

MEDIA RELEASE
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Pass the children's etiquette classes, please

Personal development academy addresses needs of youths

Parents who lament the lack of social and etiquette skills produced by standard school curriculums are turning to professional development courses in order to build their children's self-esteem and social skills.

Brisbane's KLM Academy – which has graduated more than 9,000 students through its doors since 1995 – offers a range of personal development courses for children aged seven years and up.

According to Manager Judi Blinco, parents searching for a fun and professional solution to build their children's self-esteem and social skills need look no further than Brisbane's KLM Academy.

“Pre-teenage years, children are about to enter one of the most intensive periods in their lives – full of opportunities, and fraught with social pressures,” Judi says.

“We provide children with the confidence and knowledge to succeed through their teenage years and on into adulthood,” she says.

Seeing young teenagers emerge from shy, socially awkward ‘children’ into confident, polished youths is a familiar experience for Judi, herself a KLM Academy graduate and professional model.

“I have had students walk into training and not be able to look at me because they have such low self-esteem and then weeks later walk out on stage in front of family and friends at their graduation smiling, with new and improved confidence and a high sense of self-worth,” Judi says.

Although the course content in KLM Academy's subteen (ages 7-12) and senior (ages 13-23) courses echo the ‘good old days’ when “sit up straight” and “mind your manners” were common phrases, the environment is strictly fun with an emphasis on helping students develop a positive self-image.

Three levels of training are available for the two age-groups, presented in a three-day workshop format at KLM Academy's city location or at the Harbour Day Spa facility in Cleveland.

Students learn to develop their personality, posture and presentation while interacting in a team environment. Topics covered range from table etiquette and personal care to deportment and the importance of keeping fit.

Youths aspiring to a career under the bright lights of the television or modelling industries can continue their professional development, KLM Academy being the 'trainer' of choice for renowned agency Vivienne's.

The KLM Academy will run Subteen and Senior courses begin on December 9 and will run over the 2005 holiday period. For further information regarding dates and costs visit www.klm.net.au or phone KLM Academy on 07 3229 6522.

KLM Academy was Brisbane's first scouting and personal development academy specialising in grooming, personal development, professional modelling and television presenting for all ages. In 2005, KLM Academy celebrates 10 years of helping people develop the confidence to succeed.

Led by a team of passionate professionals, KLM Academy offers a range of courses suitable for all ages and career aspirations.

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