

FOR IMMEDIATE RELEASE

"Breaking Barriers: Making Creative Learning Spaces Accessible for All Schools and Early Learning Centres"

Over the past decade, there has been a significant transformation in the design of educational spaces, driven by the private sector's recognition of the importance of fostering creativity and innovation. Industry dialogue determines creative environments yield improved results, and it's plausible to argue that they also contribute to increased enrolment numbers, as parents associate the quality of learning spaces with the quality of care and education provided.

Not every educational institution or learning centre possesses the financial resources or strategic blueprints necessary for revamping their physical spaces. Several years ago, Sherryn Deetlefs, the Founder of Treely, identified this unmet need. She shared, "Having worked as an education supplier for 15 years, I frequently engaged with Centre Managers who held authority over resource allocation, program planning, and staffing. They recognised the significance of creating inspiring learning environments and the positive influence it exerts on both families and the staff."

"I conceived the notion of developing a single product that could deliver remarkable educational benefits while being straightforward to set up and relocate. My vision was to ensure it could be tailored to meet individual users' specific needs for maximum learning effectiveness. Over the course of two years, I dedicated my time to contemplation, hands-on creation, and collaboration with industrial designers and manufacturers to bring The Storyteller Tree to life. This innovative product was designed to completely reshape learning environments, serving as a compelling and prominent focal point within any space."

Years ago, the founder of Treely actively participated in the Kids Hope Program while her own children were enrolled in an independent school, where she also served as a mentor to a child within the public education system. During this period, she witnessed a substantial discrepancy in the financial resources allocated for school spaces including school productions. With the ingenious concept of offering three different heights, two leaf kits, and a vine kit, the vision for Treely's resource is to provide versatility and utility in various educational settings. This innovative product can seamlessly transition from enhancing early years education one week to celebrating indigenous culture the next, acting as a captivating centrepiece for Book Week festivities, serving as a prop on the stage for a drama production, and ultimately returning to the library to facilitate engaging storytelling sessions.

The trial installation of Treely's innovative tree took root in the Grade 4 common area at Kings Christian College, prompting enthusiastic discussions and interest across various campuses and age groups. The most notable achievement is the immediate enthusiasm it generates among students. Educators have observed that students naturally gravitate towards the tree during their leisure moments "The Storyteller Tree definitely fosters community in the classroom."

Sherryn Deetlefs, Founder and Director for Treely®

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easier, more fun
& engaging.





Kings Christian College Reedy Creek Campus. Grade 4 Learning Space.