



Media Release
For Immediate Release

TWO GIANTS IN THEIR FIELDS UNITE TO CREATE A WORLD FIRST MINDCHAMPS PERFORMING ARTS PRESCHOOL

Singapore, 25 November 2019 – Singapore’s pre-schoolers will soon be able to benefit from the latest breakthrough in MindChamps’ revolutionary global model of education.

MindChamps has collaborated with one of Australia’s top theatre schools, Actors Centre Australia (ACA), which is the alma mater of Hollywood actor Hugh Jackman, in a world-first initiative to boost the advantages of its 3-Mind education model by adding to the curriculum the extra elements of acting, singing and dance.

The first MindChamps Performing Arts Preschool in Orchard Road was announced in Singapore by MindChamps’ Founder CEO and Executive Chairman, David Chiem, and ACA’s Founding CEO, Dean Carey.

Mr Chiem said that research showed that theatrical strategies improved the development of children’s social, emotional, cognitive and motor skills.

“MindChamps’ unique model of education, the 3-Mind approach of the Champion Mind, the Creative Mind and the Learning Mind was developed through 21 years of solid research and has become a global revolution, preparing our pre-schoolers for the unknown world and workforce they will enter by 2039,” Mr Chiem said.

“Following the latest research, which was reinforced by a pilot Actos Centre Kids’ programme in Singapore for the past year, as well as teacher training in acting, singing and dance, we are now able to add new vital elements to our already successful global model of education.

“Performing Arts Preschool students will further discover the champion within themselves through the 3Cs – Confidence, Creativity and Collaboration.”

Mr Chiem said these new theatre and arts elements were being introduced by MindChamps at a time they were most needed because of the global concern about the negative effects of children’s screen time.

“Screen time is engaging children so much that they are becoming disengaged from human connection,” he said. “It is a critical time for overcoming this disconnect by developing children’s understanding of themselves and others, and their social abilities.”



Children taking part in Actors Centre Kids enrichment programme at the MindChamps centre in Toa Payoh.

Mr Chiem said the students, their parents and families, friends and the community as a whole would benefit from this first combination of a global education institution and a renowned acting school. Dean Carey has more than 40 years' experience, including as former Head of prestigious National Institute of Dramatic Arts of Australia.

Dean has been a performance coach on many film and TV projects, and has trained some of Australia's best actors who have gone on to become Hollywood stars, including Hugh Jackman.

Hugh Jackman, a graduate and Patron of ACA and recipient of the highest of the Queen's Honours, the Companion of the Order of Australia, is excited about more children benefitting from what theatre can do for their minds and their future.

"I'm thrilled that ACA is expanding and opening our youth wing," he said. "To nurture and encourage young creative minds and spirits is such a gift."

Mr Chiem brings to MindChamps a rich background in the arts, stemming from his experience in film, television, theatre and literature.

At the age of 14, he was the first Asian to win a lead role in an Australian TV series, *Butterfly Island* – instilling in him a passion for storytelling and the arts. He studied acting at the Theatre Nepean and graduated from the University of Technology Sydney with a Bachelor of Arts in Communication, before going on to be a Specialist Producer graduate from the prestigious Australian Film Television and Radio School. He has also authored numerous best-selling novels and parenting and leadership books.

Dean Carey said he was proud to be a part of the global MindChamps movement as Dean of Theatre and to be involved in the creation of the MindChamps Performing Arts Preschool.



“Combining David Chiem’s experience and passion for the arts and education with ACA’s high repute over three decades lays the foundation for a new generation to be even better equipped to become the leaders of tomorrow,” he said.

The MindChamps Performing Arts Preschool will open in the new school year.

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About MindChamps PreSchool Limited

MindChamps PreSchool holds the **Number One position in market share of premium range preschools** in Singapore, with a market share of 38.5 per cent*. Its growing global presence includes premium preschools and enrichment centres in Australia, Abu Dhabi, Philippines, Vietnam, Myanmar and Malaysia.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly-experienced management team and an esteemed MindChamps World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society).

MindChamps is the only educational institute to collaborate with Professor Snyder on the empirical research of the 3 Minds model of education - the Champion, the Creative and the Learning Minds, which is uniquely built into the MindChamps curriculum.

MindChamps’ unrelenting commitment to excellence in cultivating young minds has led to the organisation being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

This includes being ranked amongst the top 50 of Singapore’s fastest growing companies in 2019 by The Straits Times and Germany-based global research firm Statista, winning the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction for five years in a row (2014 – 2018), the 2017 Dun & Bradstreet Business Eminence Awards, and ranked top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards.

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** Based on independent market research as of 15 September 2017*