

Kip McGrath appoints Melinda Smith as CEO and MD

16 June 2025

Kip McGrath Education Centres Limited (ASX: KME, "the Company") announces that it has appointed Melinda Smith as Chief Executive Officer and Managing Director with a commencement date during the second half of 2025.

Kip McGrath's Chair Mr Damian Banks said: "We are delighted to appoint Melinda to the CEO and Managing Director role. Most recently, Melinda has been COO of Goodstart Early Learning. The Board has been particularly impressed with Melinda's leadership through her career including significant roles at Goodstart, the Australia Taxation Office and Woolworths Limited. She has demonstrated excellent management skills, customer care, future planning, effective decision making, and importantly has a clear alignment with the purpose and vision for our business. These skills will be invaluable as we look to further grow our Company."

As announced on 5 May 2025, Mr Banks was appointed has been the Executive Chairman of the company and will step down from this role upon Ms Smith's commencement and resume as Non-Executive Chair.

A short summary of Melinda's background and key terms of appointment are attached to this announcement.

Ms Smith said: "I am proud to be appointed as Kip McGrath's CEO and Managing Director given we are poised for the next stage of growth. The company has a remarkable legacy across its 49-year history, focused on tutoring Maths and English in over 470 locations worldwide. I am particularly looking forward to leading the company in its 50th anniversary year (2026)."

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This release has been approved for distribution by the Board of Directors of Kip McGrath Education Centres Limited.

For enquiries, please contact:

Damian Banks
Executive Chair
+61 1800 717 501

About Melinda Smith



Melinda is a strategic and strongly commercial executive, with a record of success in the childcare, retail and government sectors.

Having commenced her career as a graduate with Woolworths Limited, she progressed through the company holding senior roles in operations, procurement and logistics.

Subsequent leadership roles include Chief Service Delivery Officer and Deputy Commissioner at the Australian Taxation Office. In this role, Melinda led a team of 8,000 staff across 22 sites managing the processing of 14 million tax returns, and the management of the Commonwealth Government's \$40billion debt book. Over her 7-year tenure, she led the service delivery transformation which saw the digitisation of client interactions.

In her most recent role, Chief Operating Officer at Goodstart Early Learning, she was responsible for leading 17,000 teachers, educators and centre directors across 660 sites. Drawing on her appreciation for the front-line teams, Melinda led a program of reinvention "The Big 4" that drove significant improvements in both staff engagement and family net promoter scores. She is particularly proud of her team's achievement of increasing profitability whilst simultaneously improving quality outcomes for children.

Melinda is passionate about education and whilst at Goodstart Early Learning, experienced firsthand the importance of ensuring all children have the best start to life.

Melinda has 2 children, both currently studying at university, and her husband is a mathematics teacher.

Melinda holds two bachelor's degrees, Economics and Business (Retail Management) and a Master of Business Administration from the University of N.S.W. At Harvard University, she completed an Advanced Management Program and is a Graduate of the Australian Institute of Company Directors.

Summary of the material terms and conditions of employment of Melinda Smith:

Name	Melinda Smith
Position	Managing Director and Chief Executive Officer
Commencement Date	To be confirmed (second half of 2025)
Term	Ongoing – no fixed term
Fixed Remuneration	<p>Total Fixed Annual Remuneration (FAR) inclusive of superannuation of \$500,000 p.a.</p> <p>This is reviewed annually with any adjustment subject to Board approval, with first review due in July 2026.</p>
Variable Remuneration	<p>Ms Smith will be eligible to participate annually in Kip McGrath's Short-Term Incentive (STI) and Long-Term Incentive (LTI) Plans, the terms and operation of which are at the discretion of the Board, and subject to performance.</p> <ul style="list-style-type: none"> • 'At-target' Short Term Incentive Plan (STI) opportunity at 25% of FAR. The Board approved STI award will be delivered as cash. • 'At-target' Long Term Incentive Plan (LTI) incentive opportunity at 25% of FAR delivered as Performance Rights (with Shareholder Approval).
Termination Notice Period	<p>6 months by Kip McGrath.</p> <p>6 months by Ms. Smith.</p> <p>Nil in the event that summary dismissal is warranted.</p> <p>Kip McGrath can discharge the notice obligation by providing payment in lieu of notice.</p>
Post-employment restraints	12 months.