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SS/20

Why Are Families The New Industry Must-Have?

Newborns in the Industry

KEEPING YOUR KIDS SAFE ONLINE

Once They've Won, Where Do They Go?

What happens when you win a talent search?

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Editors Notes

Welcome Back Everyone!

We are so pleased to be re-launching Aspire Magazine with our SS20 edition. After everything that has happened this year we are excited to deliver you a range of incredible reads as the year nears to a close.

For this edition we spoke with many incredible parents whose little ones are in the industry. Our mission at Aspire Magazine is to provide well-rounded information and a guide to the children's talent industry, and for our first issue back, talking to the parents seemed like the perfect way to start. I also got to dig a little deeper into what we expect for this industry in years to come and the positivity it can bring.

I would like to thank all of our writers, advertisers and interviewees who contributed to the edition. We always love to hear your thoughts, so don't be afraid to reach out if you have anything you would like us to explore!

XX



Rebecca Keith
EDITOR

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Cover model: Teddy Coleman

Supplied by: Bettina Management

Photographer: Nadine Peppler
(Attitude Studios, NSW)

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Above: Teddy Coleman
Right: Nadine Peppler

Once They've Won, Where Do They Go?

Meet Teddy (Our cover star) and Ivana. *By Rebecca Keith*

Both of these gorgeous kids have entered and won a talent search. While winning these competitions doesn't always lead to success, these two are some of the lucky ones.

We were fortunate enough to be able to talk to their mums to discuss the ins and outs of winning a talent search and what they think about the opportunities their children have had since.



Meet Teddy



Our gorgeous cover star Teddy was lucky enough to be the winner of a 2019 talent search, when he was only 1!

Teddy's mum, Michelle, saw the advertisement for the competition and thought why not, without thinking that anything would come from it. She had previously seen her friend's little girl, who had an agent, in all sorts of advertisements, which piqued her interest in entering Teddy in the competition.

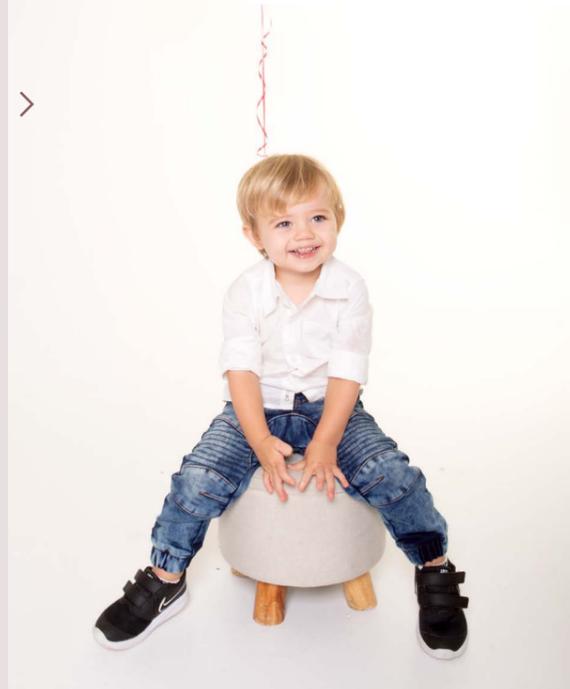
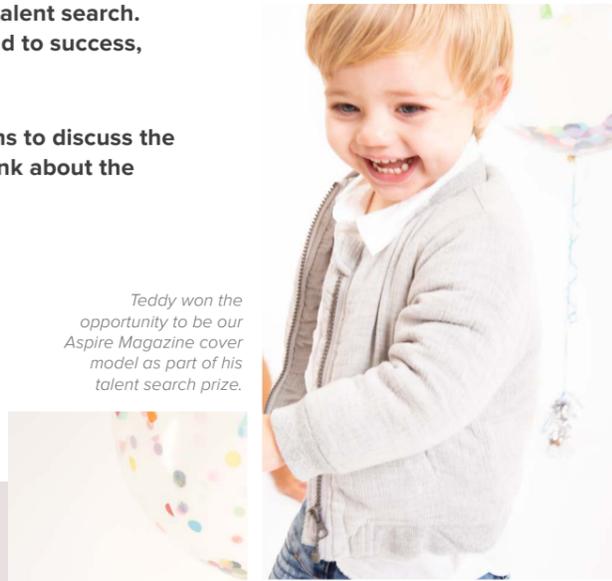
Teddy's parents were both thrilled when they found out that he had won the competition. While they had no expectations, just like many parents they had hoped that Teddy would receive a job opportunity.

"Teddy really enjoyed himself on the day, having loads of fun on set."

Only a couple of months into Teddy's representation he was given the chance to do a photoshoot for kids clothing packaging with Aldi. This exceeded the expectations that Michelle had, and they were so extremely happy. Michelle told us that the shoot was such a great experience and that Teddy really enjoyed himself on the day, having loads of fun on set.

While their journey in the industry is only just beginning, Michelle has expressed that so far it has been great. She compliments their agency for being 'very professional to deal with, and all the staff have been helpful and friendly'.

Teddy won the opportunity to be our Aspire Magazine cover model as part of his talent search prize.



Michelle is excited to see where Teddy's journey in the industry will take him and if Teddy continues to have fun, she will continue to keep him in the industry for years to come!

When asked if she had any advice for parents who are wanting to enter their kids in searches or explore an agent, Michelle emphasised for parents to 'Definitely give it a go. It's such a fun experience for both parents and kids.'



Meet Ivana

Ivana was only 2 and a half in 2016 when she won the Face of Bettina talent search competition. Ivana's parents were trying to explore the interest of their curious little girl and happened to come across this incredible opportunity. Her Mum recalls her win as 'A really good surprise, it was totally unexpected'. Never in their wildest dreams did they think this would happen to their daughter.

While her parents entered into the industry with the expectation that Ivana would hopefully get to participate in some work, they were amazed at how many opportunities she got. Ivana was lucky enough to land her first job with Australian Country Spinners, around 3 months after winning the competition. From there Ivana got the chance to work for many amazing companies and brands including Myer, Peter Alexander, Britax, Cengage Learning and Cotton On Kids.

Over the past year Ivana has been working consistently for the Cotton On Kids team and it is definitely one of her favourite jobs. Her mum, Ingrid, says 'the team at Cotton On are amazing and make us feel welcome every time we are there'.

Four years later Ivana is still with her agency and has undertaken a lifetime worth of incredible opportunities, all before her 8th birthday.

Now that Ivana is a seasoned professional, Ingrid says that as long as she continues enjoying the jobs, they will keep her in the industry.

"Just give it a go, you never know what the future holds. It's a really good opportunity to explore, especially with Bettina Management, who have been in the industry for years."

When asked if she had any advice for parents who are wanting to enter their kids in searches or explore an agent, Ingrid had some great advice to pass on 'Just give it a go, you never know what the future holds. It's a really good opportunity to explore, especially with Bettina Management, who have been in the industry for years.'

Talent and Model searches can open up incredible opportunities for some children who may not be able to enter into the industry any other way. Opportunities within the entertainment industry build confidence and a range of social skills in children that attribute to positive growth and high self – esteem as they get older.

Ivana has now been in the industry for over 4 years and is still successfully getting work through her agent.

Image credit (below): Cotton On



Just like the parents whose children have won talent searches have expressed to us, there really is nothing to lose when entering and so many positives that come along if they do win. Remember that even if you enter a talent search for your child and they don't win, it is never a reflection on the child or yourself. Many talent agencies need to fill certain areas within their agency and will choose based on the needs of their clients and what children are most requested during that time. However, if they do happen to win, they will be able to undertake some great opportunities and, in the end, they'll have an incredible journey to reflect upon in the future.

Good Things By Rebecca Keith Always Come in Pairs

In November of 2012, Abigail gave birth to gorgeous identical twin boys – Avery & Blake. The boys were fondly named after their hospital references, Twin A and Twin B; Avery being Twin A and Blake being Twin B.

In Australia the odds of having twins is about one in 80, with around 30 percent of twins being identical. It is a phenomenon most of us won't experience in our lifetime, but those who do say it is a surreal experience. Even Abigail and her husband thought the sonographer was joking when she told them that they were going to be having twins.

Not only are Avery & Blake identical twins but they are also mirror twins. Mirror twins are a type of identical twin, that means they mirror image each other and appear as matching reflections when facing each other. They have the same physical features, but some are opposite, such as Avery being left-handed and Blake being right-handed; a phenomenon that is only seen in 25 percent of identical twins.

From the early days, even other family members struggled to tell them apart. Since then their mum decided to dress them in their own distinctive colours, so that everyone could tell them apart. Avery's signature colour is Green and everything light coloured, while Blake's signature colour is Blue and everything dark. From their name tags, to their socks their signature colours are used; a handy way to ensure anyone could tell them apart.

Abigail says, "They have never shared an article of clothing", as she never wanted to have those twins who were dressed in the exact same clothes. While their clothing is a similar style, it has never been the exact same. She prides herself in the fact that the boys are always treated as individuals, not as one person.

This was incredibly important to her as they are such different little people. Though they are identical, mum Abigail describes them as Night and Day. "They have completely different personalities; their similarities end at their looks."

"Avery is 2 minutes older than Blake and he makes sure everyone knows it. He's thoughtful, very mature and responsible, sensitive and reflective – he likes to sit back and watch – he's an old soul."

However, Blake is the opposite of this, described by his Mum as "The young rebel – he's cheeky, funny, confident, boisterous, popular and a boy's boy."

Their identical genetics do shine through at times, as Avery and Blake both took their first steps within an hour of each other and they both enjoy each other's company. The boys both exclaimed that they like being twins as they know they will never be alone and will always have each other, no matter what.

The novelty of twins doesn't wear off in any aspect of their lives, and when the boys joined a talent agency at the age of 6, this was proven.

When the boys started school, they were split up because they were so different, and their parents wanted them to develop as individuals without relying solely on each other. After this Abigail felt like the boys weren't connecting on the same level and were lacking in confidence. After many people had told her to get the twins into the entertainment industry to help build their confidence, she bit the bullet and signed them up with a talent and modelling agency.

She wanted them to just give it a go and see what happened, but she never expected it to go as far as it did. From their first job with The Little Homie, the boys received raving comments on set about how they were total professionals, and how great they were at taking direction. It not only brought out stronger personalities, but their confidence improved, and they loved being on set. The boys reiterate how proud they are of everything they do and after more than 10 shoots they said their favourite shoots were their Telstra commercial and their Best and Less Commercial.

Though the boys have their favourite experiences, they let me know that "They (We) love being on set and we always have so much fun! Everyone has been so nice to us and always make sure that we are looked after."

The Santos Twins, Avery & Blake, looking adorable alongside their mum, Abigail.



Abigail has been blown away by the boy's success in the industry and says that she thinks being twins has definitely helped them get recognised. She recalls thinking "I thought one of them would do better than the other, but apart from a couple of things, they are always cast together as twins".

If she could pass along some advice about the industry, it would be to "Give it a go, you have nothing to lose. Everything we have done has been a really positive experience for the boys. It has helped them build life skills and as long as your child wants to do it, then go for it."

Before becoming a mum, Abigail never thought she would have her gorgeous twins or that they would become child models. However, now she couldn't imagine life without them.

"My favourite part about being a twin mum is everything. Seeing their different sides is the best and watching them come into their own and develop their own personalities is amazing".

"Having the two of them is like having one and a half kids – it's not twice the workload because they are so good. Seeing them with each other always makes me happy and comforted knowing that they will always have each other no matter what".

The, now, mum of four says she would describe having identical twins as "Fascinating – I continue to be fascinated by them every day and I think I will forever."

The boys have since been cast for a re-occurring role on an SBS TV Series 'The Unusual Suspects'.

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Keeping Your Kids Safe Online

Helping them navigate the world of social media and beyond By Elle Cecil

The abundance of technological advances over the last two decades has seen a new wave of communication introduced to society. Social media is now a staple in the lives of many people, and you'd be hard pressed to find somebody without at least one social media account. However, with the explosion of social media's popularity comes inevitable access and knowledge gained by children and teenagers. Kids these days either have access to a smartphone, or one of their very own.

So how do we keep them safe from the perils of the modern-day internet? The simple answer is to educate them. Arm them with knowledge of not only the wonders and benefits of social media, but also the dangers and the downfalls. If they know what to look out for, what to avoid and how to respond in certain situations, then they are better equipped to manage their social media access safely and effectively on their own. The best thing to do as a parent is to create an account of your own and explore how each platform runs.

An open line of communication between yourself and your child is vital. You want them to know that you're there to teach them, learn from them, help them and share with them their adventures on social media. In the event that something serious happens and they can't handle it on their own, the last thing you want as a parent is for your child to fear being reprimanded and then hide the problem from you.

Education and guidance will help your child safely explore social media.

Instagram and Snapchat are currently the most popular social media platforms. Snapchat allows kids to send an image to friends before it disappears after 10 seconds and Instagram is a photo-sharing platform, where users can customise their profiles with images they like. Instagram accounts can be set to private, where a user must request access to content.

Most social media platforms have age limits that are usually 13 years and

above; however, this isn't generally enforced, and children can lie about their age.

The danger of these platforms is that they both have messaging functions, where users can directly converse with each other. Our advice? Learn how each platform works, teach your child about location and privacy settings on the apps and on smartphones in general, and keep an eye on their friends lists or followers. Blocking and reporting users or content is also a function on both apps, which often comes in handy. Be responsive and receptive about social media with your child.

Also be wary of strangers contacting your child, as any social media platform can be used by scammers posing as talent scouts.

Sarah Doukas of UK Modelling Agency Storm Management says the 'sophistication of social media makes it easier for scammers to target unsuspecting users.

"Young people and their parents... must be vigilant and defensive – do not trust anyone until you have established that they are legitimate, and do your research," she said to The Guardian.

Social media use amongst young people depends on what is the most popular platform. The most recent craze amongst kids on social media is TikTok: the short-form video sharing platform, created by Chinese-owned ByteDance in 2017. Popular for its dance crazes, challenges and enticing visual filters and audio effects, TikTok hit 1.5 billion downloads on iOS and Android app stores in

November 2019, according to app analytics site Sensor Tower. Kids posting TikToks often do so in the hope of 'going viral', much like TikTok influencers Charli D'Amelio and Loren Gray, who have launched lucrative careers from their huge followings.

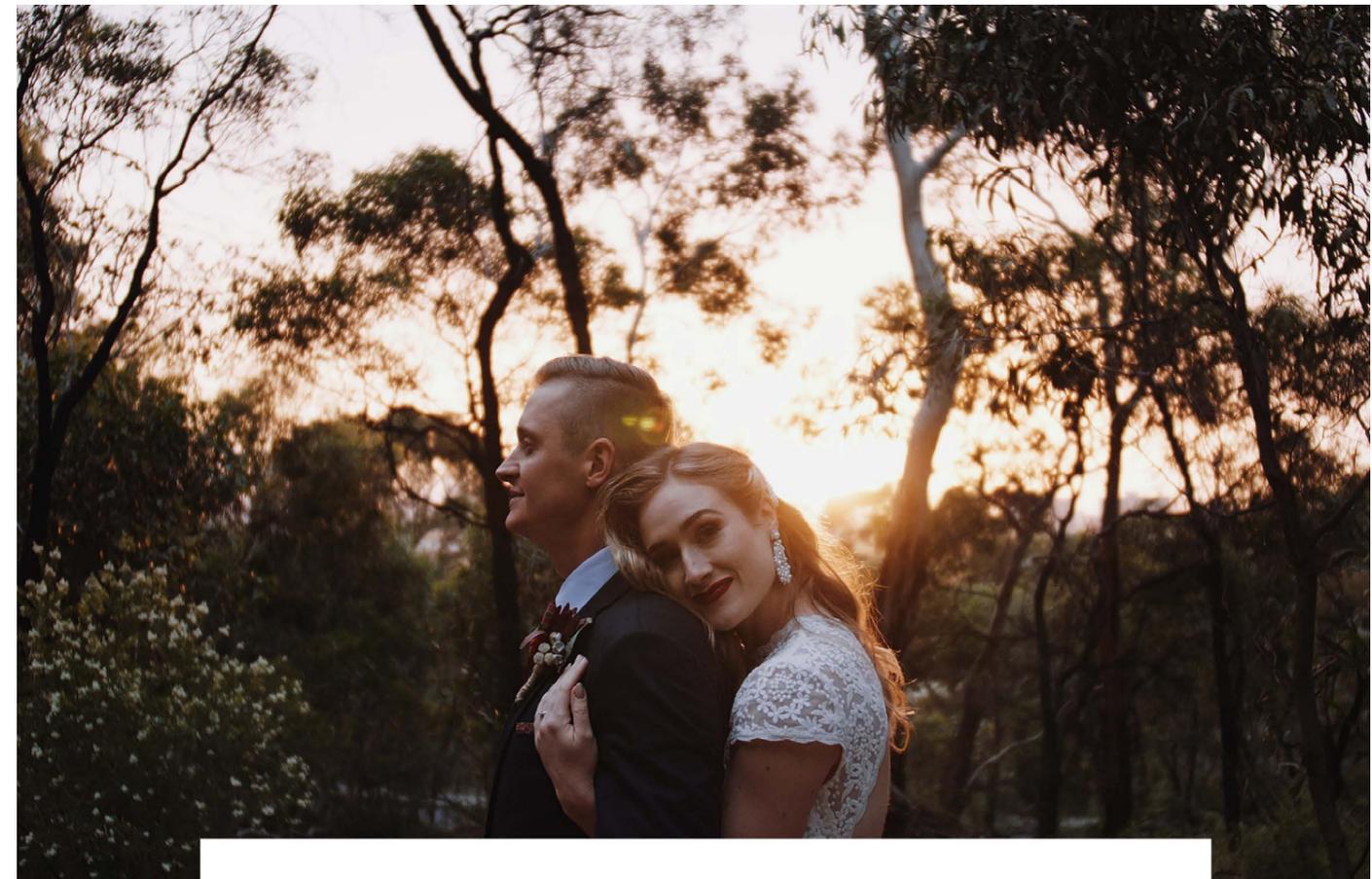
TikTok's age limit is 13 years, however they do offer TikTok for Younger Users; a restricted form of access for those under 13, where there are restrictions on sharing content, interaction with other users and gaining followers. The basic function of this version of TikTok is to allow younger kids to watch others' TikToks. This version of TikTok is activated when a user enters their birthdate into the 'Sign Up' option and are less than 13-years-old.

TikTok seems innocent enough, but its parent company ByteDance was fined \$5.7 million USD after violating the United States' Children's Online Privacy Protection Act. According to the United States' Federal Trade Commission, there were allegations that TikTok had been illegally collecting the names, addresses, schools and email addresses of children under 13, without consent.

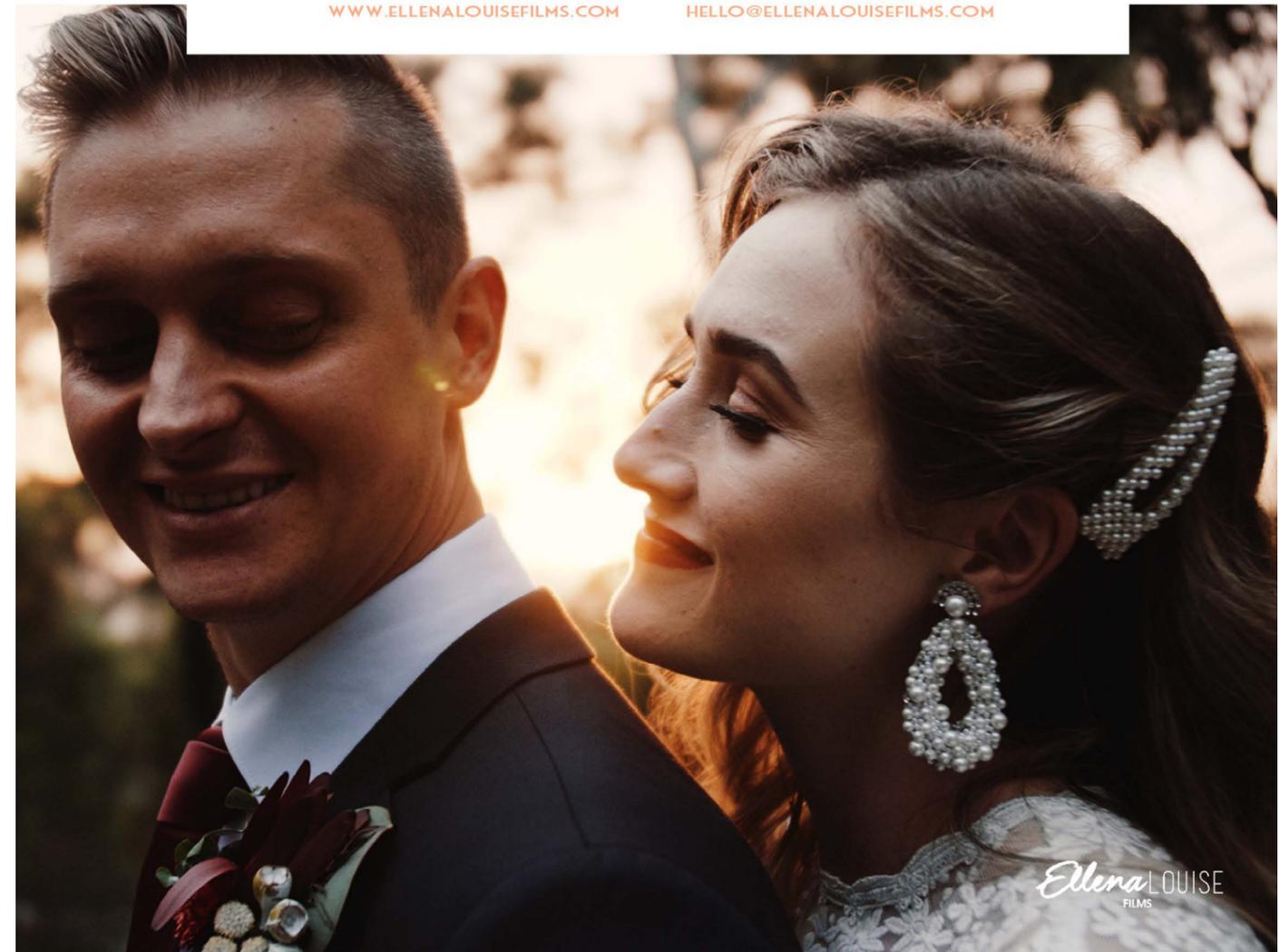
Parents can combat similar issues by limiting the amount of information children share on their accounts. Keeping an eye on the content children are viewing and posting would also be worthwhile, as well as accounts that they follow and are followed by.

Like all great things, social media comes with a catch. Kids can enjoy using these platforms, they just need to know how to safely conduct themselves online.

In general, some basic tips for parents are to set children's accounts to private, allow only friends to send them and view their content, block and report inappropriate content or profiles, and monitor the interactions, information and images your children share online.



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Learn the Lingo

If your child is new to the entertainment industry it can sometimes be confusing to hear all sorts of new lingo. Industry lingo can sometimes vary depending on who you are dealing with, but there are some basics that never change, and that you should definitely know.

Talent – The actor or model. You / your child are NOT the client. In industry terms, actors & models that are represented by an agency, are known as ‘the talent’ and your child will be referred to this way by their agency.

Client – A person or company using the services of an agency to look for talent for their shoot. e.g., Casting Directors, Producers, Advertising Agencies or the designer of a clothing brand.

Booked – This means a client has confirmed that they want to book you or your child for a shoot / job. Congratulations!

Brief – A brief is a notice that an agent receives from a client, either by email or through a casting platform. The brief is an outline of the roles the client is looking to cast for their upcoming shoot. The agent will then send over all of their suitable talent who match the requirements. E.g., 4-year-old girls or 10-year-old boys of Asian descent. Sometimes this can be incredibly specific, such as a 10-year-old girl, with brown hair, brown eyes and a specific heritage. Or even specific to skills, such as skateboarding or a stereotypical look such as ‘surfer boy’.

Call Sheet – A call sheet may be sent out to the talent before a job. They are basically a detailed document of everyone who is working on the shoot (cast & crew), where they need to be & what time. For TV & film, call sheets are generally sent late afternoon the day before the shoot. They are not always required for modelling shoots.

Call Time – This is the time that the talent needs to be on set. No earlier, no later. This is your set arrival time.

Cancellation – Unfortunately the client, for a variety of reasons, is no longer able to proceed with the scheduled booking or shoot. Some of the reasons can include stock or samples not arriving in time or a change in the brief or marketing strategy. While some clients may not clarify a reason to the agent, so you may not be able to get an answer on why; it is not personal to you or your

child. While this can be disappointing, it is an element of the industry that is sometimes unavoidable.

Casting / Casting Call – Talent may be requested to attend a casting (meet and greet / audition) with a client to check suitability for a role they have in mind. Your agent will let you know if there is anything you need to prepare for the casting session or audition, however sometimes they just want to meet you in person to see if you would be a good fit for the role. Just like a job interview.

Open Call / Open Casting Call – These are usually sent out via text message or email or they may be posted on social media pages. Open calls are usually done for harder to cast roles. Anyone who fits the brief is welcome to apply. An example of an open call; a client is looking for boys who can do a backflip, or girls that are exactly 145cm tall. This is not something that many agents will know from their child’s profile, so they will send out an open call to find suitable talent to submit for the role. An open casting call can also happen when the client has a brief for a group usually not found on the books of talent agents, such as newborns or children who live far away from city CBD’s.

Chat to Camera – This is basically an “Introduction” video that may be filmed while at your audition / casting session or you may be asked to send one in as part of your video audition for a role. This helps clients get a sense of who you are & remember you. You may be asked to say your name, age, height, agent and anything else they request, on camera. It’s usually pretty casual – just be yourself!

Checking Availability – Often clients will check availability for more models than they need, then make their final selections from the models that are available for their shoot date. Your agent will usually not have any further information other than the date at this stage, so you would need to be available for the whole day to proceed to the next stage of casting.

Fit Model – Someone who tries on the sample clothing to make sure they fit before the clothing is released in stores. This is NOT for photo shoot or catalogue work, but you would still be paid for your time. Fit models need to match the very specific measurements of a standard clothing size.

On Hold – This means you or your child have been further shortlisted for the role & are being presented to the Director, Marketing Manager or whoever is making the final decision, along with the other shortlisted talent. You may also be on hold while the client is still confirming aspects of the shoot, so they cannot confirm you until they themselves have everything confirmed. You’ll need to be available for the shoot dates & keep the whole day free (on hold) until they have confirmed the final cast / models. If you have been placed “on hold” your agent will always let you know the final outcome as soon as they hear anything.

Self-Test / Video audition – A self-test is an audition that you film yourself, from home. Your agent will send you detailed instructions on what you need to record. This can be done on your smartphone or iPad. It doesn’t need to be fancy or edited. With everything happening in the world at the moment, these have become an increasingly popular way to cast talent!

Wardrobe Fitting / Wardrobe Call – If you or your child are booked for a job, they may ask you to come in on another day before the shoot to try on the “costume” or clothing that you will be wearing on set. This is usually for TV & film jobs. If the clothing doesn’t fit or look good, they will have time to purchase other items or make changes before the shoot day.

Weather Hold – This applies when the shoot is going to be outdoors and is basically a back-up date, in case there is a bad weather forecast. If it’s looking like bad weather a day or two before the shoot, they may reschedule the shoot to the “weather hold” date. You would need to keep this day completely free until we have confirmation on the final shoot date.

Why Are Families The New Industry Must-Have?

By Elle Cecil

The use of real families in advertising and entertainment is absolutely invaluable. It is extremely difficult for people to imitate the real relationship between family members. If a few strangers show up on a television set and are asked to play a close-knit family, it is often difficult to replicate the genuine warmth and closeness between real family members.

A real father and son will always appear more realistic and believable than two actors playing as a father and son. Young kids may not feel extremely comfortable or confident interacting in such close confines with a stranger. However, replace that stranger with Mum or Dad, and you’ve got some absolutely priceless and authentic footage. It makes it easier for everyone to be comfortable and confident, providing kids with a sense of security that Mum or Dad is in front of the camera with them.

Interacting with their family on set is an incredibly rewarding and enjoyable experience for kids, parents and other family members. Not only does everyone get to enjoy the incredible experience, they also get paid and will be able to look back fondly on those memories in the future.

The Camilleri Family work together in the talent industry; Parents Nigel and Victoria love watching their kids, son Charlie and daughter Chloe, grow as people and learn to interact with others on set.

“It’s like living a secret life, because people are filming you and you are pretending that you don’t know they are” says Chloe.

“My favourite thing about being on set is when I get to meet new people,” says son Charlie.

They relish working with each other, as it gives them *“the opportunity to spend some time together doing something a little bit different and a little bit unique,”* mum Victoria says.

Working with your family in the talent industry can lead to some incredible opportunities. You can meet amazing people, learn wonderful things and see new places.



The Tobias family got to visit Werribee Open Range Zoo for a job! Parents Sophie and Liam loved sharing the experience with their kids Jakai, Amahli and Indie, and said it was amazing to be watching them grow and interact with others.

Jakai had a blast filming for the Zoo with his parents and sisters, saying *“the best part was being able to see the animals; laughing and just having a good time with my family!”*

Working with your family on shoots and advertising means you might even get the chance to land an all-expenses-paid holiday to a far-away destination! Families in the talent industry can sometimes book jobs requiring them to shoot on location in tourism hotspots. Imagine being paid to visit places like the Northern Territory or Fiji.

The use of families in advertisements also makes filming and production much easier for clients, as well as other members of the crew such as photographers and production assistants. Not only will the talent be more comfortable and open to direction, clients often have to work hard to match individual talent to appear as though they are related.

Instead of trawling through pages of headshots, trying to match up talent’s appearances, real families usually have a beautiful, natural resemblance to one another, easing the workload for clients and making family selection easier.

Due to the current situation of the world, families in the talent industry are becoming more and more popular. This is due to the fact that they are usually from the same household and are therefore allowed to be in close contact with each other.

Not only does this allow sets to be compliant with all relevant regulations, it also makes the jobs of the crew members much easier.

The popularity of families in the talent industry is still skyrocketing. In these current times, spending lots of time with your family is the norm. You never know, you might just land a job with your family and end up on a billboard or advertisement somewhere!



“We often spend a lot of time supporting each other’s individual pursuits but being on a shoot and doing this kind of thing is an opportunity for us to do it together and enjoy that.”



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Newborns In The Entertainment Industry

Is it worth it?

By Elle Cecil

Employers within the entertainment industry will always want to create content or advertisements that are the most realistic to their products, or eye-catching to an audience.

However, if you do this and then you need to employ an infant, things become a lot more complicated.

Victoria's Child Employment Act 2003 subjects infants to a strict criteria if they are going to work within the entertainment industry. This will usually include advertising for products such as nappies or baby formula, television shows such as Neighbours or Home and Away, film, modelling or other related productions.

When the parent of a newborn baby, who is under 12 weeks, wishes for their child to partake in a role, they need to provide their written consent. However, there are still many other factors that could possibly render the child unable to partake in work, that the parents have no control over

To employ a newborn baby in Australia, an employer will need to gain a work permit. However, the baby must also meet certain key health and developmental criteria. They must have been delivered full term, in good health with a birth weight of at least three kilograms and be exhibiting satisfactory weight gain. The child mustn't have had any post-natal problems and should be feeding successfully. Even if the child satisfies all requirements except one, they will be unable to work until they are older than 12 weeks of age.

So, even if an opportunity presents itself to your newborn, if you do not meet the criteria you will be unable to legally have your child in the industry.

Of the 83,493 Victorian babies born in 2017, Victoria's Consultative Council on Obstetric and Paediatric Mortality and Morbidity (CCOPMM) report states that 83.1% had a birthweight of between 2,500 and 3,999 grams. This is the most common weight category and is associated with the least health risks.

These health and developmental conditions are seen in the legislation of Victoria, Queensland and New South Wales. However New South Wales laws also maintain that a baby must be handled by no more than four people including the child's parent or guardian and a registered nurse or midwife.

Once an employer has satisfied all regulations relating to a baby's birth and development, they must commit to upholding further regulations pertaining to the care and treatment of the baby on set.

Records of the child's employment must be recorded and maintained. A baby must not be exposed to harmful lighting during their employment. An employer must also ensure that



Neighbours and Home & Away are the most prominent Australian shows that still continue to hire newborns consistently, despite the complex legislation and regulations.



makeup is not applied to a baby unless the makeup is non-irritating and uncontaminated. Finally, the child must not be exposed to anyone suffering from any illness during the baby's employment. These are fair and justifiable conditions that any reasonable person would adhere to, and are solidified in Victoria, New South Wales and Queensland's related legislation. However, NSW is the only state that requires a licensed medical professional to be present.

In 2020 we were also introduced to a new set of challenges when dealing with newborns on set and that was the risk of COVID-19. Even now some states are hesitant to allow them on set, because the risk isn't worth it for the liability.

Where Victoria, New South Wales and Queensland share many common regulations, all other states and territories have vastly different laws relating to the employment of children and babies. The inconsistency and ambiguity surrounding such laws makes child employment difficult for employers and parents to navigate.

From an agency perspective, having newborns on the books can pose a challenge. This is because they grow so quickly and by the very nature of the newborn category, babies only fall into it for a very short period of time. So, agencies that do take on this category prefer to offer a low cost, or reduced period of representation instead. Many agencies will also use a more common option of having open castings and putting them out to the public via social media. This is because it can be difficult to maintain a good roster of children within the newborn category, so they will only do an open casting call if they don't have talent on their books that fits all necessary criteria.

So, is it worth it? Many employers believe so. The authenticity of having an actual newborn baby in your advertisement or show will not compare. Many will go through this process just for the sake of the end product, and well that's the basis of this industry; the outcome is the most important aspect of all.

The Perfect Podium for your child's future

By Natasha Mitchell

The children's modelling and acting industry is well known as a fast paced and exciting world. From agency interviews to castings, and photoshoots to a film set, there is no doubt this exhilarating industry provides amazing opportunities for not only children hoping to pursue modelling and acting, but also for children looking to gain more self-confidence in everyday life.

These specific characteristics of the industry are usually what attracts parents and their young kids to embark on this journey. However, the most important platform this industry has to offer is one that often goes unnoticed – And that is the development and strengthening of highly sought-after interpersonal skills.

The role a child plays in the creative vision of a client's brand is a hugely significant part of the creative process. The need for a child to take direction, remain present, establish connection and be dependable, are all skills this industry relies on to create a campaign that will reach a wide audience.

A child's primary expectation is to take direction effectively whilst building a rapport with the photographer, videographer, other talent and numerous other creatives. This alone provides the talent a perfect opportunity to strengthen and establish their interacting tactics so that they can form a social connection whilst also beginning to build a strong work ethic. The implantation of these interpersonal skills is what results in a successful campaign that connects with and influences the appropriate consumers.

Coming in a close second is dependability. Dependability of course is an absolute must in this industry. Often clients are subject to strict deadlines and time frames meaning that the children participating in the campaign must be punctual, switched on and focused throughout the entire process.

Last but not least, for this production to be successful the talent must radiate a warm, friendly and enthusiastic nature. The ability to invoke emotion and connect with the public as well as exude a personality that others have thoroughly enjoyed working with is a trait that is highly sought after within any working industry today. This industry is the perfect podium for a child to confidently and enjoyably put these skills to the test.

The team is briefed, the wardrobe chosen and the set is ready for action. Smiles are shone, jokes are told, and endless giggles are had. The director declares, 'That's a wrap!' as the shooting comes to a close and the talent leaves with a warm sense of accomplishment and achievement.

Whilst this picture paints a day full of fun and joy, what this picture does not depict is how this experience is a real-life learning curve for kids both socially and developmentally. As depicted by Rhys McKay in, 'New Idea', the world of modelling and acting is a 'great opportunity to let your kids explore their talents in a receptive environment, it can help them learn discipline, and it's a good way to make friends and socialise too.' McKay further describes this industry as a fantastic environment for a parent to 'harness that energy' by providing an outlet for their child's vivacity.

Active listening, teamwork, a strong work ethic, dependability and responsibility are all attributes that children within this industry are implementing and developing every time they are on set. The benefits of these interpersonal skills are endless. They shape the talent and prepare them for a successful future. Those days on set are mostly seen as a monumental occasion but the real benefit gained for the talent is an already recognised and proven skill set which is incredibly attractive and desirable to employers in today's workforce. The children's modelling and talent industry delivers the building blocks for today's young models and actors to pursue, accomplish and deliver strong interpersonal skills no matter what their career path may be!





Managing Expectations

By Rebecca Keith

It's no secret that working in the entertainment industry is the ultimate roller-coaster. Soaring highs and crashing lows are a part of working as a model or actor. However, that doesn't make it any easier. This is especially true if you are a parent with a child in the industry.

While adults can handle life's ups and downs and they can deal with a bit of rejection, how do we manage this when it comes to our children?

Everyday there are hundreds of children all through Australia attending castings for a range of opportunities within the industry.

For a lot of kids this will be their first ever casting, so they might not know what to expect. They will most likely have to meet a few unfamiliar faces, be asked some questions, be prompted to read a script or act something out for a casting director. It will all be over in the blink of an eye, and then the waiting game begins.

When your child is facing the prospect of rejection, it can be difficult as a parent. However, alongside your agency, you can work together to equip your child with the tools to be resilient and bounce back from being let down. After all it is a part of this industry.

Most experienced actors and models will be able to manage their expectations professionally, and not allow their thoughts and feelings to run away with them. While they may really want that job, they know that in this industry, it's anyone's game. So how do we teach this to our children and help to manage their expectations?



A lot of this will come from experience, and the best way to show a child the ins and outs of the industry is talking to them about what to expect – you can usually get helpful information about this from your agent. This will help to set them up with the right expectations from the get-go, before they have even attended their casting.

It is important to explain to your children how the industry works and to be totally honest. Tell them that even if they attend an audition or casting, that there is no guarantee that they will get the job. All they can do is try their best. There are a myriad of reasons why your child may not get a job, despite having a great audition, which is why you shouldn't take it personally.

Kids should treat each experience, whether it be an audition, casting or call-back as a positive and enjoyable time, and not place the focus on booking the job.

With each casting that your child attends, they will grow more confident and comfortable with not only general entertainment processes and environments, but they will also be more at ease within themselves. These opportunities can build resilience within your child, which is a great skill that they can use throughout their lives.

Castings and auditions can be a great experience for kids and it's important to set them up with the right expectations, so they can keep a positive mindset. Regardless of whether or not they get the job, attending a casting is a great achievement and a big step in the direction of your child building a successful portfolio and career.

We want to keep our kids interested in the industry and motivated to keep trying, even when it doesn't eventuate to a job opportunity, so make sure to have fun!



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Future Fashionistas

By Rebecca Keith

A couple of decades ago the choice was simple – Blue clothes if you had a boy, and pink if you had a girl – easy, right?

Well as we entered into the new millennium and ever since, children's clothing has been adapting and changing just as much as adult fashion has. These days our children have endless options for what to wear and now parents can dress their children like the future fashionistas they are.

Just as the future bankers, politicians and nurses are all children of today, our future designers, models and stylists are as well. Many of the big changes within society have also brought about changes in fashion. While children's fashion was originally focused around girls' clothing, one of the most prominent developments over the last two decades is the growth in stylish clothing options for boys. A welcomed development for the stylish parents of young boys. However, many more trends have come and gone, with some definitely more significant than others.

Neutral colours, linen, designer labels and gender-neutral styles are just some of the recent trends being brought into our mini's fashion choices, however how does this in turn change their views on fashion, and turn them into the uber stylish members of the future fashion community?

Developments in fashion such as gender-neutral clothing has opened up a whole window of opportunity for how you can dress your child, and the options brands will deliver. It makes styles more accessible to everyone, and it also teaches the kids to express themselves in whatever clothes they feel comfortable. By the time these future fashionistas are running Vogue gender neutral clothing will be the norm.

The increasing amount of high-end and designer options for children has also expanded over the last two decades, allowing those who have access, the ultimate status symbol for their little ones. However, in recent years, many laid back parents living in wealthier beach suburbs instead chose to embrace the beige and white linen trend that we saw earlier in 2019 and will likely appear slightly improved but nonetheless a part of, summer collections for 2020/21.

While neutral colours such as beige and white were key a few seasons back, the beginning of the summer 2020/21 releases are showcasing a large number of pastel and bright coloured patterns. Florals and stripes are being seen prominently throughout high-end label releases, and also a large focus on sets. As we enter into the summer months and more children's collections are released, what styles will you include in your future fashionistas wardrobe?



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Asked & Answered

*With Bianca,
National Talent Manager*

Frequently Asked Questions

Does my child need an Instagram account to get noticed?

No, not at all. Some small companies or boutique brands like to work with models who have large social media followings. This is because it can assist them with free advertising if the models share any images on their page and mention the brand name. However, many large brands don't operate this way and even a lot of smaller brands are moving away from this idea.

They don't want the "face" of their brand also representing or being associated with other competing brands. They would rather have an unknown, less recognisable face that links shoppers to their brand only.

The same applies for TV commercials – the commercial may appear less believable if they feature someone who everyone knows from Instagram. It's often a deliberate part of their advertising strategy to select an unknown face.

While having a large Instagram following can sometimes lead to photoshoot opportunities, these often don't pay in cash. Models may be paid in products or vouchers for these shoots.

Why can't an agency guarantee work for a child?

To put it simply, an agent is not the decision maker. They are only the 'middle-man'.

An agent can only respond to a brief from a client by placing forward talent that is suitable and meets all of the requirements for the role. (e.g. 5-year-old boys with brown hair, or girls 12-14 years who play soccer etc.) It is then up to the Casting Director, Advertising Agency or Production Company (client) to select who they wish to see for an audition or book for the job.

No matter what your agent does, they cannot make them choose one person over another. Therefore, there is no way for an agency to know whether or not your child will be selected by our clients and so, they cannot possibly make any guarantees.

An agent also cannot give an estimate of the likelihood of work as the client decides what their future shoots will be and the agent has no insight into this process. Think of it as a chain, it goes: Client → Agent → Talent (your child).



While agencies cannot guarantee work, it is such an exciting industry especially when a child does land a job for the first time.



Will being a part of the child talent industry impact my child's schooling?

Companies will generally organise shoots during their business hours. It is not usually possible for them to plan shoots around school hours or only during school holidays.

So yes, your child may be requested to attend a shoot during school hours. However, the impact on schooling is generally minimal as most photoshoots or TV commercials will only run for 1-3 days at the most. If your child is booked for a TV series or movie, this could possibly be longer. For all shoots during school hours, we work with Government regulations and organise permission from your child's principal if that is legally required in your home state.

Does my child need any experience or need to meet any requirements in order to join an agency?

No. Ideally your child should have a more out-going personality and not be too shy, so that they are happy to interact and follow directions at shoots and auditions.

This will help them be more successful in the industry, but anyone can give it a go. However, if your child does have any relevant experience or skills, that is good for us to know. We get requests for talent with certain skills all the time!

What are your best tips for kids when they attend a casting?

Most importantly, read through all information and attachments provided to you by your agent. This includes any scripts or storyboards that might be attached so that you can best prepare your child. Casting sessions are very quick, around 5-10 minutes and your child may be required to go into the room on their own. For modelling castings, pre-rehearse a few simple poses they can do in front of the camera. For TV series and commercials, make sure your child is familiar with the storyline. There may be lines to learn or they may be asked to improvise something relevant to the story in the audition – sometimes both!

For all castings, practise a few ways to be confident at home first – say "hello" in a nice clear voice when you enter the room, look the panel in the eye – looking down at the floor can make you look nervous – and **SMILE!**

Don't forget to check out our Learn the Lingo article, in case you don't recognise some of the industry language in the answers.

Who Could Say *No To That?*

The once in a lifetime perks of the entertainment industry.

By Rebecca Keith

When the De Carlo family signed their daughter up to a talent agency in 2018, they had no idea what was to come. Not just for their daughter, but for their entire family.

After almost a year, they finally got the call that their whole family had been selected for a once in a lifetime opportunity. The De Carlo's were chosen to shoot a series of commercial videos for Northern Territory Tourism, specifically for Uluru-Kata Tjuta National Park. This included an all-expenses paid, 5-day trip to the Northern Territory and every member of the family, plus a chaperone, would be paid for the time they were shooting.

The family couldn't believe that they had been chosen for such an incredible opportunity and were so elated when they received the news.

A month after they received the good news they were flown off to Uluru-Kata Tjuta National Park for the adventure of a lifetime. And so, the beautiful family of four then got to spend five days wandering through the national park, filming and participating in a range of activities particularly suited to families who might wish to visit Uluru-Kata Tjuta National Park.

The family got to take part in bushwalking and bike-riding all while being filmed. Northern Territory Tourism also made sure that while the De Carlo's were in NT, they were immersed in the beautiful indigenous culture, got to know the locals and participated in many activities that allowed them to learn and discover more about the history of Australia's indigenous population.

The family re-counted the trip as an 'amazing cultural experience'. From learning about traditional medicines to the traditional indigenous language, they got to partake in an eye-opening experience on top of everything else.

They collectively agreed that one of their favourite activities was being shown how to make, and then creating their own, traditional dot paintings. They were also allowed to take their paintings back home with them, as a lovely memory of their time in the Northern Territory. Ava and Masen, both described their time away as amazing, *fantastic and fabulous*; incredibly positive reviews from the kids all around.

Besides the fact that they got given a free holiday and were paid to attend, the family really did see it as a once in a lifetime incredible adventure and would return to the national park in a heartbeat.

Mum, Marisa, described the experience as 'amazing from the second they got off the plane', and she couldn't believe how lucky they were to have had this opportunity. When signing their daughter up to a talent agency, they really didn't expect that this would be the eventual outcome. Even though they were technically working throughout the experience, if you are going to work, you may as well do it on a holiday. It is no secret that there can be some pretty serious perks of working in the entertainment industry and this is definitely one of them.

The De Carlo's are one of the lucky families each year who get to work together. In the entertainment industry many companies and businesses will much prefer a real family compared to a 'family' made up of look alike parents and kids. Opportunities like this provide amazing memories for families are an incredible experience for the children.

Changing For The Better

Diversity in the Industry

By Rebecca Keith

Being a part of the entertainment and talent industry, means you get to experience and observe the changes and evolution throughout the space.

Over the past couple of decades the most significant change, or what has stood out the most, has been the increase in diversity across advertising and talent alike.

Diversity in the entertainment and modelling industries has been a hot topic for many years now. While the industry isn't perfect and still has a long way to go in terms of diversity on every spectrum, it is still reassuring to see that things are beginning to change with more diversity being seen now, than ever before.

In the children's entertainment industry, there used to be an overwhelming need and want for that perfect Caucasian child – blonde hair, blue eyes – however, it has been years since the children's industry has seen such a lack of diversity.

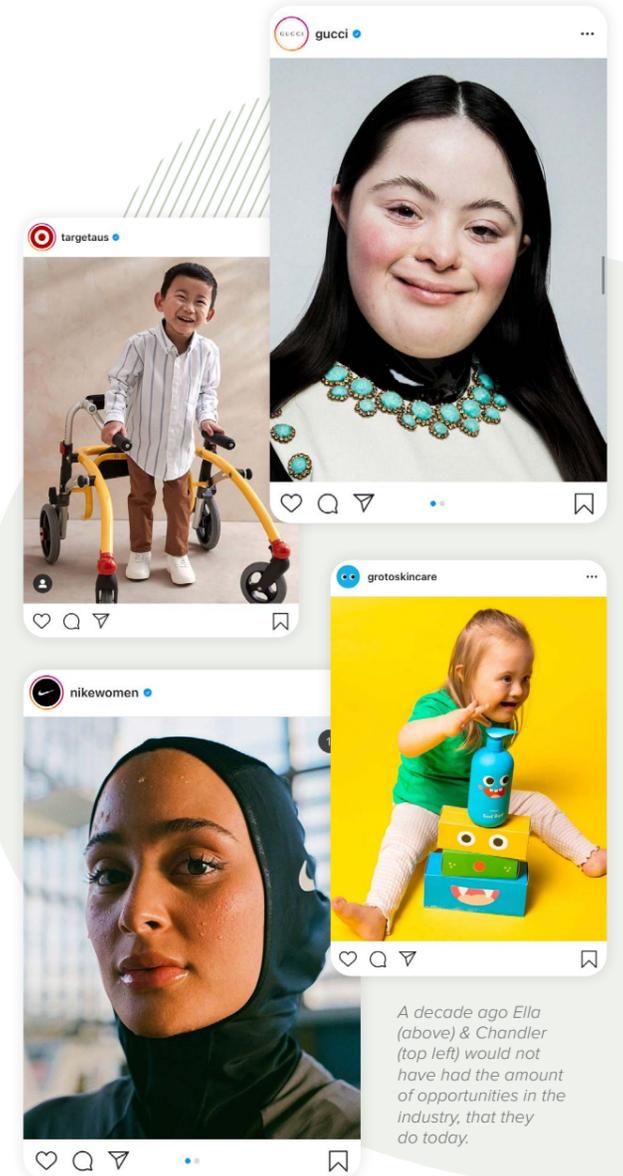
Over the past couple of decades, the need for that specific look has shifted. The more the consumers within the industry wanted to see change, the more the brands reacted to this want for change. Like a chain reaction, as the brands began to change their looks and diversify their models, talent and modelling agencies had to react alongside this. It was a chain reaction that many were more than happy to finally see.

The range that agencies have these days expands across different ethnicities, but also different shapes and sizes and children with learning difficulties or disabilities. Talent and modelling agencies need to have a huge range of models and actors to suit every brief possible, especially children's agencies.

Along with this, it meant that instead of on-boarding children from images alone, their characteristics mattered more than their looks. Talent agencies, especially children's agencies, then needed to have a wide range of children, fitting every category including characteristics that would be perfect for the industry. They want to see happy, confident and well-mannered children, no matter their looks.

Over the years it has been great to watch companies and brands embrace the diversity and witness the change in their messaging and advertising alongside this.

As we continue to move forward, brands and organisations need to make more consistent and better choices to diversity, whether this is related to their campaigns, advertisements or even just their head office staff.



A decade ago Ella (above) & Chandler (top left) would not have had the amount of opportunities in the industry, that they do today.

Recently we have seen some very prominent brands, with huge audiences advertise in ways we have never seen before and show an incredible amount of diversity, as they should in 2020. However, that doesn't mean it isn't great to see on billboards, or on TV.

Recent campaigns of significance that have circulated this year include Gucci's beauty campaign including Ellie Goldstein, an 18-year-old model with Down Syndrome. Goldstein has had modelling aspirations since she was a child and hopes the Gucci campaign will inspire other women with disabilities to reach for the stars. Calvin Klein also released their 'Proud In My Calvin's' campaign that included a huge and diverse range of models – something you definitely wouldn't have seen over a decade ago. It's another step forward that many are proud to see.

Diversity within the industry has definitely been influenced by the social movements we have witnessed over the last decade.

Such movements surrounding diversity will influence our younger generations and lead them towards a better and more diverse future. However, most importantly it gives little ones, no matter who they are, the chance to see someone just like them on ads and billboards, which then allows them to reach for the stars and dream big to achieve anything, just like the person on their screens.



The De Carlo family visiting Uluru during their trip to the Northern Territory.

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