



# CASTINGS & SUBMISSIONS

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INFORMATION ON HOW WE WORK AND WHAT YOU CAN EXPECT



Previously, we have provided you with information on how agencies work and what you will receive from us at the beginning of your child's representation, but we understand that you may still have some questions about what we are doing for your child behind the scenes.

As your child's agent, we are always submitting your child for the suitable briefs that we receive from our clients. We cannot influence our clients decisions so cannot guarantee that your child will be requested by a client during their time with us. We offer you the opportunity to contact us as many times as you wish, to receive updates on what campaigns we have recently submitted your child for.

## **FREQUENTLY ASKED QUESTIONS**

### ***How do you submit my child for work?***

A client will come to us, either directly or through a casting platform, with a brief of what talent they are looking for. It can be as simple as children of a particular age group or clothing size, or it can be very specific and require a certain hair colour, eye colour, skill, etc.

Our client's can request talent for all types of work, including photoshoots, TV commercials, TV series, fit models, and feature films. We compile a list of talent who fit a client's brief and submit it back to them for consideration. We can only submit your child if they fit the requirements of the brief.





## FAQ

### ***What are briefs?***

Briefs are requests from our clients for talent they want to cast (select) in their campaign. Our clients will send us an outline of the campaign or job and the roles they are casting for. We will then respond to their briefs with a pitch of suitable talent for them to consider. For instance it may look something like this (this is a real example!):



### ***What briefs do you submit my child for?***

Your child will only be submitted for briefs that are suitable to their category. Briefs may be quite broad (eg. girls 4-5 years) or very specific (eg. girls, 4 years who can ride a unicycle). Your child will be submitted for all types of work they are suitable for, unless you let us know if there is something they do not want to do. We will never hold your child back from an opportunity.

### ***What is a suitable brief?***

Suitable briefs are briefs from our clients that request children of your child's gender, location, age, clothing size or any other particular unique features. These are briefs that your child 'fits the bill' for.

## FAQ



### ***What is a category?***

We sort our talent into categories based on their location, age, gender and clothing size. Your child can only be submitted for briefs that ask for talent of your child's specific age, clothing size, gender, hair colour etc.

### ***Why can't you provide me with a list in writing?***

We are not able to provide lists of submission updates via email as this is not easily collated from the many casting platforms we utilise. As you can appreciate it is very time consuming to type up emails (we cannot copy and paste the information), hence why most agencies don't offer updates at all. If you require written confirmation of your child's submissions for any reason, you are more than welcome to write down the submissions read to you over the phone and email them to [info@bettina.com.au](mailto:info@bettina.com.au) for confirmation by our National Manager.

We unfortunately cannot provide duplicate copies of the actual submissions due to our obligation to protect the confidential nature of campaign briefs and also protect the privacy of other children who may also be on the same pitch, bearing in mind that there is usually multiple roles on the same pitch. It is also in the best interest of our agency and our talent that we maintain the confidentiality of our hard earned industry contacts.

### ***Why wasn't my child requested?***

We do not receive feedback from clients on why they did not request certain children to proceed to the next round. Rest assured that it does not mean there is anything 'wrong' with your child or their profile, the reasons they were not requested may include that the child must match already casted families, the client decided to go in a different direction or that the campaign or specific role your child was submitted for was cancelled or postponed. We do not ask clients to justify their decisions and respect that they do not



## FAQ

### ***What are the types of work and brands my child has been submitted for?***



We know at times it can be hard to keep up with the 'lingo'! You may not recognise the brand names of campaigns or the types of work that your child has been submitted for. Here is a quick guide to the industry lingo you might not know.

- ▶ ***Brand Names*** - We work with a wide range of brands both in Australia and overseas. You may not recognise some brand names as they may be boutique brands or international brands. Some campaigns might also be for internal company use only which is why you may not have seen it before.
- ▶ ***TVC*** - Television Commercial.
- ▶ ***Production*** - This could be a live event, promotional video or a general name for any type of work.
- ▶ ***Stills shoot*** - Photographic campaign for advertising.
- ▶ ***Editorial shoot*** - A photo shoot for a magazine or photographic portfolio. Considered to be artwork rather than advertising.
- ▶ ***Feature film*** - A movie to be played at the cinema.



## FAQ

### ***How long does it typically take to receive a request?***

There are no set time frames in this industry, some talent receive offers for castings in the first week of their representation and some wait months even years for their first break! It is all a matter of what briefs are generated at any given time and no one can estimate when clients will look for what type of talent. We will continue to submit your child for all suitable briefs that we receive from our clients and keep our fingers crossed that the perfect role comes along soon!

### ***My child doesn't enjoy acting/doesn't have any acting experience - why are they being put forward for television commercials etc?***

Most children's roles don't require a lot of formal acting. Sometimes all they need to do is play with some toys while being filmed! We like to give our children exposure to all opportunities, and if a role requires previous experience in acting we will only submit those that are suitable. We encourage parents to embrace all types of work for their child at the beginning of their career, as you never know what they might be good at.

### ***What other campaigns are coming up?***

Unfortunately we cannot predict what briefs we will be receiving in the future as our clients are the ones that create the work. Rest assured that if and when a suitable brief comes along, your child will be submitted for consideration.

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## FAQ

### ***Can you submit my child for more work?***

We submit all our children for all the briefs they are suitable for that we receive from our clients, we would never withhold them from opportunities that are suitable to them so at this stage we cannot submit them for more than we already are.

### ***How can I be sure you are submitting my child for work?***

As an agent we want to see our talent get work. There is no benefit to us to not place all our talent forward for consideration, our success is determined by our talent's success! We can pitch talent to match briefs, but ultimately the client decides who they best think match their expectations, we couldn't know for sure, hence we will not omit talent who fits the description! We have a dedicated castings department whose role is to submit children for consideration and coordinate castings and jobs as required, so you can rest assured your child is not missing any opportunities that cross our desks.

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## WHAT YOU CAN DO

While unfortunately there is nothing you or we can do to guarantee that your child is requested, they are some things you can do to ensure that they are being submitted for the most suitable work and not missing out on anything.

Please ensure that your child's online profile is kept up to date with the following:

### ***Photos***

Clients like to see a variety of recent photos on your child's profile, this gives them a better idea of what they look like in different lighting and poses and also to see their personality at home. It is imperative to keep these up to date especially if your child has a drastic change of appearance, such as a new hairstyle, braces, or growth spurt. In addition to the professional images on your child's profile, it is a good idea to have a variety of non-professional photos. If your child has a special skill or hobby, it is a great idea to have a few images of them that showcase this, eg. if they do gymnastics or dancing.



For more tips on profile photos, read our blog here:

<https://www.bettina.com.au/blog>



## WHAT YOU CAN DO

### *Sizes & Measurements*

It is important to keep your child's sizes and measurements up to date, as our Talent Management department and clients use search filters to select talent for briefs. We do not want to submit your child for a brief they are not suitable for.

We also don't want your child to miss out on a brief that they are suitable for, just because their profile isn't up to date. For example, if we receive a brief for size 1 babies, we will only submit children who are listed as a size 1 on their profile. If your child is listed as a size 0 but is now a 1, they will miss out!

### *Skills*

We receive briefs every day requesting children with certain skills, hobbies and abilities. Lucky for us, there is a section on AT2 which allows you to fill out what skills your child has! But as with anything, it only works if you use it. Things like sports, dance, singing and instruments are all things you can fill out on the profile.

Read more about updating the skills section on our blog:  
<https://www.bettina.com.au/blog/a-fool-proof-guide-to-at2>

