

aspire



SS/18

AN EDUCATION GUIDE TO THE
CHILDREN'S ENTERTAINMENT INDUSTRY
FOR CHILDREN AND THEIR PARENTS

ANNELISE HALL - A STAR ON THE RISE

KIDZ FASHION WEEK

Being one in 70 million

living with uncombable Hair
Syndrome (UHS)

INCLUSIVE CASTING

Trend or culture shift?

A STEP TOO FAR?

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EDITOR'S NOTE



We are so pleased to be launching our SS18 edition which is packed full of industry news and views, and other articles which will get you prepped for the silly season and the summer months ahead! It was my honour to interview Annelise Hall for our feature interview, she is truly a star on the rise and I really believe we will be seeing much more of her in the near future. Our mission at Aspire Magazine is to provide a well-rounded guide to the industry for young artists, and we have really covered all bases in this

edition. I also had the opportunity to look deeper into some contentious aspects of the industry, and I would be interested to hear our readers thoughts on these topics. A big thank you to everyone who contributed to this edition and don't forget to reach out if you have anything you would like to hear more about!

XX

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Cover model: Mila Malatinec - Social Influencer as seen on page 19

Photographer: Amber Kelly-Ringrose (Attitude Studios)



Annelise Hall

A star on the rise

YOU PROBABLY RECOGNISE THIS FAMILIAR FACE FROM YOUR TV, ANNELISE HAS BEEN A PROMINENT STAR IN NUMEROUS PRIMETIME TELEVISION COMMERCIALS OVER THE LAST FEW YEARS. SHE IS CERTAINLY A STAR ON THE RISE AND I RECENTLY SAT DOWN WITH HER TO CHAT TO HER ABOUT HOW SHE STARTED OUT IN THE INDUSTRY AND HER RECENT TRIP TO HOLLYWOOD TO TAKE PART IN THE HOLLYWOOD IMMERSIVE PROGRAM. SHE HAS SOME WONDERFUL INSIGHTS FOR YOUNG STARS AND WE CAN'T WAIT TO WATCH HER PROGRESS.

By Selby Holland

How did you start out in the industry?

Well it all started when I was six years old. My primary school did musicals every 2 years and that year they were putting on Annie. Only the 11-12 year old students were allowed to audition for the leads but in this case, my music teacher at the time singled me out for the role of Molly as well as another cameo role in the show. That show sparked my interest for musical theatre, and from there I started dance and drama lessons. I continued with musical theatre for years, searching out shows at different schools and theatre companies. I played Louisa in The Sound of Music with Hornsby Musical Society and Jasmine in Aladdin with Riverview. When I was 15, my agent was looking to expand and represent a small number of kids. I went for my first ever TV audition, a KFC commercial for chocolate popcorn, and was incredibly lucky to be booked on my first audition! It was an amazing experience being on a professional set for the first time and taught me so much about acting in front of the camera. When I was starting out I also did a number of screen acting courses. I was so used to the 'musical theatre' over the top style of acting that I needed to practise portraying a more natural emotion and smaller facial expressions. I did NIDA's course, 'Screen Acting: Hitting the mark' as well as the Beginners and Advanced courses at Screenwise. They were great courses as they covered acting technique as well as information about agents, auditions, showreels and the industry in general.

You recently participated in the Hollywood Immersive program, how did you find this experience?

The Hollywood Immersive program was one of the most incredible experiences of my life. It was in November of 2016 that I applied for Starnow's scholarship competition

for the Hollywood Immersive. I knew how many people applied each time, so the win was super unexpected! I have never won anything like this before so it was a real shock to receive an email saying that I was one of the 16 finalists. I was overjoyed and incredibly surprised when Erin Banks from Starnow told me I had won out of 12, 911 applicants from around the world. The prize included flights to LA, accommodation in a West Hollywood villa, training at the Beverly Hills Playhouse, a personal trainer and a personal chef.

I gained an amazing support network, learnt so much about the industry, improved my acting skills and had the opportunity to perform in front of numerous agents, managers and industry professionals. During the week we worked on scenes at the Beverly Hills Playhouse, it was amazing to have the opportunity to work with professionals and be given such insightful advice. We also had talks on the visa process and how to get on top of our administration. At the end of the week we had a red-carpet showcase to perform our work for top industry professionals, followed by a networking party. It was great to meet like-minded creatives and I have stayed in touch with a few of the people I met that night, which worked out well. The best thing about the Hollywood Immersive was the people. It was incredible to work with such a range of talented actors and musicians from around the world. Being the youngest of the group, I really did learn so much from everyone.

What are your biggest challenges in the industry?

The biggest challenge for most actors including me is the regularity of disappointment. A lot of effort, hope and travel time is put into each audition, which can make it

quite disheartening when you don't get the role. The trick is to develop a thick skin and learn how to separate your perception of self-worth from the audition. Majority of the time, the casting director simply will not cast you because you do not have the look or personality they were searching for, which is fine. Persistence is really key in the industry to succeed. Actors should find something else in their life, which they love so they don't rely on the success of auditions to keep them going. For me, that is amateur musical theatre, yoga and acting/dance classes.

What has been a highlight for you in your career?

Last year I played Ariel in The Little Mermaid for Stage Artz. Ariel is my favourite Disney princess and so that was so much fun. But more so it was a highlight as the profits were donated to the Children's Hospital at Westmead and contributed to Stage Artz having raised over \$200 000 for the Hospital. The charity changed the whole rehearsal and performance mindset for me. Everything seemed to hold a greater purpose and so I am always inspired by the efforts of Stage Artz to raise money each year. Another highlight would have to be the Freeview TV campaign as it is the thing that people stop me on the street for. It was a great job, I've done 5 ads for Freeview so it has become a memorable commercial for many people.

What do you hope to achieve in the future?

I have so many goals for the future both in the industry and outside of the industry! In terms of acting, I would like to land a role in a successful TV show or film, either in Australia or the US. I'm also auditioning for a few acting/ musical theatre schools this year in both Australia and the

US, which may take my career in a different direction. I would definitely like to train more as I am interested in both theatre and screen acting, and with theatre especially it is incredibly important to have a solid training behind you. I hope to land a lead role in a professional musical/ play in the future. I love the raw, intense emotion felt in live theatre, it is a completely different sensation to screen acting.

Outside of acting, I would really like to go overseas to Bali, Thailand or Costa Rica to attain my certificate in Yoga teaching. I'm interested in travelling and gaining new experiences, which will strengthen my acting abilities.

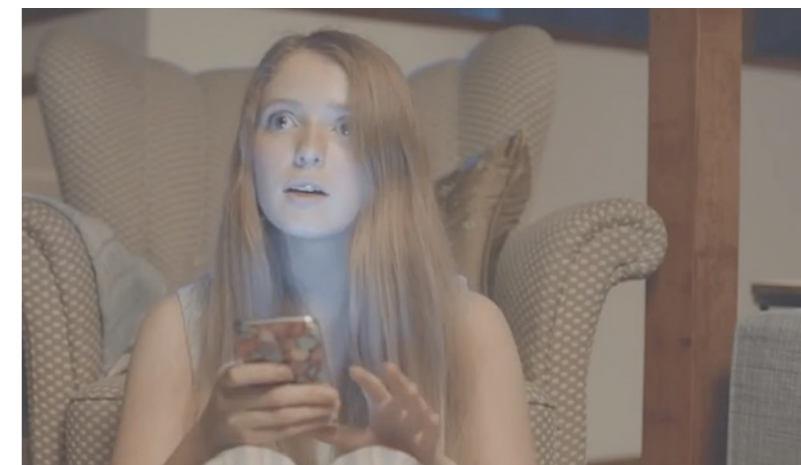
I would love to start creating my own short films, which I can submit to film festivals and continuing to create content for my YouTube channel.

“Talent is not enough; success also takes hard work, effort and diligence.”



Any tips for children who want to start out in the industry?

Firstly, learn to love what you do! Those who succeed are the ones who don't complain when they have to go to an acting class or for another audition. If this is really what you want then try to see each class, audition, day of filming, dance lesson etc. as an opportunity to improve, grow and get closer to your dream. Talent is not enough; success also takes hard work, effort and diligence. Secondly, be kind. It is so easy to be jealous and judgemental in this industry, however this will quite literally get you nowhere. Instead, each time you feel the jealousy creeping up, notice and acknowledge the feeling, then decisively change your mindset to a supportive and positive one. If you can allow yourself to appreciate other people's strengths and successes, you will attract people who value yours. Everyone in the industry is on a similar path, so build each other up and create a strong support network. Thirdly, when it comes to agents, be mindful that it is a 2-way relationship and you want someone equally invested in your career. Finally, don't worry so much about what other people think and never stop believing in yourself.



Fun in the Sun

By Adele Sutton

SUMMER IS RIGHT AROUND THE CORNER AND IT HAS BEEN JUST LONG ENOUGH THAT WE HAVE ALL FORGOTTEN HOW HOT THAT SUN CAN BE. WHILST WE NEED TO BE CONSIDERATE OF THOSE UV RAYS, WE SHOULD STILL BE ABLE TO HAVE SOME FUN IN THE SUN! HERE IS OUR SHOPPING LIST TO THE BEST (AND SAFEST) SUMMER EVER!



1. Bobby's Buckets: \$39

Bobby's Buckets are the cool new wonder hat. Coming in 4 different colour varieties, there is The 'Floss' (pink), The 'Dusty' (pink and orange), The 'Bobby' (aqua), and The 'Chuck' (blue and yellow). These are the ultimate kid friendly hat - they are water safe, quick to dry, and their high visibility fluorescent colours make it easy to spot your kids! They also come with drawstring cord toggles to keep it on and ensure they won't fly away with the wind. Get yours at <https://cachia.shop/collections/all>



2. Klean Kanteen Sport Drink Bottle: \$26

Staying hydrated is very important when we hit those extra hot days. Generally speaking, the nice weather will bring your children outside more and they will get thirsty quicker. Klean Kanteen is small and lightweight, reusable, and comes in a range of different colour to choose from! Take your pick from silver, red, yellow, blue or purple and you are good to go. We recommend the sport cap due to its soft line silicone spout which is safe on new teeth, but there are several different other compatible caps as well.

<https://www.kleankanteen.com.au/collections/kid-kanteen>



3. Kids Teepees: \$99.95

The kids will love having a space of their own both inside and out. Not only is this a great imaginative learning tool, but it is also a great way to escape the sun, whilst still enjoying some fresh air. There are 9 different colours and styles to choose from that caters both girls and boys. Find yours here: <https://www.mocka.com.au/kids-teepees.html>



4. Neutrogena Ultra Sheer Dry-Touch Sunscreen SPF 100+: \$12.99

Not only is this sunscreen SPF 100+, but it is also water resistant for 80 minutes as well! For the mums, it is also wearable under make up. Skin Cancer is only becoming more common, so decrease your risk with a good quality sunscreen and let your kids enjoy some time in the sun.



5. Art House: \$29.95

Let your child unleash their creativity with this cardboard Art House. This is a great school holiday activity to keep your kids and even their friends entertained, not to mention the cubby house will only add additional hours of fun and business!

<https://www.mocka.com.au/kids-art-house.html>



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KIDZ FASHION WEEK

Little stars on the catwalk

By Selby Holland

Australia is home to many major fashion events such as Melbourne Fashion Week, Mercedes Benz Fashion Week and VAMFF. However, for many years the opportunities for children under 16 years of age to walk in a runway show were limited. Terri Svoronos, a parent and respected talent agent, saw a gap in the market and launched Kidz Fashion Week in 2013. Over the last 4 years, the event has become a huge success with children of a wide range of cultural backgrounds, gender, age and experience levels given the opportunity to take part in the runway shows in Melbourne, Sydney and the Gold Coast. Terri started the event with the aim to be "inclusive of all children from all walks of life, size, shape and background". She also feels that "the whole purpose of our Kidz Fashion Week events is to embrace individuality and diversity".

Each year the KFW team, with the help of Peta Dermatis from Highway Casting, receive over 1,000 applications for each event. They sift through the applications and hold casting sessions to select their final cast for the live shows. Terri ensures that all events have a diverse representation of children, even including transgender children, which Terri says has been "an absolute pleasure to watch them grow, flourish their confidence and love themselves". Growing up in the entertainment industry from a minority group herself, Terri made it her mission to ensure that the industry becomes inclusive of all children. Her philosophy is to "only do what I would have liked someone to have done for me when I was growing up in the business".



“the whole purpose of our Kidz Fashion Week events is to embrace individuality and diversity.”

”

Her shows also provide a platform for local kids fashion brands to showcase their latest lines. With no other event like it in Australia, it is a unique advertising opportunity that has seen the likes of Target, Best&Less and Sudo Kids taking part. Kidz Fashion Week is only getting bigger as each year it grows in both scale and production. With the growth of the events, Terri still feels that the major highlight for her is the feedback from the parents and children, and seeing the children grow.

"You see some children that start off shy then after being involved in one of our events they become so confident. Growing a child's confidence is my mission, and I love that!"

While orchestrating such large shows with a cast of entirely children can present unique challenges, Terri says the biggest hurdle is ensuring her shows and her staff adhere to the mandatory codes of practice for employing children in the entertainment industry. Her events are professionally chaperoned by Kidz On Set, a service that handles employment permit applications and ensures all legislation is adhered to prior and during the event, as well as chaperoning the children during the shows.

Terri hopes to continue to expand her shows in Australia, as well as taking it overseas in the years to come so they can "showcase some of the latest and greatest Australian labels to the world!". For any children who's dream it is to walk the catwalk, Terri advises that "runway is a great start for kids that don't have to speak - just smile! A smile can hide the worst of nerves and the more opportunities kids have to perform the better it is."





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Being one in 70 million

Uncombable Hair Syndrome (UHS) is an extremely rare genetic disease, commonly characterised by white, silver-blond, or straw coloured hair. The hair stands out from the scalp, and cannot be combed flat. It can be frizzy, dry, and coarse. There is only about 100 people in the world known to have this condition, and Bettina Management is lucky enough to represent one of them! She also happens to be the latest international news sensation.

Her name is Shilah Calvert-Yin and she has become the world's latest sensation at only 7 years old. Shilah was initially born with brown hair, but the UHS symptoms started showing from only 3 months of age. The quantity of hair remains normal, but her hair has not grown past its current length since Shilah turned 2 years old.

Recently, Shilah has taken the world by storm with articles from all over the world popping up online! Her story has been mentioned on several news platforms such as the Daily Mail, Mirror, Pop Sugar, Global News and made one of the cover stories for That's Life! Magazine. Not to mention her social media following, with Instagram reaching over 14,000 followers, Shilah has even made an appearance on Plus 7's The Morning Show!

"Shilah is just the most amazing little girl you will ever meet, she has the confidence and spirit like no other. Her ability to inspire others to be proud of [themselves] and love who they are is inspirational." - Celeste, on her daughter becoming an international news story.



By Adele Sutton

In other articles, Celeste has explained that Shilah has learnt to embrace her unique look, however that has only come from constant positive reinforcement from friends and family. Even as a little girl, Shilah would often tell her family that she is like a unicorn, as they are both very special and unique.

According to the Daily Mail, Shilah spoke out about her distinctive look: "It's not ordinary and it's not boring like everyone else's...Everyone knows me and remembers me - especially at school; all the grade levels know who I am...I think my friends wish they had hair like mine."

Shilah has been signed with Bettina Management since July of this year, and she has already begun going to castings and having her availabilities checked!

There is no definitive treatment for this syndrome, and in some cases, excessively trying to groom the hair can result in breakage. Whilst Shilah is comfortable in her own skin, she still often has to deal with people staring and taking photos without permission. Shilah is a bright and bubbly girl and it is time to embrace these differences and realise that everyone is special just the way they are.



“only about 100 people in the world known to have this condition”

Family fun this Christmas

If you're looking for a laugh this Christmas then look no further, these games have got you covered. They are an all round ton of fun and a great way to keep the kids entertained this school holidays



Pie Face

is an exciting game filled with fun and suspense, the best part of all is that someone is bound to get pie all over their face. Who will it be? That's up for the game to decide. You earn a point every time you go a turn without a pie to the face, and first to score 25 points wins! This is the kind of mess you want to make.



Speak Out - Kids vs Parents edition

is another family fun game, and a hilarious one at that. Bring everyone together in teams and grab a ridiculous mouthpiece. The aim of the game is to try and clearly say different phrases whilst wearing a mouthpiece that does not let you shut your mouth. The parents grab from the parents deck which say common parent phrases, and vice versa. This game will have you in (happy) tears in no time!

For the kids

Whilst family time is important, and playing games is always fun, there is going to be a time where you parents need a break. Some call them distractions, others call them presents, we call them a break. Here are some great presents to keep your kids busy this silly season.

National Institute
of Dramatic Art

NIDA

The National Institute of Dramatic Art is Australia's leading centre for education and training in the performing arts. They also offer Summer holiday classes in all states throughout January. These courses range from introductory to advanced and include a variety of disciplines such as drama, acting on screen, music theatre, singing and public speaking. NIDA offer gift vouchers, so why not treat your little one and further enhance their skills in the industry.



Build a Robot

A combination of puzzle making, counting tools, machines, space, and fun! To build a robot is an art, something that is done part by part. With so many heads and arms to choose from, you need to spin and let the game decide for you! First to complete their robot wins



Hatchimals Surprise

The newest hatch batch straight out of Hatchtopia. What is inside is a surprise! To put simply, Hatchimals are the magical creatures that come inside the eggs, but they need to be played with to be able to hatch. Let your child show their nurturing side, and the hatchimal inside will respond accordingly with sounds and lights. Once they have arrived, they can be raised from baby to toddler to kid! This will be sure to put a smile on any child's face this Christmas.



Helen O'Grady Drama Academy

This academy focuses on exploring children's creative sides through developmental drama programs whilst also helping develop essential life skills that will prepare them for the world after school. Targeted at children between the ages of 5 and 17, Helen O'Grady has a series of different programs such as speech practise, verbal dynamics, creative movement and language development. Enrol your child in one of these programs for Christmas, give yourself a break, and sit back and relax while your bright star gets even more qualified.

Inclusive Casting

the latest trend or a culture shift?

By Selby Holland



Over the years we have seen trends come and go in the modelling and advertising landscape. Blondes and brunettes interchange in popularity and classic beauties are challenged by unique models such as Jessica Hart and Winnie Harlow. Australian children's advertising has also seen a shift in recent years towards inclusive and diverse casting of child models. Brands like Kmart and Target have begun to regularly feature children with disabilities, prompting overwhelming praise and support from the community.

While it is comforting to believe that these companies are doing this simply because it is the right thing to do, and they wish to challenge conventional ideals in the advertising industry. It does raise concerns that this may be a well thought out PR exercise. It may seem that these campaigns are aimed at raising the good karma for the brand, and with a target market of the everyday Australian family, inclusive casting really hits the sweet spot with their socially aware consumers. However, with all publicity stunts, the purpose is to make an impact, not to create lasting change. So is this a change for the good aimed at creating a culture shift or just a trend that we will see fall by the wayside?

Madeline Stuart, a proclaimed 'worldwide phenomenon' and model with Downs Syndrome, has been a regular feature at New York Fashion Week. Her legions of supporters praise her positive attitude and her ground breaking approach to the modelling industry, which has paved the way for other models with disabilities to enter the industry. Speaking with Cosmopolitan Magazine, her mother hoped that Madeline would "help change society's

view of people with Downs Syndrome" and that "exposure will help create acceptance in life". There is no doubt that this movement is a positive one and has the potential to create real change in our society towards acceptance and inclusion of people with a disability. After all, we look at advertising as a reflection of our society and what is accepted.

Talent agencies have also begun to open their doors to children with disabilities, but have spoken of the unique challenges that come with booking these children for jobs. While they love to see all children given an opportunity to work with well-known brands, ensuring children's safety on set is always paramount. When working with children with disabilities, clients must be aware of the child's individual needs and any special facilities they require to be on set. This is an extra consideration and logistical exercise which can present challenges depending on the shoot, location and timing. Open communication is key and also understanding from all parties that some challenges may not be able to be overcome, and in turn not all opportunities are suitable for any particular child.

In saying this, advertisers should be

“advertising is a reflection of our society and what is accepted.”

encouraged to facilitate inclusive casting as a norm and not as an opportunity to make a statement. As the industry evolves and we see more trends come and go, we should see these models as an ingrained part of the industry not a novelty choice. Creating a better understanding of how to best maximise opportunities for diverse talent will help to ensure this is a lasting change.

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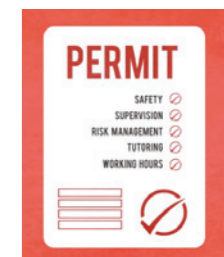


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A step too far?

THE REAL COST OF CHILD EMPLOYMENT LEGISLATION

By Selby Holland

“The entertainment industry is notorious for tight deadlines and shallow pockets”

When it comes to ensuring the safety of our children, the usual mindset is that there is never enough we can do. The entertainment industry in the US and UK is fraught with horror stories of children being exposed to harmful individuals, we too have our own shameful tales of children being let down by the system, parents, supervisors and generally people who were meant to keep them safe. There is no doubt that a rigid system is required to ensure that children who work in the entertainment industry have fun and are not at risk of being a victim of such crimes. What we are seeing now in the Australian entertainment industry is an increase in legislation and requirements on employers, this is in response to royal commissions into child abuse in various industries. However, not every employer or child supervisor is out to do harm, and the hoops to jump through have now doubled, tripled, even quadrupled in many states and the financial outlay becoming significant. Permits, consent forms and codes of conduct are becoming common place and all aim to do one thing - ensure the safety of our children on set. But are they achieving this goal? And is it negatively affecting the opportunities available to young stars?

Government organisations have taken on the role of ensuring all people who wish to employ or interact with children abide by strict guidelines. Legislation and requirements on employers differs in each state. The easiest way to understand the playing field and who is really achieving the child safety goal is to compare the major leaders in this campaign; Business Victoria and The Office of the Children's Guardian in New South Wales. One of the biggest differences is the time and financial aspects of either state. Both impose that you must apply for a Child Employment Permit (VIC) or Employer's Authority (NSW), but only one will charge you for it.

In Victoria you can receive your permit free of charge, and usually within two business days. In NSW, an employer's authority,

valid for one week, will cost \$100 for still photography and \$200 for 'entertainment and exhibition'. Student employers are exempt from the permit fees, which for a 12 month authority can cost up to \$2,400. Employers who wish to hold regular photo shoots for things like monthly catalogues, will be up for this yearly fee. This, on top of standard talent rates and other costs that are involved with orchestrating these advertising campaigns, becomes quite a costly and logistically challenging exercise.

Why one state charges for this service and others do not is relatively unclear, with NSW putting the brunt of the cost of running this program on the end-user (employers). It does, however, beg the question, how is this going to affect children's opportunities in the industry?

The entertainment industry is notorious for tight deadlines and shallow pockets. The more you have to spend somewhere, the less you can spend elsewhere. So with simple maths, if an employer is now required to outlay \$100 for an Employer's Authority, this is going to cut into the budget elsewhere. What agents and freelance talent are seeing now is employers being faced with major roadblocks when trying to employ young talent. For example, where an employer would use up to 4 talent for a shoot, they cut this down to 2 for budgetary requirements. Timing is also becoming an issue, with employers regularly pulling shoots at the 11th hour due to not being able to get an authority or permit to employ children in time. At the end of the day, it is the children who are missing out on the opportunity.

Achieving a balance between all stakeholders will be beneficial for everyone. Accommodating for the timing and budgetary demands of the industry while achieving a high standard of child safety requires input and consultation from both parties. Being over-zealous with implementing unnecessary restrictions will only damage the industry and the opportunities available to young talent.



SOCIAL STARS

ON THE RISE

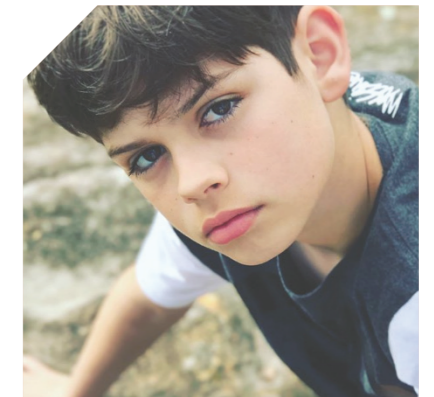
Each edition we feature nine rising social stars, if you spot an up and coming influencer, let us know at info@aspiremagazine.online



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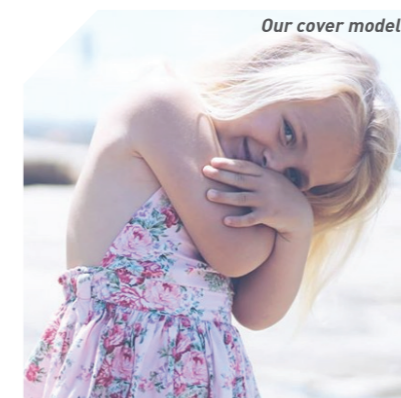
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Hairclopedia

By Adele Sutton

Who would have thought there were so many different things you could do with your hair?! Does anyone else need a hair encyclopaedia? I know I do. Long gone are the days of pigtails and high ponies. We are in a new generation of hair now, and who knew there were so many different types of braids?

Let's break this down a little.

Braided crown

A single braid wrapped around the head, could also work with two braids

Twin side braids

Another way of saying twin french braids. Instead of in the middle they are on each side



Upside down french braid

Imagine your regular french braid. Now imagine it starting at the bottom of your head instead of the top (upside down)



Twin knots

Like a bun at the top of your head, but with two (one on each side)

Waterfall braid

A technique where you braid the hair keeping half of it up and letting the other half fall down like a waterfall

French Braid

Three sections of hair braided together from the crown of the head to the bottom of the neck

Hair Bow

All of your hair is weaved in way that makes your average hair bun into the shape of a bow

Same side lace braid

The opposite of a waterfall braid, let the first half of your hair drop through, and add the bottom into the braid

Loony braid

A 3 strand (could also work with 4) technique where the hair is not evenly divided between the 3 strands. One of the 3 strands has majority of the hair, while the other two strands have a much lesser amount



Fishtail

A fishtail is a braid that divides the hair into two sections instead of three. Unlike a french braid that can begin at the top of the head, a fishtail starts lower, near the neck region

Learning to braid can also be a great way to enhance children's motor skills, and is a great skill to keep for life. Kids watch and learn from adults, so teach them early! Having your hair in braids also has some great advantages in itself. Keeping your hair in braids is said to help your hair grow faster, as they help to lock the moisture into your hair and prevent split ends. This is due to the braids acting as a shield protecting the hair from heat damage, dryness, and over styling. Many people like wearing braids to bed because it reduces the friction caused from rubbing against the bed sheets and pillow fibres. I know what my new years resolution will be!

babyshusher

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BACK TO SCHOOL

5 THINGS TO REMEMBER FOR THE FIRST DAY OF SCHOOL

By Adele Sutton

1

Do everything the night before

Trust us; you will appreciate it in the morning. By everything, we mean as much of the school stuff as you can.

- Lunches
- Washed/Ironed uniform (If you even remember where you put it?!)
- Shoes polished
- Bag packed

Doing these simple tasks the night before could be the difference between getting to school on time and being late to school the next day. Nothing worse than still being on holiday mode and sleeping through your alarm, or worse, forgetting to set one! You're running late, your child is running late, and you still haven't made their lunch. This is all completely avoidable by just getting it out of the way the night before.

2

Do your homework as soon as you get home

Now, we understand that you most likely will not get homework on the very first day, but make a healthy habit once they do! Get the kids homework out of the way so you can enjoy the rest of your evening together. Studies suggest that this is the best time to do homework as the school day is still fresh in their mind and will be easier for them to understand problems or recall suggestions from their teacher.

3

What did you do at school today?

The expected answer is most likely going to be the natural response – “nothing”. Don't leave it at that! Ask more questions, ask them to elaborate, force an answer out of them (in the most caring way possible). It is important that children know that their parents are interested in and care about their education. The idea is that if every day you continue to ask questions until they can tell you, that one day they might just offer to share themselves.

4

Sleep

While there may be a few first day nerves, it is imperative that the kiddies still get an adequate amount of sleep. Studies suggest that children aged 5 years old still need approximately 10 to 13 hours sleep every night.

5

Repeat 1-4 everyday

Try and stick to a routine, for the important stuff anyway. This will make your transition into schooling life a lot smoother and your mornings a lot less stressful. Sticking to this guide may even allow you to snooze the alarm once or twice and still get to school on time.



By Selby Holland

BEWARE THE HOLLYWOOD SCOUTS

of numerous companies or “programs” claiming to hold the ticket to fame. All you have to do, they say, is pay a not-so-small fee, participate in their program in which you will be ‘showcased’ to hundreds of industry professionals, and that’s it, you’re in! Quite an exciting prospect isn’t it? **But is this really just one of the industry’s biggest rorts?**

What they promise is exposure. Exposure to casting agents, directors, talent agents and basically anyone who’s anyone in Hollywood. If you want to be seen, this is the place to be. But let’s start with the price of this so-called exposure, because it certainly isn’t free. One particular program who regularly pops up on Australian shores, Premiere, will set you back upwards of \$16,000 to participate in the program in the USA. This includes participating in workshops and the ‘showcase’ in which they claim will be watched by hundreds of industry professionals on the hunt for talent for upcoming television series, movies and more. Proof of this is limited, with no real names supplied and the ‘success’ stories

“ But is this really just one of the industry’s biggest rorts? ”

are questionable given many of the talent they proclaim to have had their break through the program were around in the industry long before the program existed.

Premiere claims that people who believe their program is a scam, simply don’t understand what they are offering. They are not a talent agency, they simply offer the opportunity to be ‘exposed’ to the legions of ‘industry professionals’ they supposedly have contacts with.

Many children who participate in the program do claim to come out with offers from agencies, which is wonderful, however did they really need to pay \$16,000 just to receive an offer from a talent agency?

It is quite easy to get in touch with a talent agency yourself as most have an application process you can go through free of charge. Many agencies will scout new talent through other routes such as social media and casting platforms, as well as receive direct applications from prospective talent. So what is special about what Premiere is offering? Well, seemingly, nothing. They run workshops, fantastic. They put on a showcase, amazing. Some talent agents come watch the showcase, brilliant! But is it really worth such a high price? The Disney bait is strong it seems, with much of their marketing strategy pushing the Disney angle, their radio ads even specifically claim that “Disney casting directors are coming to a town near you”. They’re not, by the way. What is coming to a town near you, are opportunistic individuals looking for the latest crop of aspiring little actors and their parents willing to do almost anything for their child to achieve their dream, even re-mortgage their home.

While any chance to participate in a workshop or acting program is a wonderful opportunity for a young actor. What is not clear, is if there is any proof at all that the people supposedly watching these showcases are, in fact, the industry professionals it claims and what actual opportunities are realistically available. Regardless of if they are, it also sets unrealistic expectations of how the industry actually works. A casting director will only cast a child if they are the right fit for the role, no amount of money or exposure will change this reality. There is NO price on fame.

Asked & Answered

WITH BETTINA PETRONE



Bettina still works in the industry and is currently represented by Bella Management.

My child is nervous speaking on camera, is there a way I can get him to be more confident for speaking roles?
- Emma B

Yes there are definitely things you can do to help your child become more confident on camera. Workshops are a fantastic way of practising script reading and speaking in front of new people or on camera. Any kind of coaching will be beneficial for your child's confidence. Finding some scripts for kids and practising at home in front of a camera is also a great idea, even getting them to write their own script so they have something that is in their own words.

I want to get my toddler into modelling, but not sure what the chances are of him getting work?
- Lauren B

It is unfortunately tricky to be able to predict your child's chances of gaining work. The industry can be a bit of a waiting game but aligning yourself with a good agent who will market your child to their clients is the best place to start. It is important to understand that it may take some time to get his first casting or job, so be patient and be proactive with keeping his portfolio up to date with new photos and clothing sizes as he grows.

My child is really interested in the industry but I work full time and don't know if we can make the commitment, how much time are families expected to invest? - Sheree D

The time itself isn't usually too overwhelming, castings generally go for 10-15mins plus waiting time. Jobs for kids can be anywhere from 1 hour up to a few full days on set. Parents should be aware however, that jobs turn over quickly and notice for jobs and castings can be very last minute. Usually they will only get notification for castings the day before, sometimes even on the day! So flexibility is important but many families can usually make arrangements to get their children to castings or shoots if needed. Children can only expect to work once a month at the absolute maximum, however jobs and castings are mainly during the week around normal office hours.

What do casting directors look for in particular with kids? - Julia I

There is no set rule for what casting directors are looking for. Different campaigns require different types of talent, we see more and more than there is a need for talent of all shapes, sizes, ethnicities, hair colour, everything! But at the end of the day they are generally looking for someone who is comfortable in front of the camera and is easy to work with.



Bettina continues to make her mark on the industry as one of the most respected talent agents in Australia.

DO YOU HAVE QUESTIONS THAT YOU WANT ANSWERED?

In our next edition, Anneliese Hall will be answering your top questions! If you have something you would like to ask, send it through to info@aspiremagazine.online



Christmas waves a magic wand over the world, and behold, everything is softer and more beautiful" - Norman Vincent Peale. The silly season is upon us! Christmas is full of happiness, family, friends, food, and (hopefully) presents! We all get so wrapped up in the day that we often forget that not everyone will be celebrating so joyously this holiday season.

Starlight is a children's foundation who aims to brighten the lives of seriously ill children and their families. Since 1988, Starlight has partnered with Australian health professionals to develop programs based on positive psychology principles that support the total care of children and teenagers.

The idea that fun fights fear and wins everyday is a concept developed by Starlight to help kids still be kids, and not be outshined by hospitals, needles, and medications. Sometimes when a little kid gets sick, the concept of enjoyment and laughter is shadowed, and their youth seems to fade with them. Never fear, Starlight is here, and they come with all the distractions the children and families need.



Shine Bright This Christmas

By Adele Sutton

Starlight base their programs off the World Health Organisation's (WHO's) model of social health, which focussed on improving the mental and social well-being of individuals. As a result of this, it is said to have a positive impact on the overall physical health.

Starlight have several different campaigns and events to allow us to help sick kids and give back a little. Every year during the Christmas season, the children's foundation ask Australians to become "Starlight Wishgrants". The idea of this is to help grant once-in-a-lifetime wishes for seriously ill children. By doing this, it enables kids and families to dream big, and to forget about the pain of treatment.

The wishes vary from travel wishes, to hero wishes, to experience wishes, to gift wishes, there really is no limit when it comes to a Starlight Wish. In the past, the recipients of the wishes have experienced increases in wellbeing, happiness, hopefulness, self esteem, and potentially knowledge and skills.

So sit back and relax this Christmas knowing that you have made someone else's! Donations can be made online at <https://starlight.org.au/>.



Victoria, age 7, wished to see snow for the first time

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