allow students to thrive in many different contexts in future.

Our vision is a natural evolution from today's established educational model in Hong Kong. We are cultivating a learning community that values powerful questions as much as correct answers and preparing young people not merely to adapt to the future but to actively shape it with confidence, purpose and a sense of where their future might lead.

For the families who have trusted us through nearly half a century, and those we have yet to meet, we are excited about our future but even more so, the future we aspire to offer your children: for tomorrow's world and whatever lies beyond.

ROOTED IN EXPERIENCE, DRIVEN BY PURPOSE

The Best Advice for the Best Education



Jesse Chan
Head of Consultation

Forty-five years ago, Academic Asia was established with one core mission: to connect students with the very best that UK education has to offer. Today, as Head of Consultation, I feel privileged to carry this legacy forward — not only as a senior member of staff, but also as someone who once experienced this journey as a student.

I was a local Hong Kong student who went through the full Academic Asia process. I began my education in a local primary school, moved on to an international secondary school, and was then placed at Ampleforth College through the guidance of Battie. That opportunity transformed my life. It laid the foundation for my university years, including a Bachelor of Laws and a Master's degree from Hong Kong universities. I am now pursuing a doctorate in Educational Research and Technology-Enhanced Learning at a UK university. Having worked with Academic Asia for over seven years, I bring both professional insight and a personal understanding of the experience we offer.

The Consultation Department has long been the cornerstone of Academic Asia. We have helped thousands of students find not just a school, but the right school. Our goal is not to send students abroad for the sake of it. Our purpose is to help them flourish, to nurture their potential, and to place them in environments where they will grow with confidence, curiosity, and resilience.

We take pride in offering families honest, thorough, and individualised advice. Our motto, “The Best Advice for the Best Education,” is something we live by every day. Every student is assessed in detail. We conduct in-house tests in English, Mathematics, and Reasoning. We speak directly with each student to understand their spoken English level, their approach to learning, and their ambitions. We insist on meeting every family before suggesting any schools, because our recommendations are never generic — they are shaped by who the student truly is.

If a particular school is not the right fit, we say so. This commitment to transparency is why so many families return to us with their younger children, and why we are trusted by schools to refer only the most suitable students. Our reputation has been built on decades of thoughtful placements and genuine care.

Integrity is also central to how we operate. Our consultants do not have access to assessment papers. Our assessment processes are kept entirely separate to ensure that our invigilation standards remain beyond question. This separation is key to maintaining fairness and credibility across our operations.

For me, there is no greater reward than watching students grow. Seeing them begin their journey with uncertainty, then gradually gain confidence and succeed in securing a place at a school that brings out their best, is something I never tire of. Their growth means everything to me, and I am deeply proud of the role we play in shaping their futures.

As Academic Asia marks its forty-fifth anniversary, I look ahead with optimism. Education is evolving, and so are the needs of modern families. But our mission remains unchanged. We will continue to feed the best possible and most suitable students to our partner schools in the UK. We will continue to provide advice that is thoughtful, rigorous, and compassionate. And we will continue to be driven by a belief that every child deserves an education that suits who they are and who they aspire to become.

This is not just our work. It is our responsibility, our passion, and our privilege.

Words FROM OUR
NON-EXECUTIVE DIRECTOR

Professor Ivan Hung, HKU Department of Medicine

CELEBRATING 45 YEARS OF PURPOSEFUL EDUCATION



Professor Ivan Hung
HKU Department of Medicine

When one enters the Academic Asia office, the first thing that catches the eye is a bold quote on the wall: “Work hard to achieve your dream.” At first glance, it seems directed at students — to urge them to strive and reach higher. But having experienced the organisation’s work firsthand, I’ve come to understand the deeper meaning. It is not merely a motivational slogan — it is a quiet pledge that Academic Asia makes to every family: they will work hard to achieve our dreams.

As a father, and as someone deeply embedded in academia and medicine, I have long appreciated the value of education. I myself studied in the United Kingdom, and when my son expressed an interest in doing the same, I initially thought I might be well-positioned to guide him. However, it quickly became clear that the educational landscape had evolved dramatically. The expectations and challenges students face today are vastly different from those of my generation — even I found the process unfamiliar.

We turned to Academic Asia for support — not only for their expertise in navigating the application process, but for something far more impactful: their educational philosophy. While their guidance on the technical aspects was excellent, what made the true difference was AA Education, led by Mr Giles Delaney.

As an educator myself, I believe I understand the importance of teaching. But what Giles and his team provide goes beyond that. It is mentorship and coaching, grounded in a commitment to helping young people understand themselves, their strengths, and how to grow. Even with decades of experience in education, I don't pretend to have all the answers — particularly when it comes to preparing a child emotionally and psychologically for the transition to boarding school. Working with Giles was, in many ways, a profound relief and a great pleasure.

Through his time in AA Education, my son didn't just prepare an application — he prepared himself. He developed habits and mindsets that I believe will serve him for life: learning to reflect, to organise, to communicate effectively, and — most importantly — to trust in his own judgement.

These are not skills taught through textbooks. They are cultivated through thoughtful guidance and a deep understanding of how young minds develop. His dream was to attend Eton College. It became our dream too. And today, I can say with pride and gratitude that we achieved it — because Academic Asia worked hard with us to make it happen.

As a medical educator, I am acutely aware of the growing disconnect between what students learn in school and what the real world demands of them. In modern clinical practice, academic excellence alone is no longer sufficient. We now seek individuals who demonstrate critical thinking, adaptability, emotional intelligence, and resilience. These are qualities that cannot be nurtured solely through traditional schooling.

AA Education recognises this. Their work, particularly through initiatives like the Helix Programme, reflects a genuine commitment to bridging this gap. I see in their approach a thoughtful response to the needs of modern learners and a broader vision for the future of education. They are asking the right questions: What kind of person will thrive in tomorrow's world? And how do we help students become that person today?

This is one of the many reasons I accepted the invitation to join Academic Asia as a Non-Executive Director. I am proud to support an organisation that has done so much for my own family and now to contribute to its continued evolution. In the years ahead, I look forward to helping shape medical-themed programmes — initiatives that will introduce aspiring medical students to the realities of the profession and help them build the often-overlooked skills that today's healthcare environment demands.

From reflective thinking to communication, from resilience to self-awareness — these are the areas we must focus on, if we are to shape not just the next generation of doctors, but the next generation of compassionate, capable individuals.

It has been a privilege to be on the receiving end of Academic Asia's extraordinary work. Now, it is my turn to give back — to support, to advocate, and to walk alongside other families on their own journeys. This organisation is not simply preparing students for school; it is preparing them for life.

My heartfelt congratulations to Battie and Tim on Academic Asia's remarkable 45th anniversary. This milestone stands as a testament to their enduring vision, commitment, and dynamic leadership in steering the organisation into new frontiers. Together, they embody the values of both tradition and progress. With integrity, purpose, and a deep dedication to education, Academic Asia continues not only to help young people achieve their dreams — but to empower families to dream bigger.

TRANSFORMING
Lives

Inspiring Stories of Alumni Success



ERIC & AMANDA KWONG

Parents of Janice, Hannah and John

Happy 45th Anniversary! As parents who entrusted all three children to you, we've experienced your attentive care at every stage — from full guidance for our first to seamless collaboration with our third. Battie and your team consistently provided the perfect balance of expertise and understanding.

Your deep knowledge of HK and UK systems helped each child find their ideal school. What impressed us most was how you adapted — patiently guiding us initially, then partnering naturally as we grew more experienced. Through applications, visas, and pandemic challenges, you gave us both solutions and reassurance.

For demanding Hong Kong parents like us, Academic Asia has been more than a consultancy - you've been trusted partners who truly understand parents' hearts. You celebrated each success as your own and supported us through every stress.

On this special anniversary, we wish you continued growth in helping more families, while keeping the personal touch that makes you special. May you keep inspiring young minds and adapting to our changing world! Thank you for being such an important part of our children's journeys.



DR VICTOR CHOW

Harrow School | Imperial College London

It has been a great blessing to get to know Ms. Battie Fung at Academic Asia. She and her team helped me tremendously in arranging the pre-interview assessments and various interviews with different schools' principals from the UK. Eventually I was able to enroll at Harrow School UK, which was my great honour. I kept in touch with Ms. Battie Fung even after my school years and we have become good friends. In fact, she even came to my wedding and I was so privileged!



STEPHEN HUNG

Pianist

Harrow School | Royal Academy of Music

Our memories are often coded by emotions, and one of my clearest recollections regarding Academic Asia comes from an act of defiance: while applying for sixth form entry, we had to write an essay saying why we wanted to go to boarding school, and still immersed in my rebellious phase I wrote instead about why I didn't want to study in the UK. Looking back, I am grateful that despite my apparent resistance Battie still guided me through the application process with acceptance and helped bring me to a new environment where I found more companionship and sense of belonging.

Working as a teacher now, I occasionally come across students being caught at the crossroads ambivalent about studying abroad. While the complex considerations are always going to make for difficult choices, seeing the auxiliary consultations that Academic Asia now provides I believe the upcoming generation of students will only have even better chances (the chances have always been good under Battie's care) of finding a place where they can thrive. I wish them a prosperous life ahead; and to Academic Asia, I wish Battie and company success in bringing about their new visions in securing the well-being of the students.



HING LUN SO

Harrow School | London School of Economics and Political Science

My name is Hing Lun and I'm currently studying Economics at LSE. Academic Asia has helped immensely with applying to the UK and supporting me through the admissions process. Their expert guidance has helped me in finding a boarding school which fits my character. Thanks to this, I was able to fully explore a wide range of activities at boarding school, enriching me both academically and outside the classroom. Throughout the process, the team at Academic Asia was always professional, knowledgeable, and thoughtful. Their tailored advice made a real difference.

Again, thank you to Academic Asia for all the help and congratulations on 45 years!



DR KELVIN BAO

Tonbridge School | University of Cambridge

Reflecting on my journey, attending Tonbridge School was a defining experience that shaped my academic foundation and personal development. The rigorous curriculum, inspiring educators, and structured learning environment taught me not only how to study effectively but also how to think critically. Tonbridge instilled a sense of curiosity and the confidence to explore knowledge beyond textbooks, laying the groundwork for my medical career.

Later, at Cambridge University, I built upon this foundation, refining my analytical skills and embracing the pursuit of truth in science and medicine. The freedom to question, discover, and grow was invaluable, preparing me for my role as a clinical oncologist specializing in breast cancer care.

Throughout my journey, Academic Asia has been a pillar of unwavering support — like a family guiding me through my education and beyond. Their mentorship, wisdom, and encouragement have left a lasting impact on my path, for which I am deeply grateful.

Congratulations to Academic Asia Hong Kong on its 45th Anniversary! May you continue to bridge education and transform lives for generations to come.

MR & MRS TAM

Parents of Chung Nam and Timis (Abingdon School)

We would like to express our heartfelt gratitude to Academic Asia for their professional guidance and support throughout our educational journey. Their expertise was instrumental in helping Chung Nam and Timis secure placements at Abingdon School.

A special thank you to Ms. Battie and her dedicated team. Their patience, expertise, and genuine care made us feel like we were building a trusted and supportive bond.

On the occasion of Academic Asia's 45th Anniversary, we extend our warmest congratulations. Your decades of dedication to empowering students and families are truly inspiring. Thank you for being a trusted partner in education and for making a lasting impact on our family. We wish you continued success in the years ahead.

With heartfelt appreciation,

Zoe and Alan



KA WING CHAN

Charterhouse | University of St Andrews

I am deeply grateful to Academic Asia (AA) for the invaluable opportunity they provided for me and my two sisters to study in the UK. AA is much more than an education agency; they genuinely care about students before, during, and even after the placement process. Battie Fung, the Managing Director, is a truly genuine person who strives to help every student explore their full potential. She has a remarkable ability to connect parents, schools, and students, recognizing and communicating each student's unique strengths and potential matches with schools.

Thanks to AA, my siblings and I benefited from a British education that would have been difficult to access or as suitable in Hong Kong. Unlike many students following the typical local education path, we embraced different academic journeys — my background in the Arts led me to earn a master's degree in history. The analytical and critical skills I gained remain essential in my current work.

A British education has meant much more than academics; it fostered independence, cultural diversity, and exposure from a young age. This experience enriched our lives with opportunities and happiness that we might not have found in Hong Kong. Today, working in a global medical humanitarian organization, I cannot imagine achieving this without the broad perspective and confidence nurtured by my UK education and AA's unwavering support.

DR STEVEN IP

Father of Hayden (Eton College)

Time drifts fast. Hayden and I first met Battie in the office of Academic Asia. As a novice for UK school applications, I was immensely impressed by her enthusiasm. We received an excellent explanation and a well-structured roadmap of the application journey.

Hayden was applying for music scholarships. Thanks to Battie's expertise and network connections with some of prestigious schools in UK, Hayden was able to attend auditions for music scholarships at 5 schools in one single session. This was of great relief for a young student, sparing him from the stress of multiple auditions.

Congratulations on the Academic Asia's 45th anniversary. May your institution continue to thrive and serve as a beacon to young students.



VINCENT SO

Board Member of ESF Investments

Imperial College London

As a parent familiar with the UK education system, I had a general understanding of boarding schools, but what truly set Academic Asia apart was their personalised insight, thoughtful, all-rounded guidance.

I was introduced to Academic Asia by an alumna of my alma mater who had benefited immensely from their life-changing advice. From the start, they felt more like trusted friends than consultants — genuinely considering my daughter's unique needs and situations. Their holistic assessment of my her character, learning style, and ambitions led to a decision of staying put! Their advice during the periods of considering Year 9 and Year 12 entries was invaluable. Today, my wife and I are delighted to see our daughter growing in confidence and maturity in her current school. Thanks to their impartial and objective advice, I have confidently referred many friends to Academic Asia, who are true partners to parents.

Congratulations on 45 years of helping families find the right educational path.
Your dedication to education goes far beyond guidance.

MRS FLORA KAN

Parent of Peony Kan (Headington Rye Oxford)

恭賀 Academic Asia 成立45周年!時間過得真快,轉眼間已認識了 Battie 超過十年了!祝 Academic Asia 業務蒸蒸日上!

《 45年,領航英國名校路 》

四海學子慕名來,
十年誠信領先峰。
五大名校通大道,
年育英才放異彩。
盡心規劃劍橋路,
精研課程助成才。
英倫捷報連年響,
雄心壯志向未來!



KIANN CHOW

Charterhouse | King's College London | Royal Academy of Music

Congratulations to Academic Asia Hong Kong on its 45th Anniversary! Your dedication to bridging education and shaping futures continues to transform lives.

Looking back on my experience, Charterhouse was truly a turning point. It was here that I found my passion for music, surrounded by an environment that nurtured creativity and excellence. Boarding school life instilled in me independence, determination, and the courage to dream big, qualities that remain central to my career today.

Like many students studying abroad, homesickness was a challenge, but I embraced a packed schedule to stay focused and connected. Those years strengthened my resilience and adaptability — skills that now benefit me in the professional world.

Studying music in the UK also provided invaluable exposure to internationally renowned musicians and professors, fostering connections that have shaped my journey. The global perspective I gained has been instrumental in my growth as an artist.

Throughout this transformative journey, Academic Asia has been my unwavering support, guiding me with wisdom and encouragement. Their belief in my potential gave me the confidence to pursue my dreams, and for that, I am forever grateful.

Here's to Academic Asia's continued success in inspiring generations to come!



MYLES KO

Ardingly College | Hong Kong Polytechnic University

Congratulations to Academic Asia Hong Kong on its 45th Anniversary! Your dedication to guiding students has shaped countless lives, and I am truly grateful for the role you played in mine.

My journey at Ardingly College was transformative, allowing me to immerse myself in a dynamic academic environment while deepening my love for music. Boarding life introduced me to diverse cultures, broadened my perspectives, and instilled a sense of independence. The structured yet engaging learning style helped me develop discipline and focus, preparing me well for future academic challenges.

Beyond academics, the vibrant extracurricular scene at Ardingly enriched my experience. Fencing became an unexpected passion, offering both physical and mental growth, while music remained an integral part of my daily routine. These experiences shaped my resilience and creativity.

Academic Asia played an invaluable role in my education. From helping me secure a music scholarship to supporting my A-Level choices, their guidance made a significant impact. Looking back, I feel a profound sense of belonging and appreciation for this journey.

Once again, congratulations to Academic Asia on this milestone — your commitment to education continues to inspire generations!

JODIE WONG

Cardiff Sixth Form College

I am incredibly grateful to have Academic Asia guide me through my UK applications. AA had provided me with a very well researched and detailed list of schools tailored to my needs and aspirations. The application process was made very easy as they had provided clear and structured guidance on steps to proceed with the series of forms. Beyond secondary school applications, AA continued to support me in understanding my career pathway and university applications. I am especially thankful for Battie, who had kindly arranged a medical internship programme for me which had provided huge insight into the medical field and solidified my passion for medicine. It is truly an honour to be one of Academic Asia's students, their genuine care has made a huge difference in my academic journey.



MR & MRS NG

Parents of Nadia, Nigel & Nathan

Congratulations Academic Asia!!

It is with this message that we send you our heartfelt congratulatory wishes on your incredible 45th Anniversary as an education advisor!

This remarkable milestone is a testament to your dedication, tireless efforts, unwavering commitment and profound impact you have had on countless lives - including those of ours and our family. It was almost six years ago when we found ourselves agonizing over whether to send our children abroad for furthering their education. By the time we finalized their paths and schools, alike the rest of the world, we encountered new hurdles one after another brought about by the pandemic.

Fortunately, whether it is navigating confusion, making big decisions or just needing a little encouragement, we have had your support. Throughout the journey, your guidance and advice have been a beacon of clarity, especially in moments of uncertainty. You have helped us turn challenges into opportunities and doubts into confidence. Your support has truly made all the difference.

Celebrating 45 years of your service is not just about honouring longevity but recognizing the legacy of inspiration you have built. We are forever grateful for your sharing of your expertise with patience, kindness and undeviating commitment!



HEIDI LUK

The King's School Canterbury | Imperial College London | Royal College of Music

Congratulations to Academic Asia Hong Kong on its 45th Anniversary! Your dedication to education has shaped countless futures, including my own, and I am immensely grateful for the opportunities you provided me.

My journey began with a music audition that would change my path forever. Receiving both a music and academic scholarship to study at The King's School, Canterbury was a defining moment. The school's exceptional faculty and facilities nurtured my passion for music, enabling me to grow as a violinist. Studying under Mr Andrew Pollock from the London Symphony Orchestra sharpened my skills, and my involvement in orchestras, quartets, chapel choir, and solo performances enriched my artistic development.

Beyond music, King's gave me a well-rounded education, balanced with friendships and mentorships that shaped my personal and academic growth. My love for learning led me to Imperial College London to study Biochemistry, but music remained my calling. As a Rotary Ambassadorial Scholar, I later pursued my Master's in Violin Performance at the Royal College of Music — King's School has definitely plays the most important role in shaping my musicianship!

Now, as a music educator and Lecturer, I am committed to passing on my experiences to future generations. Academic Asia made all of this possible, and I sincerely thank them for their unwavering support. Here's to many more years of success!



ALBERT CHAN

Harrow School | Scholar

My prospective senior secondary education is encoded by two magic numbers: 45 and 450.

Academic Asia (AA) is my life transformer. It raises my height and sets me fly. I am deeply indebted to a team of professionals at AA for their shrewd moves on my Year 12 applications and seamless manoeuvre for my intended major at university. It is my fortune to work under the supervision of Ms Battie Fung, who has conceived the strategy for my sweeping success from 8 prestigious boarding schools: Cardiff Sixth Form College, Charterhouse, Harrow School, Radley College, Sevenoaks School, Shrewsbury School, Tonbridge School and Whitgift School with two academic scholarships. Battie's astute advice has been the beacon for me to navigate to a new milestone in the course of intellectual advancement. I aspire to be an oncologist, and am privileged to join the Medefine Programme under the auspices of Mr Tim Li. The training provided by all the medical professors of the scheme has inspired me to think and study like a medical student does in advance.

In a word, I am a beneficiary of AA's 45 years of professionalism and will be a proactive participant in Harrow School's 450 years of legacy.

MR & MRS CHIEN

Parents of Ethan (Tonbridge School) and Jonathan (Summer Fields School)

In the past two years, we have been working closely with Academic Asia for our children's UK senior school planning. Along the process, we have witnessed and/or experienced in person Academic Asia's highly-regarded reputation, integrated services capabilities and client-focused resources commitment. From early stage of size-up and overall planning, school visit assistance, application and assessment preparation, and post admissions services provisions, Academic Asia — in particular, our consultant-in-chief Ms. Battie Fung and her team - have provided excellent services to our family. We are grateful to have Academic Asia as our trusted partner on the project.

We sincerely wish Academic Asia to have continuous success in many years to come.



DR KOEL KO

Hospital Authority Consultant Radiologist

Abingdon School | University of Cambridge | University of Hong Kong

As Academic Asia celebrates her 45th anniversary, I would like to share with you my reflection on how her mentorship has shaped my personal development and life trajectory.

In the pivotal summer of my secondary fourth year, I stepped into an interview for Abingdon School under AA's thoughtful guidance and arrangement.

As a birdwatching fanatic since a young age, I presented a portfolio of my bird photography works after my AA counsellors heard of my hobby and suggested that I should impress this upon my interviewers - and I am glad to say they really did share my passion.

More than two decades have passed since my fateful interview, wherein that summer, AA saw potential in a humble student, transforming my interests into a compelling narrative that opened doors to some of the best educational institutes in the UK — eventually landing me in Cambridge where I pursued my studies in Natural Sciences.

My story, and that of many others like myself, exemplify AA's true value: seeing students not as transcripts, but as individuals with unique stories waiting to be discovered. AA's student-centric approach truly transcends traditional education.

In today's rapidly evolving educational landscape, while rankings and grades remain crucial in the quest for the best schools, AA focuses on cultivating far more enduring values in young people of our generation — intellectual curiosity, self-awareness, and the ability to thrive in a globalized, interconnected world. Her counselors do not purely strategize applications; they help students discover their own voice, develop their talents and passion, and ultimately find their unique niche in the world.

The greatest testament to AA's legacy beyond her impressive placements, are the alumni who carry forward its values — thinkers who approach challenges with creativity, global citizens who understand that education continues far beyond classroom walls.

As we celebrate AA's 45 year birthday, we honour her exemplary consultancy which redefines success in education. Let me conclude with a toast to AA for continuing her educational mission, lighting paths and expanding horizons for generations of students to come.

MR & MRS JIN

Parents of James (Eton College), Nicole (Colchester Royal Grammar School)

Our family first met Battie in the summer of 2019, seeking her advice on sending our twin children, James and Nicole, to England for the Year 9 schooling in September 2022. She advised us generally on the requirements of various independent schools and in particular the school choices. My children took the preliminary tests organised by AA, proceeding to the formal applications for our chosen schools. They then were asked to take the Ukiset test, entrance exams, interviews, as well as ISEB exams, mostly in AA's office or pre-arranged sites. They also took part in the auditions organised by AA for the music scholarships offered by different schools. James was able to earn a music scholarship in an esteemed school thus securing a place from this school. Unfortunately, Nicole failed to receive any offers from our chosen schools. In Autumn, 2024, she applied again through AA for the sixth form. This time she has received offers from all the schools that we have sent applications to. She will leave for England in the coming September.

Apparently, we received critical support from AA throughout our application processes, especially during the covid-19 pandemic where lock down restrictions were imposed by many countries. We feel extremely grateful to AA for all the advice as well as relevant arrangements and wish AA every success in their future endeavours.

Frank Jin

收到 Battie 的邀請在 Academic Asia 45 周年紀念特刊中留言，就像好朋友希望我在他的自傳中寫些東西。作為 AA 的客戶，說 Battie 是我兩名子女的升學顧問，其實她更像我的家庭朋友，和我們一同見證著正在英國寄宿學校第三年的大兒子，及今年即將赴英升讀另一所寄宿學校 12 級的小女兒一步一步達成他們的升學夢。孩子升學英國的部署，比幼稚園升小學、小學升中時更具挑戰，要考慮的東西更多。全靠 AA 專業而友善的團隊，專注而個人化的服務，省卻了我們不少時間及精力，而 Battie 全程無私的分享尤其感動我們。如今兒女升讀的寄宿學校均超出我的預期，借此機會衷心感謝 AA 團隊。面對現今變化不斷的世界，各行各業面對不同挑戰，我深信升學英國依然是香港孩子學習生涯的理想選擇。

祝願 AA 團隊繼續精益求精，敢於創新，業務蒸蒸日上。

Irene Li



DR MATTHEW YIP

Charterhouse

MA in Natural Sciences, University of Cambridge

MMath in Mathematics, University of Cambridge

PhD in Physics, Durham University

Congratulations to Academic Asia Hong Kong on its 45th anniversary!

Looking back, attending a UK boarding school was one of the best decisions I have made, and a pivotal step, in my journey from boyhood to adulthood. It was not only the well-structured learning and extracurricular opportunities that proved fulfilling, or the school grounds and facilities which impressed me so much. The overall boarding experience — picture a shy young man thrown for the first time into a vastly different culture far away from home — was an immersive challenge, albeit an invaluable (and necessary!) one, that formed who I was to become. I honed my social skills in a diverse cultural environment, found my balance between academics and hobbies, and of course learned true independence. Like the most clichéd Bildungsroman, there were fallbacks, self-discovery and triumphs aplenty, and they put me in good stead before my next big stage, at the University of Cambridge where I thrived, having already learned what I probably wouldn't have if I had not arrived in the UK two years prior.

And that decision of mine was reached with the guidance of Battie and her team at AA. I look fondly upon the memories of those months, more than two decades ago, and still recall their solicitous advice and patient professionalism; so do, I am sure, many other students whose lives AA have helped to change. In fact Battie remains a personal friend of mine to this date. I wish AA continued success for years to come, and have no doubts at all that they will go from strength to strength in a rapidly changing world.



ANDREW WONG

Charterhouse | Imperial College London | University of Cambridge

My first encounter with AA could be traced back to the 1997 Top Schools Event when I was introduced how school life would be like in the UK. I was jittery at that time with the idea of studying abroad, but with AA's unfaltering support, difficulties were overcome and I was able to settle in at Charterhouse. Studying in the UK broadened my horizon in numerous ways, most saliently it cherished independent thinking; it offered more opportunities to explore my interests and forge my personality. Looking back, what really distinguished myself through my UK experience is the prowess of communication and foresight. This experience transformed me into a tougher person with conviction and dedication requisite to excel in his own profession.

I was very indebted to AA in every aspect of my personal development, which would not be so eventful if I did not cross its path 28 years ago. Commemorating its 45th anniversary, I congratulate AA in its success in realizing dreams of those HK students who flourished from studying in the UK. I wish AA all the very best and success in every endeavor in the years to come.



ARTHUR TANG

Tonbridge School | University of Oxford

Congratulations to Academic Asia for 45 years of excellence. With special thanks to Battie, the brilliant managing director who helped me immensely in navigating the British education system to set me up for success. May Academic Asia continue to blossom for the next 45 years, and help many more students striving for more like me.

MS CONNIE WEN

Parent of Frederick Chan (Warwick School)

As parents, we celebrate the 45th anniversary of Academic Asia with immense gratitude. The dedication of the education consultant team has been instrumental in guiding our children through their educational journeys. Their personalized advice helped our children overcome challenges and embrace transformative opportunities.

We deeply appreciate the support in securing placements at very good UK boarding schools. The comprehensive assistance throughout the application process eased our concerns and ensured that our children were well-prepared for their next steps.

Academic Asia understands the unique challenges families face, and their tailored solutions have been invaluable. Their commitment goes beyond mere placements; they foster personal growth and academic success, inspiring our children to reach their full potential.

As we reflect on this significant milestone, we are thankful for the unwavering support in our pursuit of excellence. Together, we look forward to continuing this journey with Academic Asia, confident in their mission to empower the next generation of learners. We celebrate not just an anniversary, but a legacy of educational excellence that has positively impacted so many families, including ours.



EDWIN CHEN

Brighton College | University College London | University of Oxford

Happy 45th Anniversary to Academic Asia! It's been a pleasure to get to know Battie, who guided me through my high school education journey. I first joined Brighton College 10 years ago, and it was an experience that will affect my education and career forever. I had the opportunity to know a lot of brilliant pupils and teachers, and even some of my best friends to this day.

With Brighton College, I received a great amount of support both academically and extracurricular, such as various STEM competitions, university support and research opportunities. This educational experience allows me to further study Maths in both UCL and Oxford, receiving top quality STEM training from both institutions.

Now, as an AI Entrepreneur who just set up an AI Agency, I am now helping Academic Asia to transform their technology and explore opportunities within the AI space. Here's to many more years of success!

RICKY LAI

Creative Director

Electrical & Electronic Engineering MEng, Imperial College London

When I first stepped onto British soil as a student at The Leys School in Cambridge, it marked my first boarding school experience — a mix of nervousness and excitement that would shape my future. Academic Asia's guidance made it easy to open the door to British education, helping me adapt to this transformative new chapter of my life.

Living and studying abroad truly expanded my horizons. The immersive environment at The Leys School not only improved my English but also exposed me to diverse perspectives and cultures, nurturing a global mindset that remains invaluable today.

The foundation built during my time at The Leys proved essential as I progressed to Imperial College London, where I pursued my master's degrees in Electrical and Electronic Engineering. Today, as a Creative Director in a digital agency, I draw upon both the technical expertise and logical, critical thinking skills developed throughout my engineering education.

Looking back, that initial decision to pursue UK education, supported by Academic Asia, set me on a path that has defined both my career and personal growth.



ABINGDON

Education is ...

Education is a gift that lasts forever. It encourages young people to live life to the full and to feel a sense of wonder at the world around them while giving them the confidence and tools to play their part in shaping the society of the future.

MICHAEL WINDSOR
Headmaster, Abingdon School

We highly value our longstanding partnership with Academic Asia, which has seen dozens of students come to Abingdon where they have contributed so positively to all aspects of school life. We are always struck by the extent to which Battie and her team care for individual students, following their progress not just at Abingdon but also as they move onto university and working life. The work of Academic Asia is founded on strong principles and the team is clearly motivated, happy and supportive.

Everyone here at Abingdon congratulates you on your 45th anniversary and we look forward to continued collaboration in the future!

Admissions, Abingdon School



Education is ...

The best education gives with one hand and challenges with the other; the child receives knowledge and grows in wisdom, and must earn both through its own efforts. Academic Asia understand this perfectly.

BEN FIGGIS
Head of College, Ardingly College

Academic Asia understand the experience of a British education perfectly and knows which school will suit which school. Students coming from Academic Asia have invariably excelled at Ardingly College, thanks to the ways in which the team at Academic Asia help to prepare them for this life-changing experience.

Admissions, Ardingly College



Education is ...

Education is... not merely the accumulation of facts, but the cultivation of curiosity, aspiration, courage, and courtesy; the four values that embody Badminton School. Education nurtures the mind, body, and spirit — fostering critical thinking alongside emotional intelligence and ethical awareness.

True learning empowers individuals to grow not just academically, but as thoughtful, compassionate contributors to their communities.

It is a lifelong journey that shapes character and inspires purpose.

JESSICA MILES

Head, Badminton School

At Badminton School we are pleased and honoured to have been so closely associated with Academic Asia and send many congratulations to you as you celebrate 45 years of outstanding service. As the leading agent in Hong Kong for UK boarding school placement, your attention to detail and your delivery of service at the highest level (to both pupils and schools) has set the benchmark for all to aspire to. Well done — here's to the next 45 years!

CLARE ANNING

Director of Development and External Relations, Badminton School



Education is ...

Education is joyful and transformative. Every child should have the opportunity to change the world for the better; and great education provides just that.

JAMES HODGSON
Headmaster, Bedford School

I have worked with Academic Asia, and with the amazing Battie, for almost 20 years, first with Tonbridge and now with Bedford. In all that time I have never know them to take anything other than the deepest care of their families, from the moment they make contact until well after they have left school – they seem to remember every child! Well done to you, Academic Asia, on your 45th birthday; it will be a well-deserved celebration!

Admissions, Bedford School



BRIGHTON
COLLEGE

Education is ...

Education is a shared adventure in which individuals join a community and every person thrives as part of something bigger – a House, a team, an orchestra, a class. Together, young men and women grow to be more curious, more confident and more kind.

STEVE MARSHALL-TAYLOR
Headmaster, Brighton College

Working with Academic Asia has been an enriching and inspiring experience. Their professionalism, attention to detail, and unwavering commitment to each student stands out in every interaction with them. Ms. Battie Fung has led the team by example and shown great knowledge, integrity, and passion for the best education for each student.

Every year we look forward to the Academic Asia Top Schools' event which is always planned to perfection with every detail catered for; the end of event dinner is always a highlight.

It has been a privilege to partner with such a dedicated and impactful group.

ANTHONY MERRETT
Deputy Headmaster (Admissions), Brighton College



BROMSGROVE SCHOOL

Education is ...

Education is, after love,
the greatest gift a parent can give a child.

MICHAEL PUNT
Headmaster, Bromsgrove School

For many years, Bromsgrove School has welcomed outstanding pupils from Hong Kong through our longstanding partnership with Academic Asia. Each student has brought unique talents and interests, and while their university and career paths have varied, all have been exceptional contributors to our School community.

The key to this enduring success lies in Academic Asia's thoughtful and personalised approach. First, Battie and her team take the time to truly understand each young person and their family, offering honest, insightful advice about which UK boarding school will be the best fit. Second, Academic Asia has developed a deep understanding of each of their partner schools — relationships built on trust and nurtured over time. Finally, their motivation is both clear and unwavering: to ensure that every pupil they support finds the school that is best for them.

Thank you, Academic Asia, for your continued support. Like you, we believe that young people from Hong Kong deserve the very best guidance to help them flourish at their UK school and beyond.

RACHEL SCANNELL
Assistant Head (Admissions), Bromsgrove School

Education is ...

Education is a right. Education is a responsibility.
Education is empowerment. Education is enabling. Education is affirming.
Education is transformational. Education is developmental. Education is challenging.
Education is enjoyable. Education is a passport. Education is freedom.
Education is for everyone.
Education is forever...

GARETH COLLIER
Headmaster, Cardiff Sixth Form College

Happy 45 year anniversary Academic Asia! I have shared 21 of these years with you now, working to send students to six different UK boarding schools and finding the right place for every student. Battie you have become a friend to me not just a colleague, someone whose integrity has always shone through. You are polite, kind and professional and I have really loved working with you and your fantastic team. I value our relationships very much and have very many happy memories from the Expos, sharing thoughts about education over dinner to our stunning time at Windsor Castle. I look forward to working with you for many years more.

HENRIETTA C. LIGHTWOOD
Global Director Marketing and Student Recruitment, Dukes Education



CATERHAM
SCHOOL

Education is ...

Education has the power to transform lives and change the world. A great school will challenge pupils to be ambitious, intellectually curious, scholarly, outward looking and open minded. It will open new doors and create exciting pathways and opportunities unimaginable at the start of the journey.

CERI JONES

Headmaster, Caterham School

We look back with great fondness on our partnership with Academic Asia — particularly Battie— and look forward with optimism and excitement. From our earliest admissions collaborations, their steadfast organisation and exceptional care for families have provided the highest quality experience for those seeking an outstanding UK education. During COVID's uncertainties, Battie's team showed unwavering loyalty and calm efficiency, helping us adapt swiftly while keeping students' well-being at heart. Their thoughtful grasp of Caterham's ethos meant every pupil has settled naturally and flourished. Such a blend of expertise and warmth is rare; we cherish this partnership and eagerly anticipate many more years of shared success.

MATTHEW WOOD

Deputy Head (Admissions and Partnerships), Caterham School



CHARTERHOUSE

Education is ...

Education is about equipping young people with the transferable skills, knowledge, experiences and mindset required to thrive throughout life. A ‘future-ready’ education not only paves the way for academic success but also lays the foundations for personal, professional and social fulfilment. This education lasts a lifetime.

DR ALEX PETERKEN

Head, Charterhouse

We are grateful to Battie and Academic Asia for introducing us to exceptional families during our visits to Hong Kong over the years. The warmth and hospitality we've experienced has been incredible. It has been our privilege to witness the inspiring journeys of pupils who come through Academic Asia—from our initial meetings in Hong Kong, through their time in school, and onward to university and beyond.

We take immense pride in seeing these young people develop into confident, future-ready individuals, eager to embrace their next adventures with the strong foundation they've built with us.

As we celebrate this milestone, we look forward to continuing our valued partnership for the next 45 years and beyond!

IONA HUTCHINSON

Director of Admissions, Charterhouse



Education is ...

Human beings have survived and evolved through the instinctive skills of learning, and harnessing momentum borne of curiosity. At its best, education codifies knowledge for sharing but also invites each one of us towards a life of reflection, inquiry, connection, empathy, appreciation, self-determination and fulfilment.

EVE JARDINE-YOUNG
Principal, Cheltenham Ladies' College

As a parent, we naturally want the best for our children on all fronts, and especially so in relation to their education. I have been so happy to work with Academic Asia (AA) since joining Cheltenham Ladies' College (CLC), as I firmly believe that AA also want the best for every child and family they work with. I have been so impressed by the care and support they give pupils, and how they match, so carefully, pupils with schools.

I firmly believe that AA understand what CLC is as a school, and as a consequence, what makes a happy and successful CLC pupil. I am very selective with who I work with, and Academic Asia and Battie are up there at the top of my lists, as a most trusted and professional educational organisation. I look forward to further years of successful partnership with AA.

RICHARD HOUCHIN
Director of Admissions, Cheltenham Ladies' College



CHRIST'S HOSPITAL

A SCHOOL LIKE NO OTHER

Education is ...

Education, honestly provided, is the most valuable gift of one generation to the next and, consequently, how the good in a child survives and grows.

SIMON REID

Head Teacher, Christ's Hospital

The students who join Christ's Hospital through Academic Asia make the very most of the leadership opportunities on offer at the school. They become house captains, ensemble leaders, school monitors (prefects) and the driving force behind debating, Model United Nations and a variety of athletic disciplines. Thanks to their careful selection and preparation by the team at Academic Asia, not only are they ready to excel academically, but they are able to tap into the holistic education that only a school as diverse as Christ's Hospital can provide. The synergy between the values of Academic Asia and those of Christ's Hospital is incredibly powerful.

ANDREW WINES

Director of Admissions, Christ's Hospital



Dauntsey's

Education is ...

Education is an opportunity to shape the world
one young person at a time.

JOHN DAVIES
Head Master, Dauntsey's School

Dauntsey's has enjoyed a proud and enduring partnership with Academic Asia. This relationship has helped many Hong Kong families find their home with us. In turn, these pupils have brought richness and diversity to our school community. Our international boarders, including many from Hong Kong, make a valuable contribution to life at Dauntsey's. We are grateful for the trust families place in us and for the expertise and support of Academic Asia.

We look forward to continuing our partnership and offering the opportunity of a British boarding education to the next generation.

Admissions, Dauntsey's School



EPSOM

COLLEGE

Education is ...

Education is only truly achieved in a school that fizzles with ambition, where pupils are encouraged to step beyond their comfort zone, build resilience, and engage in all that is on offer—academics, sports, and the arts—while having plenty of fun along the way.

MARK LASCELLES
Headmaster, Epsom College

At Epsom, we are proud of our relationship with Battie and her team at Academic Asia. They recognise us for our cohesive community and strong emphasis on pastoral care. We are grateful to Academic Asia for the diligent and nurturing manner in which they gain a deep appreciation for the desires, talent, and skills of their students. Together, we collaborate to ensure that the student and their family are at the heart of the decision-making process regarding a UK-based education. This partnership enriches our educational approach, making it truly beneficial for all involved.

CHRIS BATES
Director of Admissions, Epsom College



HARROW SCHOOL

Education is ...

a crossroads, a meeting point;
inspiration, plenty of perspiration;
a thrilling experience, a dawn of enlightenment;
youthfulness building maturity;
a surface with opportunities as deep as oceans;
ingenuity, predictability and creativity;
storytelling, argument, illumination;
a beginning that never ends.

ALASTAIR LAND
Head Master, Harrow School

Harrow School has enjoyed a really warm and mutually supportive relationship with Academic Asia over many years now. Working with Battie and with so many other excellent staff has been a real pleasure for me, first as a musician, then as a House Master and now as Deputy Registrar.

The hard work of the AA team has enabled us to recruit some of the best boys I have known over my years at Harrow including some who have gone on to fame as classical musicians and media stars. We congratulate Battie and the team on their 45th anniversary and look forward to continuing our partnership for many years to come.

PHILIP EVANS
Under Master and Deputy Registrar, Harrow School



HEADINGTON RYE
OXFORD

Education is ...

Education is the greatest gift we can give. Far more than simply acquiring knowledge or skills, a good education is life-changing. It unlocks a world of possibilities, helping you listen to and understand each other's views and make global connections.

CAROLINE JORDAN
Headmistress, Headington Rye Oxford

We have worked with Academic Asia for a number of years and, as an agent, there are a number of things that really stand out to us.

This includes the quality of the girls that they present us to interview along with the knowledge they have about their students and their willingness to keep engaged throughout the process.

We always get an exceptional welcome in Hong Kong, whether we visit during the amazingly well-organised Top Schools Event or on other occasions, and we appreciate the effort they make to see us when they come to the UK.

FRAN BARDSLEY
Acting Head of Marketing, Headington Rye Oxford



THE
KING'S SCHOOL
CANTERBURY

Education is ...

Education is a joyous journey of discovery, growth and connection. It opens doors not only to knowledge, but to friendships, ideas and opportunities. At its heart, it is a shared adventure, one full of wonder — that prepares young people to live with curiosity, compassion and purpose.

JUDE LOWSON

Head, The King's School Canterbury

The partnership between King's School Canterbury and Academic Asia has been truly invaluable. Academic Asia has consistently provided us with exceptional, driven students, each with a deep passion for education and a strong desire to succeed. The unwavering support from the Academic Asia team has been integral to our success, as they have always gone above and beyond to ensure the smooth integration of their students into our community. Their advocacy for British education and the King's School, in particular, has been outstanding. We are proud to have seen their students excel as prefects and house captains, and we greatly value this enduring, supportive relationship.

JON M. PEACH

Head of International Student Recruitment, The King's School Canterbury



KINGSWOOD
BATH

Education is ...

Education is the development of the whole person — mind, body, and spirit. Kingswood fosters intellectual curiosity and compassion, inspiring servant leadership and a love of learning. Our students grow into confident individuals, ready to make meaningful contributions and positive change in the world.

ANDREW GORDON-BROWN
Headmaster, Kingswood School

We are delighted to have been working with Bartie and the excellent team at Academic Asia for so many years; their support to families, understanding of the school environment and opportunities, and experience is second to none. Watching young people flourish as they move through our school is an immense privilege, made possible by the hard work to match families with the right potential schools. Thank you for all you do to fly the flag for British education.

HANNAH DREW
Director of External Relations, Kingswood School



Lancing
College

Education is ...

Education is exciting and optimistic. At its best it enables, inspires and challenges young people so that they go out into the world ready and determined to make a positive impact.

DOMINIC OLIVER
Headmaster, Lancing College

On meeting Battie, you are immediately struck by the force of her vision and the detail of her knowledge. She is passionate about education; passionate about the opportunities it affords, the transformation it achieves and the impact of the bringing together of the right child and the right school. She is one of a kind — and Academic Asia, and the schools that work with her, are fortunate in her indeed.

HILARY R DUGDALE
Director of Admissions, Lancing College

Education is ...

Education is not simply a preparation for life; it is life itself. School should be a dream factory, a laboratory of the spirit, an emporium of possibilities. As WB Yeats said, it's not about filling buckets, but lighting fires.

MARTIN PRIESTLEY
Head, The Leys School

The collaboration between The Leys School, Cambridge, and Academic Asia has been invaluable over the years. This partnership has played a crucial role in attracting talented and diverse pupils to The Leys School, enriching our academic and cultural environment. Academic Asia's expertise in international recruitment has ensured that we consistently welcome strong candidates who contribute significantly to our community. As we celebrate Academic Asia's 45th anniversary, we extend our heartfelt congratulations and gratitude for their unwavering support and dedication.

Together, we look forward to many more years of successful collaboration and shared achievements.

FANE HENDERSON
Director of Marketing and Admissions, The Leys School



MALVERN
COLLEGE

Education is ...

Education is the quiet confidence to go anywhere and do anything. It's not about one narrow path, but about nurturing individual purpose, curiosity, and courage.

At its best, it prepares young people not just to succeed — but to shape, serve, and inspire the world.

KEITH METCALFE
Headmaster, Malvern College

It's our pleasure to have collaborated with Battie and the Academic Asia team for so many years and to have collectively supported some outstanding young people as they experience the very best of British Boarding Schools.

Malvern College's ethos of supporting young people to become the very best they can be, aligns naturally with Battie's own aims of placing young people in the very best environment for them, so that they experience a truly transformative education.

We wish the entire Academic Asia team a hearty congratulations on their 45th anniversary and raise a glass to many more years to come.

CLAIRE ETTINGER
Director of Admissions and Marketing, Malvern College Family of Schools



MILLFIELD

Education is ...

Education is the key to every young individual Discovering their Brilliance, in whatever aspect of school life that might be. At Millfield, we seek to embed our values in all that we do, we encourage students, and staff, to be their authentic selves, be curious and kind.

GAVIN HORGAN
Headmaster, Millfield School

It has been an honour and pleasure to work alongside Battie and the team at Academic Asia. Battie is quite simply one of the most standout education agents in the world. She is an unfailing source of great wisdom and her integrity is quite simply second to none. The team have always been a joy to work with, hardworking, enthusiastic and their passion for education shines through. We really appreciate their support of Millfield over the years. We look forward to working with the team for many more years to come. Congratulations on this fantastic milestone!

JAMES POSTLE
Deputy Head (Enrolment and Partnerships), Millfield School



Education is ...

Education is learning knowledge, skills, and values to thrive now and in the future. Education connects us with ideas and people, enriches lives, and blends past wisdom with creative thinking. Above all, it means learning about the world, learning about others, and learning about oneself.

HENRY PRICE

Headmaster, Oakham School

At Oakham School, we're proud to celebrate our long-standing and successful partnership with Academic Asia. This collaboration has brought many talented students from Hong Kong to our school, enriching our school community with their perspectives and contributions in everything from music to boarding life to academic achievement. Since taking on international recruitment, I've seen just how thoughtful and dedicated the Academic Asia team is when matching students with us. 2024 was a particularly great year — working closely with the brilliant Ka Long made it even more rewarding. I'm really looking forward to continuing this strong partnership and welcoming more students through Academic Asia in the year ahead.

JO BERRETT

Admissions Manager, Oakham School



Oswestry School

Founded 1407

Education is ...

Education is not the filling of a bucket but the lighting of a fire, as the poet WB Yeats once mused. Great schools are those which provide the kindling to light that fire as our youngsters go on to burn brightly in their lives beyond school.

PETER MIDDLETON

Headmaster, Oswestry School

In the tapestry of global education, the partnership between Oswestry School and Academic Asia stands as a beacon of enduring commitment. Our partnership has created pathways for pupils to pursue their dreams. Through decades of academic innovation and shared vision, two institutions separated by geography found common purpose in educational excellence.

The corridors of Oswestry have been enriched by the diverse perspectives from Hong Kong and as we all commemorate this milestone, we celebrate not just a partnership, but a legacy of lives transformed.

Admissions, Oswestry School



OUNDLE
School

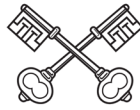
Education is ...

Education is about the life of the mind and strong qualifications, certainly, but, much more than this, it is about developing in pupils the skills, attitudes and habits of mind that will sustain them throughout a long life.

SARAH KERR-DINEEN
Head, Oundle School

The Hong Kong community of Oundle parents and alumni is a very important part of who we are as a school. We value enormously our trusting relationship with Academic Asia, which has enabled us to recruit children and families who will most benefit from an Oundle education, over many years. Congratulations on your 45th anniversary!

Admissions, Oundle School



RADLEY

Education is ...

Education is what the world needs. To encourage debate; bring people together; drive change; solve problems; develop character and preserve culture. At its heart, it is about truth, beauty and goodness; securing the foundations for all our futures.

JOHN MOULE

Warden, Radley College

It is extraordinary to think that wonderful Academic Asia is celebrating 45 years... 45 years of outstanding stewardship, close partnership and warm friendship. Academic Asia is in a league of its own in terms of their care and attention to each student's individual needs and aspirations. More than that, they get to the heart and essence of each and every school, giving us complete confidence in every recommendation. We are so grateful to Battie and her team for all their hard work and support, not just for Radley College but for British independent education.

Admissions, Radley College



Education is ...

Education is a fundamental right for every child. A great education encourages, engages and most importantly empowers every individual to be the best version of themselves. It allows every individual to use their voice to help transform the world to be a better place.

NIAMH GREEN
Head, Roedean School

It has been a pleasure collaborating with Academic Asia, whose professionalism and expertise throughout every stage of the admissions process are consistently outstanding. Their deep understanding of families' needs, excellent communication, and seamless facilitation of information between Roedean and prospective families have made them a trusted partner. We have greatly valued participating in the Academic Asia UK Boarding School Fairs in Hong Kong, which offer invaluable opportunities to connect with families. Roedean truly values our relationship with Academic Asia and looks forward to continuing to support prospective families in providing an exceptional UK all-girls' educational option.

ALISON WIENEKUS
Director of Marketing and Admissions, Roedean School



RUGBY SCHOOL

Education is ...

Education is the bridge that connects traditions across continents. As we cultivate ties between Academic Asia and Rugby School, we foster a global classroom, creating leaders who navigate tomorrow's challenges with both ancient wisdom and innovative thinking.

GARETH PARKER-JONES

Head Master, Rugby School

The partnership between Academic Asia and Rugby School represents far more than institutional collaboration — it embodies the future of global education. Rugby School's distinguished heritage of academic excellence and character development, combined with Academic Asia's commitment to educational innovation, creates a unique bridge where British educational tradition meets Asian dynamism and ambition.

Students benefit from Rugby's pedagogical methods while remaining deeply connected to their cultural heritage and regional opportunities. This partnership demonstrates that true educational excellence transcends geographical boundaries, fostering globally-minded citizens who are equipped to thrive in an interconnected world while honouring their roots.

LAURA BURSEY FAULKNER

Deputy Head (Admissions & Marketing), Rugby School



SEVENOAKS SCHOOL

Education is ...

Education is not one long protracted university application process. Education is about learning to live with others and discovering what motivates and inspires you. Education prepares you for a world of immense and increasing complexity, and helps to build the muscle of doing hard things. Ultimately, education will help create a better and more peaceful world.

JESSE ELZINGA

Headmaster, Sevenoaks School

Sevenoaks School has long enjoyed a fruitful working relationship with Battie and the Academic Asia team. We have enjoyed showing her around the school and also meeting up in Hong Kong. I particularly treasure her well-chosen local Dim Sum restaurant — my favourite type of meal in HK. And of course we have been delighted by the many excellent students who have come to us via AA.

LORNA DOLAN

Director of Admissions, Sevenoaks School



SHERBORNE
BOYS

Education is ...

Education is about imparting wisdom, through the many varied human interactions which a school offers; therefore, it is about relationships, about how we learn to interact with the world and each other, and for the benefit of humanity as a whole.

SIMON HEARD

Headmaster, Sherborne Boys

At Sherborne we have had the pleasure of working with Battie and her trusted team at Academic Asia for many years now. Their professionalism and dedication to placing the right student at the right school is truly appreciated; it shows how much time they spend in really getting to know our School. This was evident when we had the pleasure of welcoming Battie back to Sherborne recently for a visit to all the schools within the Sherborne Schools Group.

Academic Asia's communication is outstanding, and we look forward to many more positive, collaborative years to come!

Admissions, Sherborne Boys

Education is ...

Education draws the best out of each individual. It nurtures natural talent, develops new skills, broadens horizons, and provides opportunities for intellectual, emotional, and spiritual growth. We walk alongside our young people, fostering ambition, integrity, and virtue in a complex, challenging and rapidly evolving world.

DR RUTH SULLIVAN

Head, Sherborne Girls

Sherborne Girls has been delighted to welcome to the School countless wonderful families introduced by Battie and her trusted team at Academic Asia. Their understanding of everything we offer coupled with exceptional attention to detail and ability to match the right pupil with the right school, has shone through again and again. We always enjoy Battie's visits to Sherborne and have recently been able to welcome her to each of the schools within the Sherborne Schools Group. We congratulate Academic Asia on this milestone occasion and look forward to working with this highly professional and knowledgeable team for many years to come.

KAREN WILLIAMS

Director of Admissions, Sherborne Girls



Education is ...

The true purpose of education is the cultivation of inner virtues, life skills and character strengths that equip our young people with the confidence and direction to pursue meaningful and successful lives. At Shrewsbury, our distinctive model of whole-person education offers deep learning in a challenging yet kind environment. Education at Shrewsbury is Serious Fun.

LEO WINKLEY

Headmaster, Shrewsbury School

Shrewsbury School's attendance at Academic Asia's superbly organised Top Schools Event every September is an annual highlight. We are delighted to have Academic Asia students excelling in all aspects of Shrewsbury School life, especially academic, music and football. Shrewsbury School values very highly our links with the Hong Kong community, and I was very pleased to attend the opening of Shrewsbury International School Hong Kong in 2018. The Friends of Shrewsbury School Hong Kong, our parents' association in Hong Kong, provides an invaluable link between the School and families.

MARTIN CROPPER

Director of Admissions, Shrewsbury School



Education is ...

Education is about more than the acquisition of knowledge and skills—it's empowerment. It nurtures confidence, sharpens capability, and shapes a global outlook. With strong networks and unwavering support, students thrive as independent thinkers, bold leaders, and compassionate individuals, future-ready with resilience, wisdom, and purpose.

EMMA WATSON

Head Designate, St Catherine's School, Bramley

A pleasure of an educational agency to work with, Academic Asia have been known to our school for over 10 years and during this time we have seen many applicants come to us by their referral and recommendation. They take the time to get to know our school and build confident relationships. We have been impressed by their meticulous entrance exam invigilation service, their response times are excellent and they provide a robust professional service at all times. Battie and her team welcomed us to their offices in Hong Kong last year and we look forward to future our collaboration.

CLARE WOODGATES

Senior School Registrar, St Catherine's School, Bramley



ST. EDWARD'S OXFORD

Education is ...

Education is opportunity. It changes lives, opens doors, develops character. It means finding strengths, inspiring ambition, expanding potential, achieving results. It involves making connections, building relationships, finding friendships. It is about working with parents, to help children to gain the skills and the perspective that they need to lead successful, happy and fulfilling lives. Education is everything.

ALASTAIR CHIRNSIDE
Warden, St Edward's School, Oxford

The location of St Edward's School in Oxford, the educational capital of the world, invites international connections which fuel the School's outward-looking ethos. Our relationship with Academic Asia unites us with a highly respected and experienced consultancy, with academic excellence at its core, which in turn introduces us to families who seek the kind of education which we offer — one in which pupils excel academically and yet also succeed in music, drama, dance, the arts, sport, leadership, volunteering and life skills. Without doubt, our relationship with Academic Asia has contributed significantly to the phenomenal growth and success of St Edward's in recent years.

NICOLA JONES
Director of Admissions, St Edward's School, Oxford



St Swithun's
WINCHESTER

Education is ...

Education promotes tolerance, generosity and the pursuit of wisdom. It disrupts stereotypes, teaches compassion and spreads laughter. It shows us that we have more in common than we have differences, and that together we can build on the achievements of the past.

JANE GANDEE

Headmistress, St Swithun's School

Our many years of working with Academic Asia have afforded only the best:

The best of candidates who enrich our school community and fulfil their potential;
The best of collaborative working: considerate, courteous and efficient consultants who really understand St Swithun's and who introduce only candidates who will truly flourish with us;
The best of opportunities: meeting families both in Hong Kong and in the UK to establish warm and confident relationships;
The best of business friendships so that we look forward to each new year of working with the team.

With many thanks, appreciation and heartfelt congratulations on this very special anniversary,

KATE CAIRNS

Registrar, St Swithun's School

stephen perse

foundation

Education is ...

Education is more than the transfer of knowledge. It is the cultivation of wisdom, empathy, and courage. At its heart lies a belief in each young person's ability to grow, lead, and improve the world around them.

RICHARD GIRVAN

Principal, Stephen Perse

My first trip to Hong Kong for the Academic Asia UK Education Expo was inspiring. The vibrant energy of the city, combined with the keen interest from prospective students, left a lasting positive impression. I was struck by the enthusiasm for international education amongst the families I met and the warm welcome we received more generally. The students were bright, engaging and ambitious. This visit was not only professionally rewarding but also personally enriching, offering a fascinating glimpse into a dynamic culture. I look forward to fostering relationships with more talented HK students in the future.

ABBAY JONES

Senior Deputy Head, Stephen Perse



STONYHURST
COLLEGE

Education is ...

Education is giving young people the belief and confidence to maximise their gifts and talents to change the world for others.

JOHN BROWNE
Headmaster, Stonyhurst College

It has been a genuine pleasure working with Academic Asia. The pupils who have joined us through this partnership bring a richness to our community, both culturally and academically. Their presence helps us live out our Jesuit mission — forming compassionate, capable young people ready to make a difference and becoming men and women for others.

HELEN EASTHAM
Director of Admissions and Marketing, Stonyhurst College



TAUNTON
SCHOOL

Education is ...

Education is as much about character as it is about knowledge. As Einstein suggests, it is 'what remains after one has forgotten what one learned at school'.

JAMES JOHNSON
Headmaster, Taunton School

We have been working with Battie and Academic Asia for thirty years or more and in that time, we have welcomed a huge number of their students from Hong Kong to Taunton School. Academic Asia have always maintained their professionalism and it has been an absolute pleasure working with an educational agency with such high standards and who have, without doubt, their students' best interests at heart.

There have been hard times in the past and no doubt, there will be many challenges ahead, but when you are able to work with an agency such as Academic Asia with complete trust, compassion and friendship, then anything is possible and I look forward to another 30+ years of successful collaboration.

ADRIAN HALLWORTH
Director of Admissions, Taunton School



TONBRIDGE
SCHOOL

Education is ...

Education is about making connections, intellectually and emotionally, and about growing from new experiences and ideas. It's why boarding provides such an extraordinary opportunity for connection and growth because it enables young people to develop fine minds and, importantly, good hearts.

JAMES PRIORY

Headmaster, Tonbridge School

Tonbridge School's relationship with Academic Asia is built on many years of trust, success and shared values. At the heart of this enduring partnership lies a deep commitment to quality, professionalism and genuine care for each individual student. Academic Asia understands Tonbridge exceptionally well — not just our ethos, but also the type of boy who will thrive here — and they continually introduce families who meet our high expectations, with integrity, insight and thoughtful attention. A highlight of our academic year is always reconnecting with Battie and her outstanding team, meeting our impressive alumni (many of whom have benefitted from her wise counsel), and attending the brilliantly organised 'Top Schools' event. As Academic Asia celebrates its 45th anniversary, I look forward to toasting their next milestone with them. What a partnership!

HAYLEY MCLINTOCK

Deputy Head Admissions and Communications, Tonbridge School

UPPINGHAM

1584 Forward

Education is ...

Education is creating a holistic educational vision for the twenty-first century. Inspiring teaching and learning; creativity and innovation in the curriculum; the warmth of the pastoral experience; exploring future-facing technologies and partnerships; and, the chance to enjoy school, pursue passions, and excel.

DR RICHARD MALONEY

Headmaster, Uppingham School

Relationship with Academic Asia has offered visiting school staff opportunity to learn about Hong Kong, its schools and educational system. It's offered consistently reliable opportunity to meet so many interesting families and talented prospective pupils. Academic Asia's detailed knowledge of us as a school and their careful attention in the way that families and the school are linked means that recommendations are appropriate, and neither client's nor the school's time is wasted. Schools and families are hosted with care, professionalism and friendliness at the Top Schools' events and the quality of the communication both in the preparation for these events and in the follow-up is excellent. Strength in communication is another company hallmark.

CHARLIE BOSTOCK

Director of Admissions, Uppingham School



Education is ...

Education is about opportunity. At Warwick, through our long-standing partnership with Academic Asia, we have given scores of young people from Hong Kong the chance to thrive and fulfil their potential — and in return, they have enriched our school community.

JAMES BARKER
Headmaster, Warwick School

The relationship between Warwick School and Academic Asia is a valuable partnership which has yielded many mutual benefits over the years we have worked together. The service, advice and guidance provided by Battie and her team has always been exceptional and the welcome we receive when we visit Hong Kong is second to none. As the many Old Warwickians in Hong Kong would testify, the relationships forged by AA between schools, pupils and families lead to fantastic opportunities, great experiences and enhanced futures for all.

Admissions, Warwick School



Education is ...

Education is the catalyst that empowers young people to lead with integrity, think independently, and contribute meaningfully to a global society.

TOBY SETH
Headmaster, Whitgift School

At Whitgift, we believe in nurturing not only academic excellence but also character, compassion, and curiosity. Our collaboration with Academic Asia over the past 12 years has helped to enrich our community and created an important educational and cultural exchange. Importantly, Academic Asia students have added immense value to the wider Whitgift community. As you celebrate 45 years of impact, we are proud to be your partners and play our part in shaping the next generation of global citizens.

JOHN CHISHOLM
Director of International Education, Whitgift School

Over the past 45 years, Academic Asia has proudly guided tens of thousands of students towards leading schools across the United Kingdom, each name on this map representing not just a destination, but a chapter in a larger story of ambition, growth, and achievement. This page honours the schools that have welcomed our students and celebrates the dreams fulfilled, the challenges overcome, and the transformative journeys and aspirations realised along the way. Together, they inspire us to look ahead, knowing that each dream achieved paves the way for new ones.

A

Abbey College Cambridge
Abbey College Manchester
Abingdon School
Ampleforth College
Ardingly College
Ashby School
Ashford School
Ashville College

B

Badminton School
Bede's School
Bedford School
Beechwood School
Benenden School
Berkhamsted School
Bethany School
Bilton Grange School
Bishop's Stortford College
Bishopstrow College
Blundell's School
Bootham School
Bosworth Independent College
Bournemouth Collegiate School
Bradfield College
Brentwood School
Brighton College
Brighton College Prep
Kensington
Brockenhurst College
Bromsgrove School
Burford School
Burgess Hill School For Girls

C

Cambridge School of Visual & Performing Arts (CSVPA)
Campbell College
Canford School
Cardiff Sixth Form College
Caterham School
Charterhouse
Cheltenham College
Cheltenham Ladies' College
Christ College
Christ's Hospital
City of London Freemen's School

Clayesmore School
Clifton College
Colchester Royal Grammar School
Concord College
Cranbrook School
Cranleigh School
Culford School

D

d'Overbroeck's College
Dallam School
Dauntsey's School
Dean Close School
Denstone College
DLD College London
Dollar Academy
Dover College
Downe House School
Downside School
Dulwich College
Durham Cathedral Schools Foundation

E

Eastbourne College
Edgeborough
Epsom College
Eton College
Exeter College

F

Farlington School
Felsted School
Feltonfleet School
Fettes College
Framlingham College

G

Giggleswick School
Godolphin School
Godstowe Preparatory School
Gordonstoun School
Gresham's

H

Haberdashers' Adams
Haberdashers' Monmouth School
Haileybury
Hampton School
Handcross Park School
Harrogate Ladies' College
Harrow School
Hartpury College
Headington School
Heathfield School
Hockerill Anglo - European School
Hurstpierpoint College
Hurtwood House

I

International School of Creative Arts
Ipswich School

J

Junior King's School

K

Kensington Park School
Kent College, Canterbury
Kent College, Pembury
Kimbolton School
King Edward's School Witley
King Henry VIII School
King William's College
King's College, Taunton
King's Ely School
King's High Warwick
King's Rochester
Kings Colleges
Kingsley School
Kingswood School
Kirkham Grammar School

L

Lancaster Royal Grammar School
Lancing College
Leighton Park School

Leweston School
Lincoln Minster School
Lockers Park School
Loretto School
Loughborough Grammar School
Luckley House School
Lucton School
LVS Ascot

M

Malvern College
Malvern St James Girls' School
Mander Portman Woodward (MPW)
Mayfield School
Merchiston Castle School
Mill Hill School
Millfield School
Monkton Combe School
Moreton Hall
Mount Kelly
Mount St. Mary's College

N

New Hall School
Norwich School

O

Oakham School
Ockbrook School
Old Swinford Hospital
Oswestry School
Oundle School
Oxford High School GDST

P

Packwood Haugh School
Padworth College
Plymouth College
Pocklington School
Prior Park College
Prior's Field School

MAPPING

Q

Queen Anne's School
 Queen Margaret's School
 Queen's College
 Queen's Gate School
 Queenswood

R

Radley College
 Ratcliffe College
 Reddam House Berkshire
 Reed's School
 Repton School
 Ripon Grammar School
 Rishworth School

Shrewsbury School
 Sidcot School
 Sir Roger Manwood's School
 St George's School, Edinburgh
 St. Albans High School for Girls
 St. Andrew's College
 St. Catherine's School
 St. Clare's
 St. Edward's School, Oxford
 St. Francis' College
 St. George's School Ascot

St. George's School,
 Hertfordshire
 St. John's Beaumont
 St. John's College
 St. Mary's School Calne
 St. Mary's School, Ascot
 St. Mary's School, Cambridge
 St. Mary's School, Shaftesbury
 St. Michael's School
 St. Peter's School
 St. Swithun's School
 St. Teresa's School
 Stamford High School
 Stamford School
 Stephen Perse Foundation
 Steyning Grammar School
 Stonyhurst College
 Strathallan School
 Summer Fields School
 Sutton Valence School

The National Mathematics
 and Science College
 The Oratory School
 The Roche School
 The Royal High School
 The Royal Masonic
 School for Girls
 The Royal School Armagh
 The Worthgate School
 Thomas Adams School
 Tonbridge School
 Trent College
 Tudor Hall School

U

Uppingham School

W

Warminster School
 Warwick School
 Wellington College
 Wellington School



Rochester Independent College
 Rockport School
 Roedean School
 Rossall School
 Royal Alexandra And Albert
 School
 Royal Grammar School
 Royal Hospital School
 Royal Russell School
 Royal School Dungannon
 Rugby School
 Ruthin School
 Ryde School

S

Saint Felix School
 Sedbergh School
 Sevenoaks School
 Shaftesbury School
 Sherborne Girls
 Sherborne International
 Sherborne Preparatory School
 Sherborne School

T

Talbot Heath School
 Taunton School International
 Taunton Senior School
 Thames Valley Summer Schools
 The Abbey School
 The College of Richard Collyer
 The King's School Canterbury
 The Leys School

Wells Cathedral School
 West Buckland School
 Westbourne School
 Westminster School
 Whitgift School
 Winchester College
 Windlesham House School
 Woldingham School
 Woodbridge School
 Woodhouse Grove School
 Worth School
 Wycliffe College
 Wycombe Abbey School
 Wymondham College



ACADEMIC ASIA'S *Future*

As Academic Asia looks to the future, we are honoured to carry forward a legacy built over 45 years of excellence in education consultation.

For years, Academic Asia has been recognised as a trusted partner for families seeking the very best in British education, opening doors to the UK's leading boarding schools and guiding students toward outstanding academic opportunities. We are also proud to be a trusted partner of many UK schools, working closely together to ensure the best outcomes for students. But as the world evolves, so must we.

Looking ahead, we believe education is no longer defined solely by tradition. While we remain steadfast in helping students access UK's finest schools, we know the future lies equally in broadening what success means — embracing alternative pathways, nurturing each student's unique potential, and fostering creativity and resilience alongside academic achievement.

We understand that true learning happens not only in classrooms, but through experience, exploration, and sometimes unconventional journeys. That's why we are committed to pioneering new initiatives, like our Helix Programme, which equips students with life skills, creative thinking, emotional intelligence, compassion and a deeper sense of purpose. These offerings are designed not just to complement academics, but to prepare students for a world where adaptability, curiosity, and self-awareness matter as much as qualifications.

We are also expanding our role in the wider educational landscape, partnering with educators, innovators, and families to offer a more holistic, modern, and inclusive experience. Whether through enrichment opportunities, experiential learning, or mentorship-driven growth, we are reimagining what education can mean in the 21st century.

This is not just an evolution of services; it is a transformation of mindset. Academic Asia is shifting from simply helping students access leading schools to helping them thrive fully on their learning journey. Through this transformation, we aim to inspire a generation of learners who are not only academically able but truly life-ready.

We are also excited to establish an alumni network that will connect past, present, and future students. This community aims to embody the spirit of “Establish self, establish others; attain self, attain others,” which conveys the Confucian idea of self-cultivation and altruism —first improving oneself, then assisting others in their growth and success. We are committed to nurturing a lifelong community of support, growth, and shared success for everyone who has been part of the Academic Asia journey. Together, we will build a vibrant network where every member uplifts one another, creating a legacy that extends far beyond our imagination.

To our students, families, and partners: thank you for walking this journey with us. The future of Academic Asia is not just promising — it is boundary-breaking. Let's continue to shape new possibilities side by side for generations to come.

Academic Asia — Inspiring Dreams, Achieving Together, Connecting Hearts

Sincere and heartfelt thanks to everyone who contributed their time, effort, and creativity to this yearbook. Your dedication, stories, photos, and memories have come together to create something truly special — a celebration of our shared journey and achievements. A heartfelt thank you to the staff who have worked tirelessly behind the scenes to bring it all together with such care and attention. Each page reflects the spirit, hard work, and heart of our community, and it wouldn't have been possible without your invaluable contributions. Here's to all of you — thank you for making this yearbook a lasting treasure.

ACADEMIC ASIA

The best advice for the best education since *1980*.

14/F, China Taiping Tower Phase II, 8 Sunning Road, Causeway Bay, Hong Kong
+852 2833 0919 | enquiry@academic-asia.com | academic-asia.com

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