



team
Agencies Pty Ltd

April 2009 – Newsletter

A big hello to all my gorgeous children, parents and talent. Where has the year gone, it's April already and Easter is upon us! My Mum always used to tell me 'The older you get the faster the years fly by', I never believed her; I should have!!

Gosh, the first three months of the year have been an interesting one indeed. I came back to work towards the end on January (after a much needed holiday) to find an industry in dire straits. The whole of the advertising and film industry were suffering the consequences of a worldwide financial crisis. The industry newsletters I receive on a daily basis were devastating, companies were losing millions in lost advertising, there was nothing encouraging at all, every article and every message was negative, nothing but doom and gloom! I think I was in a state of depression for about a week. What to do? I sat back and had a good think - Team Agencies has been around for nearly 24 years, we have been through difficult times before, depressions and financial downturns, we have survived them all! Never one to sit around and twiddle my thumbs, I picked myself up and started a huge marketing campaign. I took on some fabulous new talent, did some strategic marketing and the results were almost immediate. We are not out of the doldrums yet, but we are in a far better position than most of our contemporaries and I intend to stay there. The power of positive thinking!

Although Television Commercials have been few and far between; Team talent have been extremely successful in scoring roles in a large percentage of what has been offered. Screen tests and call backs have been at a rate of 90% and although we are occasionally piped at the post, it is certainly encouraging to know that our talent is right up there in the running. Many other Agencies don't even get a look in!

We had four of our very talented teenage actors do screen tests for lead roles in the 'Beyond Blue Youth' campaign and while we missed out on the lead roles, our lovely Celeste Fisher did score a Feature role. Celeste thoroughly enjoyed the two days shooting and made some great friends along the way.

Look out for brother and sister team Judson (5yrs) and Zahlia (2yrs) who feature in the 'Bedshed' TVC. Judson and Zahlia shot the commercial last month and were up against some tough competition. They were the Directors favorites, he chose well and they never let him down. A four hour call was shot and wrapped in just under two hours! Keep up the good work Judson and Zahlia.

Our regular and loyal print clients have been booking a large percentage of Team talent. Target, Kmart and Myer have been constant and the work has been appreciated and enjoyed by many of our babies, toddlers, children and teenagers. February was a very busy month with Myer bookings; the team of girls at Badjar just love our kids!



Jai Florent, Millar Kuhl and Thomas Romeo

March saw both Lisa-Marie and me run off our feet with the 'L'Oreal Melbourne Fashion Festival'. We had more than 50% of the talent in the opening Myer Fashion Extravaganza. As it turned out, 3 models from other agencies refused to go on the catwalk at the last minute, so the Team kids stole the show! Our little Jake Stone kept the audience entertained with his break dancing and huge personality – good on you Jake; we know we can always count on you!

The 'Mini Me' fashion show at the Malvern Town Hall was bigger than Ben Hur! From the 40 booked models, 20 were from Team. Not a bad score rate indeed. Lisa-Marie went along to the show and was blown away. Her comments 'it was awesome and our kids were fabulous'. Many of our gorgeous Team featured in Newspaper articles and on the News Channels. Here are a few of the fabulous photos.



Jessica Myers and Summer Galea

The final LMFF show at Docklands saw our very cute Laura Lancellotti as the only child model booked through an Agency. Two older children in the show were friends of the client. Laura is now a veteran runway model, two years running she has been involved in the opening show with Myer as well as, Myer in store Kids Wear Parade, the Myer Bindi Parade, Docklands big ferris wheel parade and now the LMFF Designer House final show. Not bad for a 5 year old!



Mieka Dalal, Abi Bradford, Billi Vaughan, Elizabeth Anastasiadis



Hannah Parton, Zali and Kiara Morris



Zali Morris

Noah Lamberti



We have been lucky with Country Road yet again; our little toddler Charlie Carmichael did their last photo shoot in January. At the end of last year we had five of our size 4's do another Panda knitting book and this week we have just shot Coats Paton for the U.K. We have more Coats Paton coming up over the next couple of months. Unfortunately, these knitting books take so long to go to print we never have the photos in time for the newsletter. The shots here are of the baby books we did last year with Patons.

One of our little 6yrs boys William Rushby has been with Team since he was a 6 month old baby. During the years William has done heaps of print work, he and his mum loved every minute. Towards the end of last year, after shooting his first TVC, Mum decided she needed some time out and William was put on the back burner. In March came the offer of another TVC, this time the lead role in a Heinz TVC. William has just finished shooting that commercial so keep a look out for our little star slurping his minestrone soup on the TV! Needless to say, you can't keep a good model down!



Annabel Jorgensen and Hamish McAllister

For those of you who follow the Australian surfing circuit, you may like to know that our very own Mitchell Baker is kicking some goals amongst the best of them. Mitchell now 16yrs is the current ratings leader in the U/18 boys division. Mitchell has just recently done a photo shoot and interview for the May issue of Royal Auto Magazine. All you die hard Surf followers may like to keep a look out for the article, just so you know girls, he is pretty cute! Mitchell was only 11yrs old when I spotted him snowboarding at Mt. Buller. Not one to let potential talent get away, I approached Mitchell's dad while standing in the lift queue!



(Torquay, Vic - Saturday 7th March 2009). Ratings leader in the U/18 Boys Division, Mitch Baker (Phillip Island), will attempt to secure his lead with a second win at the punchy beach breaks on the Mornington Peninsula. In taking out the Phillip Island round in convincing fashion, Baker continued his solid run of great results with some excellent results at last years Australian Junior Titles. (Courtesy - Surfing Victoria).

As I write this Newsletter, we are waiting to hear who; from our highly intelligent and bright Grade 5's, have made the shortlist of the next round of 'Are You Smarter Then A 5th Grader'. We had 11 fabulous kids from Team audition last weekend, they all had a great time and of course we have our fingers & toes crossed for all of them.

In the pipe line are 'Qantas' and 'Suzuki' TVC's and the new television series 'As The Bell Rings Series III' and 'Dead Normal'. The next Newsletter will fill you in on our successes.

Wishing you all a safe and wonderful Easter!

Best Wishes,

Anne & Lisa-Marie