



SBS International School

Bangkok

AN ARTHIT OURAIRAT INSTITUTION

Message from Head of School - June 2026



Dear Parents/Guardians

Twelve months ago, following a year of intense preparation and anticipation, SBS Bangkok proudly opened its doors to our pioneering students. Today, we stand as a vibrant, living community, eagerly preparing to welcome over 300 students for our second year this coming August. As the Founding Head of School, reflecting on the journey of our very first year fills me with deep gratitude, humility, and incredible pride in what we have built together.

Launching a new school in Bangkok is a complex and sophisticated business. It would have been easy to follow a well-established blueprint from the other schools in the Arthit Ourairat Institution, but we wanted to establish a different kind of learning environment and bring a unique ethos to our campus. Rachel Crossland (Early Years & Primary Principal) and Gary Crumbie (Secondary Principal) are the architects of this mission. Both bring incredible imagination and creativity to their roles, honed by over 25 years of combined experience in international education. When a senior leadership team approaches governance with imagination and creativity, they transform education from a rather dry set of compliance standards into what we frequently describe as an 'educational wonderland'. Rachel, Gary, and the wider teaching faculty habitually engineer moments for children to wonder, question, and explore, igniting a deep sense of curiosity and an enduring love of learning. I thank them for this, and for the impeccable leadership within their respective schools this year.

The vibrant community that we launched 12 months ago continues to evolve each day, and it will support, inspire, and educate generations of learners long into the future. Here are a few of my highlights and reflections from the year that has passed:

1. A Great Set of Teachers

My most important job is to recruit the best possible people to weave their magic in front of your children. It is that simple. The recruitment process is rigorous, involving the triangulation of data and evidence to ensure teachers are well-qualified, experienced, and, above all else, able to connect with children to inspire a genuine love of learning. I thank the staff at SBS Bangkok for their wizardry in the classroom and their deep care and respect for the well-being of the children in our community. Your interactions, teaching, and pastoral care ensure our students are known for who they are and who they wish to become.

2. The Buzz

I always say to parents who enter our campus for the first time that you 'sort of know' whether a school will suit you or not as soon as you step over the threshold. It is a bit like buying a new house - of the many properties you survey, you will feel a distinct buzz at the turn of a key for only one or two. While it is difficult to quantify or rationalise, when walking the campus, I get a real sense of energy and palpable warmth from our children and staff. In a short space of time, we have become a community with a heartbeat, where children are happy (an undervalued quality) and feel a strong sense of identity and belonging.



3. Eureka!

In learning, the shift from 'I don't understand' to 'I've got it!' is known as the 'eureka moment', and it is one of the most rewarding phenomena in all of education. Usually accompanied by a rush of dopamine, the eureka moment transforms a child's emotional state from one of relative frustration to pure joy. The preceding struggle, however, is necessary. Our role as educators and parents is not to instantly rescue children from every obstacle, but to cultivate a supportive environment where they can patiently bridge the gaps in their own understanding until the lightbulb switches on. I have the immense privilege of witnessing this transformation daily, and the high 'eureka frequency' across our campus is the truest evidence of outstanding teaching and learning in action.

This year, our enrichment programmes were intentionally designed to stretch students beyond their comfort zones. Initiatives like Science Week, residential trips, visiting speakers, House challenges, theme days, and our junior 'Week Without Walls' all foster a 'safe struggle.' Through these experiences, we have encouraged all students to embrace challenges and begin their journey as creative problem-solvers.

4. Basketball

Basketball is a game where two teams compete to bounce an inflated ball down a court and toss it through an elevated hoop to score points. Our teams are quite good at it; in our inaugural year, we became champions of the U13 Basis International School Basketball Festival, and runners-up in the U13 girls' and U11 mixed tournaments within the Bangkok International Schools Athletic League.

However, the real value of sporting success is seeing our community come together both on and off the court. Basketball has inspired a passion within our children - once novices - to be the best they can be. They are tough competitors but are equally compassionate, an outcome of many dedicated weeks of training and playing together. Sitting on the bleachers, our parents have also been able to connect, share experiences, and build a supportive network with other families in the school.

When diverse individuals at SBS Bangkok unite around a shared vision, a powerful sense of belonging and community spirit emerges. Thank you, Coach PJ and Coach Jimmy, for shaping an ethos that extends far beyond the confines of our sports hall.

5. Community

When I look back at various photo montages of great things happening - cultural festivities, service learning projects, health and fitness initiatives (STRIDE), bake sales, sporting endeavors, and even academic assessments - I see children, staff, and parents smiling together. These moments reflect the very foundation of who we are becoming as a school. Each smile represents a human connection where every stakeholder is deeply invested in each other's happiness, growth, and education.

While our students take center stage, the people in the background provide the warmth, security, and organisation for our community to grow. Thank you to the Thai support team for keeping the wheels turning, the classrooms bright, and our school community thriving from day one. Our community wishes Mr Dominic (Music Teacher), Khun Bow (Nursery Co-Teacher), and Khun Areeya (TA) the very best of luck as they depart SBS Bangkok to continue their adventure in education elsewhere - we will miss you dearly and thank you for all that you have given to our community.

I am frequently asked what makes our school different from others in the market. I talk a lot about the rigour of the Cambridge curriculum, our purpose-built learning spaces, our principled and confident students, and our high-quality teaching and learning experiences. Above all else, however, and in a very short space of time, we have become a joyous school - a school with soul.

Thank you for placing your trust in the school during this landmark inaugural year. I wish you a safe and relaxing holiday ahead, and I look forward to seeing you when we begin our next chapter on Monday, 24th August 2026.

With kind regards,

Neil

Founding Head of School
SBS International School Bangkok





SBS International School Bangkok

AN ARTHIT OURAIRAT INSTITUTION

**Inspire Academic Success,
Nurture Holistic Wellbeing,
Cultivate Curiosity & Passion**



Admissions

Monday - Friday
8.30am - 4.30pm

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