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Jobs

Following is a list of some of the TV and print work that our kids have cast for or featured in since the last newsletter: AAPT, Allen's Lollies, Australian Women's Weekly, BBQ'S Galore, Barbie, Bega Cheese, Berry, Blue Heelers – TV Drama, Bonnie Babes, Bossini, Breville, Cheesy Pops, Cog – Music Video, Coon, Country Road, Cravendale Milk, Dick Smith Electronics, Dimmays & Forges, Family Recipe, Fantastic Crackers, Fantastic Furniture, Ford, Grosby, Gumboots, Hesta, Honda, Huggies, IGC, Ingham Selections, Jeep, Kellogg's Frosties, KFC, K-Mart, Kool Aid, Lovers - Film, Macbeth – The Play, McDonald's, Mortified, Nature's Way, Nestle, New Idea, Nissan, NRMA, Nutella, Osh Kosh, Pantene, Patons, Pizza Hut, Qantas, Quilton, Reconocer - Film, RENT- The Musical, Run Scotty Run, Spotlight, Studio Bambini, Style Counsel, Sultana Bran, Suncorp, Tan Lines, Target, Telstra, The Alice – TV Drama, The Silence - Film, The Gallery, The Society Murders - Telemovie, Uncle Toby's, Weet Bix, William - Film, Victorian Racing Club and many more...

Well, spring has truly sprung and as we recover from the Kids Fashions on the Field during the Spring Racing Carnival, it is time to wrap up quite an eventful winter season. In this edition we bring you up to date with the stories and people who made news with Bettina's over the past few months. Headlining our **'Latest News'** section are our new Aspire Media Group workshops and their successful launch in September. In our **'Achievements/Experiences'** section, our young stars share new exciting tales from the set of TV commercials and other special productions. We also have a new section called **'In The News'** which details some recent news coverage of the agency in 'The Age' and the 'Sunday Herald Sun'. Our **'Jobs'** section once again details the big name businesses who our kids have cast or featured for since our last newsletter and check out our **'Letters'** section for some recent contributions from parents and kids.

Latest News — AMG & Bettina Management - Developing Self Confidence, Coordination & Special Talents!

As we briefly introduced in the previous newsletter, Bettina Management and Aspire Media Group (AMG) have launched a range of fun, interactive courses for children designed to raise self esteem, improve motor skills, identify and nurture special talents. The purpose of the workshops is to provide your children with an experience outside the normal boundaries of their everyday education. Our aim is to encourage and enhance children's development of vital early childhood skills through a programme of self-affirming interactive activities that builds their self confidence, presentation and co-ordination. By learning the fundamentals of Dancing, Personal Presentation, Finishing & Etiquette, Acting, Auditioning and Modelling, the children will not only become more proficient in these areas, they will also enhance their schooling, sporting and general life skills. Our extensive range of courses run on weekends and school holidays and they are filling fast! To book or find out more call 1300 658 016. Existing Bettina Management kids receive substantial discounts on all courses.



Deanne with students at 'Kids Universe'

Kids Universe – Sydney (Oct 2005)

The Kids Universe was held at the Sydney Showgrounds in early October and once again we took over the stage. This time we provided children of all ages with some interactive workshops covering everything from dancing to tips on how to walk down the catwalk.

This gave us the chance to showcase our new Aspire Media Group classes to the masses. If you missed this event and would like to find out more about these workshops you can call Aspire Media Group on 1300 658 016.

Continued next page...

Other News Headlines:...Seeking more work & getting it!...Melbourne Kidz Expo -2005....In The News Full stories on the next page...

Achievements/Experiences *Tate & Niki Short - Target Catalogue (Story by Karina Short)* Dear all at Bettina, Just wanted to thank you for giving my children the opportunity to audition for commercials/mini scripts and appear on television. I thought it was a child's romantic dream; however she kept asking when I could get her into catalogues and on TV. I didn't think that she would be fortunate to appear in anything, however I thought if I can put her name down with an agency I had fulfilled my obligation. When we got our first call Niki was soooooo excited. Since the first call the telephone has not stopped ringing (and she is still just as excited every time!!) Niki was an extremely shy little girl who has benefited so much from her experiences. My son is also modelling with Bettina and while he definitely doesn't need any more confidence it has taught him to listen and follow instructions. I hope his school teacher has also noticed!!! If anyone asks me about signing their children with Bettina I would have no hesitation in recommending you. Karina Short ★

Olivia Malek – Huggies TVC Hi Everyone, My name is Olivia, and I am one of the toddlers on the new Huggies Pull-Up commercial! I am very excited, because I haven't done a commercial for a while now. On the day of the shoot, I had to have an 'L' plate stuck on my bottom. I thought this was very funny and kept asking the people if I could have one on the front as well. My job was to run across some toys on the floor. I was a bit confused at first and kept on trying to pick up the blocks as I ran past them. Eventually I ran straight through and everyone gave me a clap. It was very exciting. I had only been with Bettina Management for a couple of weeks when I got the audition call. There were so many other children there, so my mum and dad were very surprised when I received a call back, and then got the part of backup. Continued next page...

Letters Dear Bettina, This is me Erion Ramljak. This is my third year with you and I am getting older and each time I do a JOB for you I like it more and more and have lots of fun. My mum helped me with this letter. I have done Uncle Toby's Bites, Cancer Council magazine, Japanese clothing and Kellogg's Frosties for America that was so fun. I had two days in the pool, boy was that fun! Dear Bettina, Jacintha and all people that work and help me get the jobs...love you and lots of hugs! Whenever you need me I will be there for the jobs I love to keep working for you and I hope I do. I am only 8 years old so we have a long way to go! See you all soon. Love, Erion Ramljakcont'd

Closing We have had an incredibly busy winter season and this gives us great confidence as we head into the summer period which is traditionally our busiest period! Why not help to contribute to our next newsletter with a story or letter as it truly is your submissions that make this newsletter. We often get a lot of requests for more and more stories of our little stars shining in all forms of advertising and productions. In the next addition we'll tell you all about this year's Spring Racing Carnival and the Kids Fashions on the Field which has just been run. Love to all, Bettina xx

We continue to search for new talented child models, so if you think you know someone who has what it takes to be a little star, get them to give us a call!

Latest News (Continued)...



...Continued from previous page Seeking More Work & Getting It!

Over the winter months, traditionally a quieter time for the industry, we have re-doubled our efforts at proactively seeking out work from new agents and advertisers as well as providing improved, tailored services to our existing clients. This focus has paid great dividends!

We have increased our client base substantially over the past few months, directly targeting new advertisers who traditionally avoid using agents due to cost constraints. We have been contacting these businesses directly and have been very excited by the response. A number of new clothing labels have been coming straight to us for several children to cast and feature in catalogue

and fitting work. A wonderful response has also been received from our existing client base. The frequency of work has greatly increased as we have worked closely with them to tailor our pitches and deliver to them kids with the exact look and talents needed for their specific requirements. There has been no greater example of this flow of work than our Target catalogue work. Currently several kids each and every day are booked to feature in their catalogues.

Melbourne Kidz Expo (July 2005)

As you may remember from our last newsletter, we recently sponsored and participated in the Sydney Kidz Expo with our "Face of Children's Fashion Weekend"

competition and the popular Kindy Katwalk.

Well, since then we had a very similar role as part of the Melbourne Kidz Expo and once again it was an overwhelming success. We would like to extend our warmest thanks to the kids and parents who made a huge contribution to the expo.

The Bettina kids who featured were: Grace Lambos, Jessica Galea, Nathan Koprek, Savannah Vote, Zoe Abletez, Jennifer Pit torino, Brooke Hannah, Jesse Taverna, Nicholas Stefanovski, Karina Ulloa, Boadie Webb, Nesceda Blake, Alexandra Malliaras, Emily Evans, Chloe Craven, Hana Sing tong, Amy Koprek, Nicholas Smith, Isabella Kaqinari, Kathleen Murphy, Brody McPharlane, Tayla Hewat, Brooke Meeham, Lachlan Moloney & Leah Borderick.

In The News

On August 2, 'The Age' newspaper featured an article titled 'Kiddie Fashion Comes of Age' which centred around Brodie MacPharlane – one of our Bettina Management stars. For those who missed it, here are the first few paragraphs of the article...

Ask Brodie MacPharlane his thoughts about tracksuit pants and his distaste is audible. "I would never wear them," he says. What MacPharlane will wear out in public is "a good shirt, jeans - maybe ones with rips in them - and some nice, shiny shoes".

That MacPharlane, a child model from Bettina Model Management, displays such an innate style at the tender age of seven says a lot about the rise of children's fashion.

When designer Fiona Scanlan



More of the kids at Kidz Expo

launched her own kiddie label, Big, earlier this year, it was a sign that people are taking children's fashion very seriously. "Children's fashion parades are much more popular than ever before, Bettina Management's Tuesday night classes, where models in the making learn the best way to 'strut their stuff on the kindy catwalk' are creating the fashion parade stars of tomorrow. We're teaching kids as young as four how to do turns, how to accessorise, how to take

off a jacket - the girls do a bit of a wiggle. They have a lot of fun. Children's fashion is becoming really funky. Looking good is becoming more and more important for children and parents."

Bettina herself was interviewed by 'Herald Sun' journalist, Kelly Baker for an article that featured in their Sunday edition titled "Baby, It's You" which delved into the world of child modelling and the parents and kids who cast for the 'Bonds Baby Search 2005'.



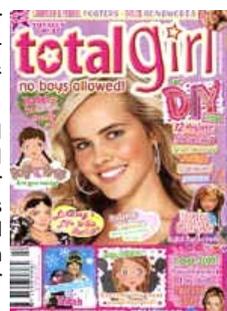
Achievements/Experiences

...cont'd A few weeks later, we saw the commercial on TV and were even more surprised, because instead of only been used as a backup, I had been chosen to appear on the commercial! Thanks to everyone at Bettina's for giving me the opportunity to be on TV. My whole family are so proud of me, and look out for my commercial all the time. ★

Patrick Rowe - Bega Cheese & McDonalds TVC (Story by Myfanwy Rowe) My son Patrick was asked to be the Bega boy for a Bega cheese ad in May. He arrived at the set at 7:00am and was promptly dressed in a school uniform. He felt very grown up and special especially in his shiny new black shoes. His job was to sit on a school bench, eat a cheese sandwich and smile. He loves cheese and the opportunity to eat cheese constantly throughout the morning while everyone fussed over him made him very happy. Patrick was on set for three hours and he loved all the cameras moving around him, being in a school uniform and playing the part of a school boy. All the crew on the set were fantastic and made Patrick feel relaxed the whole time. Patrick has since completed a McDonalds Commercial and enjoyed dressing as a skater boy and having a skate board to play on. Again, the crew were great especially considering there were 40 children to organise and a number of different scenes to shoot. ★

Lucy Crossing - Ingham Chicken TVC (Story by Paul & Mary Crossing) In September, Lucy was called on to be in a commercial for Ingham Chicken. Lucy was naturally very excited and could not wait for the big day. On the afternoon of filming everyone was very helpful and made Lucy feel relaxed and comfortable. She had great fun. A big highlight for Lucy came at the end of filming when she was given a round of applause from everyone at having completed her first commercial. She now watches the ad on TV and is very proud of her involvement. Thank you to everybody who contributed to making this experience a memorable one for Lucy. She can't wait to do it all again. Paul & Mary Crossing ★

Hannah Seymour - Total Girl Mag Hi my name is Hannah Seymour and I would like to share my experiences about my first modelling assignment. I am currently in this month's 'Total Girl' magazine. The photo shoot was for their 3rd birthday so myself and 3 other girls had a long day at a party. It was so cool! It was so much fun modelling the clothes and having my hair and makeup done. Everyone was so friendly and helpful which made it so much easier for my first time. I have also enjoyed the castings I have been to for McDonalds, Target and Cupid Girl and look forward to working a lot more.



Letters Continued from previous page.....

Hi Bettina, my name is Marketa and my daughter Olivia has recently transferred to Bettina's from another agency. I was just wanting to thank you for the friendliness and professionalism that we have encountered each and every time we have dealt with the members of your team (including photography staff). This morning, Olivia and her dad attended a call-back for a Huggies commercial. Apparently all went well and Olivia had an absolute ball. We are truly happy to be a part of the Bettina family, and look forward to many exciting opportunities in the future. Thanks from Marketa and Olivia Malek

Dear Bettina, My daughter, Leah, and I just want to thank you all for the wonderful opportunity Leah was given at the Kids Expo this year. As tiring as it was Leah and I had lots of fun, especially Leah who got to try on lots of different outfits. She has been talking about it non-stop and is always practising her 'model walk' and says she can't wait to show Deanne. A great big thankyou needs to go to Deanne who had a never-ending reservoir of energy and encouragement over the weekend. She was a source of great support and enthusiasm for children and parents alike. I think Deanne is a great addition to your management group and that you do everything to keep her happy and with you. Thanks once again for the experience. Regards, Michelle Borderick