



o *Music Solutions*



Music Solutions

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Founded in 1999, Music Solutions is a professional training institution that provides music and dance education to local and international schools from preschool to high school levels in Singapore. With its outstanding and professional service in the industry, Music Solutions has been widely recognized as the leading provider of music and dance education services.

The founder, Joy Khau is a music educator who started giving piano and music theory lessons to children in her neighborhood during her teenage years. Driven by her mission to make music education available and accessible to children, she later gave up her professional career as an auditor to pursue her passion in the music education arena. After seeing initial success as she watches children cultivating and growing their sentiment in music learning, Joy became more convinced and determined to embark on the journey for arts education. Till today, she still enjoys spending time inspiring children to love music.

Entrepreneurship, For the Dream of Music

An event marked a significant milestone in of Music Solutions in 2001. Joy had the opportunity to conduct a charitable music camp in a local government school. During that time, she found that the students were eager to participate in music activities and learn music knowledge. However, due to financial difficulties, these children did not have the opportunities to pick up an instrument, what more taking up one-to-one private music lesson. With that revelation and conviction, she started to provide music programs to schools so that every child has the opportunity to be exposed to the beauty of music. To get the programs she had developed endorsed professionally, Joy submitted them for assessment by the National Arts Council, Singapore (NAC). These programs were subsequently endorsed and it also affirmed Joy on her vision for Music Solutions.

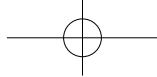
Tough Beginning, Firm Faith

It is said that in all ventures, the beginnings are always challenging. Likewise, Music Solutions met obstacles of having partners leave and faced shortage in funds. At those times, Joy had to choose either to give up her passion or to continue the business despite the challenges. Determined not to be defeated, Joy chose to go on. Instead of maintaining status quo, she soldiered on. Joy expanded her business, collaborated with other like-minded music educators, held up the business operations and grew the business as she embarked on a journey of making music education accessible to every child.

Innovative Teaching Model, the Broad Artistic Vision

The approach of teaching embraced by Music Solutions is the result of continuous innovation and improvement after years of working with professional educators, musicians and children of all ages. Music Solutions focuses on providing personalized solutions to meet the unique requirements of each customer, school and child. Beyond the one-to-one mode of teaching, Music Solutions has craved out a niche in bringing fun and engaging music and dance education programs to the schools and even the community. This unique effort brings the benefits of private education to the platform of public education. Music Solutions prides herself in collaborating with the primary and secondary schools in Singapore, crafting curriculums and developmental programmes to inspire the students to love and learn music.

As Singapore is a multi-ethnic and multi-cultural country, Music Solutions brings together the music theories and pedagogical concepts of western music and fuses them seamlessly with the richness of Asia's arts culture to provide students with a wealth



of arts exposure and arts appreciation. To enhance the learning experience of the students, Music Solutions also provides a variety of authentic and age-appropriate music instruments and props to the schools as part of the learning package. All these innovations have allowed Music Solutions to emerge as the leader in the market.

Cooperation with Governmental school, Achievement of Industry Pioneer

In 2007, as part of the Singapore government's support for arts education in the schools, additional funds for arts activities were made available to the schools under the Ministry of Education's Art and Music Instructor Scheme. This initiative provided Music Solutions more opportunities to collaborate with the schools partnering them in bringing arts education to another level.

In 2010, under the initiative of Programme for Active Learning or PAL, where students develop 21st Century skills and competencies through acquiring performing arts skills, music Solutions was selected to pioneer the program in 3 schools out of 12 pilot schools.

The partnership has proven to be successful as these success stories were shared during school cluster meetings and events. In the following year, Music Solutions received further affirmation as 11 out of 24 schools in the second year of PAL chose Music Solutions as their trusted partner to helm their music and arts PAL initiative. To be trusted and chosen by a total of close to 50% of schools under the PAL initiative is proof that Music Solutions is not only recognized for the leading position in music education industry but that of an education company who understands and is able to meet the needs of her customers.

Employees Progress with the Enterprise

A good team makes the success of an enterprise. Music Solutions is a professional music education institute with more than 60 employees. In managing her staff, Joy believes that every person is different and has their own talent. She fully trusts and recognizes the contributions of her employees and gives them opportunities to be trained and grow professionally. From being rotated in the various roles and functions in the company to specializing in their fields of expertise, these efforts have continually fostered the strengths of a team and circumvent weakness of individuals. This not only results in a happy working team but a team who is committed and productive.

One of the contributing factors to Music Solutions' success is the provision of quality programs with quality trainers to her clients. As firm advocates of continual learning and development for all her staff, Music Solutions provides training courses that develop the staff's competencies and interests. Music Solutions believes that timely and appropriate training not only develops the staff professionally, it also enhance the cohesion of the enterprise and gives employees a sense of belonging to the company. Music Solutions is determined to help both part-time and full-time employees develop themselves and also their affiliation to Music Solutions, a choice work place where they can fulfill their fullest potential.



Contributing to the Community, Spreading the Reputation

14 years of continuous development and improvement has allowed the good reputation of Music Solutions to spread far and wide, usually through word-of-mouth. The scope of business for Music Solutions has also expanded from providing music and arts education to schools, to successfully providing music-related services to corporate organizations. Joy attributes the success of the company to the efforts and accomplishments of the staff.

Over the years, from organizing charity music performances for the elderly to running music education camps for under-privileged children, Music Solutions remains very convicted in giving back to society. These efforts have received a lot of support and praises from the elderly, students and parents alike.

In recent years, Music Solutions has won the Singapore Outstanding Enterprise award, Top 100 Singapore Excellence Award, Promising SME 500 Award, Singapore Brands and many other awards. Those awards are testimonies quality services and market contributions made by.

The future goal of Music Solutions is to expand her scope of business to include preschool and corporate sectors. This is in hope of allowing more people to receive age-appropriate music exposure and training. As for the use of music instruments to enhance lessons, no efforts have been spared on the Research & Development of instruments that are made to be high quality and value for money, catering to the needs of education. This is Music Solutions' effort to make music instruments affordable so that proper teaching and learning can take place in every lesson.

梦想与辉煌 诠释音乐教育之路

Music Solutions是一家成立于1999年，为新加坡中小學生及學校提供音樂教育的專業培訓機構，發展至今，憑着良好的服務和專業技能，在業界得到廣泛的認可。

創辦人Joy Khau在青少年時期就開始在鄰里教孩子們鋼琴和樂理。怀揣让更多孩子接觸到音樂教育的夢想，她放棄當審計員，全心追求對音樂教育的熱愛。看到孩子們在音樂學習中陶冶了情操，不斷的成长，Joy更堅定了在藝術教學道路上走下去的決心。

一個偶然的機會改變了Joy的人生，她受邀為一間鄰里學校舉行的慈善音樂營擔任音樂培訓師。工作中，她很快發現很多學生都渴望參與音樂活動，學習系統的音乐知識，但因條件所限，無法在音乐的海洋中遨遊。而自己之前一對一的教學形式，無法幫助更多渴望在音樂懷抱中成長的孩子。這些啟示讓她很快就開始為學校提供音樂教育，讓每個孩子都能体会到音乐的美。為了發展專業培訓機構的項目，她數度寫信給國家藝術理事會，這些項目一一獲批，更堅定了她創辦Music Solutions的信念。

回饋社會 美名遠揚

14年的不斷完善和發展，Music Solutions美名遠揚，學校的業務範圍不斷擴展，除了給中小學校進行音樂培訓外，還將音樂相關服務擴張到企業和組織。

多年來，Music Solutions也不忘回饋社會，經常為鄰里的老人活動中心組織慈善音樂義演。最近幾年，Music Solutions還獲得新加坡傑出華商、TOP100、SME500、新加坡品牌等多個獎項。

Music Solutions的未來發展目標是把服務範圍擴展到幼兒班和企業，並在樂器的使用上，研發經濟實用的訂制產品，讓樂器更普及。



▲ Music Solutions 創辦人Joy 要让每个学生都能体会到音乐的美。

◀ Joy 从林伟杰议员手中接过新加坡品牌奖项。

看到孩子们在音乐学习中陶冶了情操，不断的成长，Music Solutions 創辦人Joy更堅定教學決心。

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