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A young girl with long, wavy blonde hair is sitting in a field of tall grass. She is wearing a denim jacket and jeans. She has a thoughtful expression, looking off to the side. The background is a soft-focus field of grass under a bright sky.

# THE 3-STEP GUIDE TO A SUCCESSFUL CHILD MODELLING CAREER

The world of child modelling is a tough nut to crack especially if you live in Australia where there's plenty of competition for each and every photo shoot. Australian cities have a range of brands looking for cute kids for their campaigns.

So when we hear mums and dads of potential child models tell us that they're not sure if their kid can make it, we totally understand.

But you know what we tell them?

We say that with a little luck and a lot of effort, there's nothing stopping their child (or yours for that matter) from becoming a successful child model regardless of Australia's seemingly endless supply of cuter than cute kids.

And so, to make it a little easier for all you parents of would-be child models, we've decided to lay out your child's path to success in three easy-to-follow steps (because we're good like that!)





# STEP 1:

## FIND A REPUTABLE AGENCY

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Now, we may be a little biased in our opinion on this step but hear us out. Finding an agency is the most important step in the process. No hang on, scratch that... finding a *reputable* agency is the single most crucial step in the process.

And why is that? Well, we think you know the answer already.

The difference between a good casting agency and one that's just in it for the membership fees is like the difference between day and night.

A good agency will make sure that your kid has great portfolio shots (more on that later) and is considered for any suitable opportunities. They will also have a solid history of working with well-known brands and photographers.

A less-than-good agency (we don't like calling anyone bad) will take your membership fee, expect you to get your own expensive portfolio shots done, and won't make much effort to promote your child.

Finding a good one is easy enough (hint: we're right here!), but as we mentioned in our post on [working with a kid's talent agency](#), you should always look for recommendations first. There's nothing like inside knowledge from parents who have already worked with an agency to put your mind at ease.

# STEP 2:

## BUILD A PORTFOLIO

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If you've been doing your homework, then you've probably heard some horror stories about the expense involved in shooting professional portfolios. We're not going to sugarcoat it, most of what you've heard is probably right.

You see, while you may be quite good with your smartphone camera, your child's portfolio shots need to be super high-quality, and that's why agencies always recommend getting them done by a professional. And as you know, professional photographers don't come cheap.

But it's not all doom and gloom. Some casting agencies right here in Melbourne (and by 'some' we mean Bubblegum Casting) provide portfolio shots as part of your membership fees.

In fact, our portfolio service has proven so popular that we've decided to offer an additional expanded portfolio package. We'll still provide shots as part of your child's membership, but for a pretty reasonable fee, we'll ask our photographer to spend more time with your child and shoot a few more outfits and scenes.

Some of you may be quite happy with your basic portfolio shots and that's fine, but for those who want a little extra, this expanded package is just our way of making sure that you don't pay over the odds. Trust us; when you see how much we charge compared to photo studios, you'll understand exactly what we mean.

# STEP 3:

## PUT IN THE HARD YARDS

Easy enough so far, right?

Unfortunately, this is where the real work begins. Searching for an agency isn't too difficult if you get some good recommendations, while shooting your child's portfolio will be lots of fun for all involved. However, when it comes to actual modelling jobs, both you and your child will need to put in a lot of hard work.

There's the travelling to and from shoots to consider along with any schoolwork you may have to catch up on if [your child skips school](#). And then, of course, there's the little matter of the actual modelling.

Kids can enjoy shoots but they can get tiring, and that's why it's so important for mums and dads to have the right attitude about your child's modelling adventure. Stay positive and offer encouragement and support when they need it and above all else, do what you feel is right for your kid.

Having said that though, it's important to remember that child modelling is a business and there will be a lot of people depending on you and your child's efforts on the day of the shoot. While it's perfectly acceptable for you (or your child) to refuse to do anything that makes them feel uncomfortable, stopping a shoot because your child doesn't feel like taking any more photos isn't ideal. Of course, your agency will never allow your child to work longer than is healthy, but when you agree to a job, there's an expectancy that you and your kid can handle the work.

This is why we harp on so much about the work involved and how much mums and dads can help ease that workload by having the right attitude. We want you and your child to work with us and be a huge success, but we also want both of you to understand that you will need to put in those hard yards.

Hopefully we haven't scared you off with all our talk of hard work but as a wise person once said 'there's no easy path to success' or maybe that was our managing director Adam? Either way, if you're still here and still interested in dipping your kid's little toes in the waters of child modelling, then [apply now](#) to Bubblegum Casting.

