



*72 York Street
Launceston Tas 7250*

“Recognising tomorrow’s talent today”

CAROL WADLEY – Principal

Carol Wadley the Principal and Senior Tutor for the SDA Academy of modelling has a vast amount of experience that has enabled her in training many models that have progressed to national and international catwalks and casting agencies. Carol has also organised and choreographed many successful fashion events in Tasmania and Melbourne.

Her achievements include:-

*Model and mannequin since 1980
Organiser of the model and Mannequin awards
Lecturer at Launceston College, High Schools and primary schools
Tasmania’s Leading Choreographer
Commissioned by Christopher Horne for major fashion shows in Tasmania and Melbourne
Assistant Producer for Meile Product Launch and Beauty Expo – Melbourne.
Organiser of the original Nutrimerics Teen Face of Tasmania Competition and Couture Fashion Show.
Compere of numerous fashion events
Makeup artist for For Me Magazine
Assistant producer of Campbelltown Show Fashion parades.*

2003-2004 Riverside High School Fashion Shows
2001-2003 Scotch Oakburn Fashion Shows

SDA MODEL ACHIEVEMENTS

Jakki Aherne *International model since 2000*
Kelly Ricketts *Mannequin of the Year*
Lara Woods *Giant Model Management Melbourne*
Kate Boxhall *Tasmanian/Melbourne Mannequin*
Makeup artist *Senior Tutor*
Bella Cleeland *Ice Model Management Sydney*
Andrew Smart *Epic Model Management Melbourne* *Extra on Secret Life of Us*
Matthew Dagg & *Hollywood production "The Great Raid Luke Courtney on*
Cabantuan – Gold Coast Model
Linsey Badcock *Giant Model Management Melbourne*

THE SDA ACADEMY OF MODELLING

The SDA Academy of Modelling commenced operation in 1998 when Launceston's longest established modelling school, Communications Etcetera – owned and operated by Mrs Beverley Cullen since 1958, ceased tutoring Mannequins and Models.

Carol Wadley, former Mannequin and senior tutor with Communications Etcetera activated the Models and Mannequins Division of the SDA with a vision of upholding the national standard that Bev Cullen had previously introduced and insisted upon.

Mrs Bev Cullen completed her training at the Australian Mannequin Academy in Melbourne which was the only training establishment for models in Australia. The training was of a strict, professional level and Mrs Cullen went on to set that same standard for the Models and Mannequins Guild of Australia, which she introduced to Tasmania in the early 1960's and later went on to become the Models and Mannequins Division of the SDA.

The SDA Academy of Modelling now prides itself with carrying on Bev Cullen's vision and will continue to uphold the standard in Tasmania to a National Level.

COURSE OUTLINE:

23 week modelling course covering all aspects of the modelling industry – Females 15 years and over.

6 – 8 week modelling course – males 15 years and over.

Personally structured grooming and deportment classes and/or confidence building tutorials. By appointment only.

COURSE COVERS:

MODELLING

- . *Movement*
- . *Modelling Techniques*
- . *Showcasing and Selling Garments*
- . *In store Parade Techniques*
- . *Manufacture and Showroom Procedures*
- . *Television and Photographic*
- . *Promotional*

DEPORTMENT AND GROOMING:

- . *Posture Correction*
- . *Poise*
- . *Food Appreciation*
- . *Skin Care*
- . *Body Grooming*
- . *Nail Care*
- . *Mouth Hygiene*
- . *Fashion/colour coordination*

FINISHING:

- . *Interview Techniques*
- . *Social Communication*
- . *Wining and Dining*
- . *Voice Production*
- . *Public Speaking*
- . *Confidence Building*

ACHIEVEMENTS

PARADES

- 1998 *Examiner Fashion Show and Expo*
Model and Mannequin of the Year Awards
- 1999 *Examiner Wedding Expo*
- 2000 *Launceston Show Parades*
- 2001 *Night on the George – opening of George Street*
Make a Wish – Country Club Casino
Kings Meadows High School Parades
Scotch Oakburn Parades
Campbelltown Show Parades
Riverside Golf Club Parade
- 2002 *Intimo Lingerie Parade*
Mall Parade – Launceston Cup

- Mall Parade – Celtic Festival*
Mall Parade – Opening of the Roof
Elwick Racecourse Parade
Campbelltown Show Parade
Opening of Hucke Stores – L'ton and Hobart
2003 *Mall Parade – Hobart Cup*
Albert Hall Wedding Fair
Cityprom Easter Mall Parade
Bluey Day Mall Parade
Doherty International Bridal Show
Campbelltown Show Parade
2004 *Cityprom Service Awards*
Teen Face of Tasmania parade
2005 *Hobart Cup Mall Parade*
Doherty's Bridal Show
2006 *Hobart Cup Fashion Parade*
Derwent Entertainment Centre Bridal Show
Hadley's Bridal Show
Apex Teenage Fashion Awards
Scottsdale Show Parades
2003-06 *Bride Tasmania Magazines*
Numerous promotional Activities
2007 *Hobart Cup Parade*
Bride Tasmania Expo
Latrobe Bridal Show

TELEVISION COMMERCIALS FOR SOUTHERN CROSS AND WIN
TELEVISION

CONTACT

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