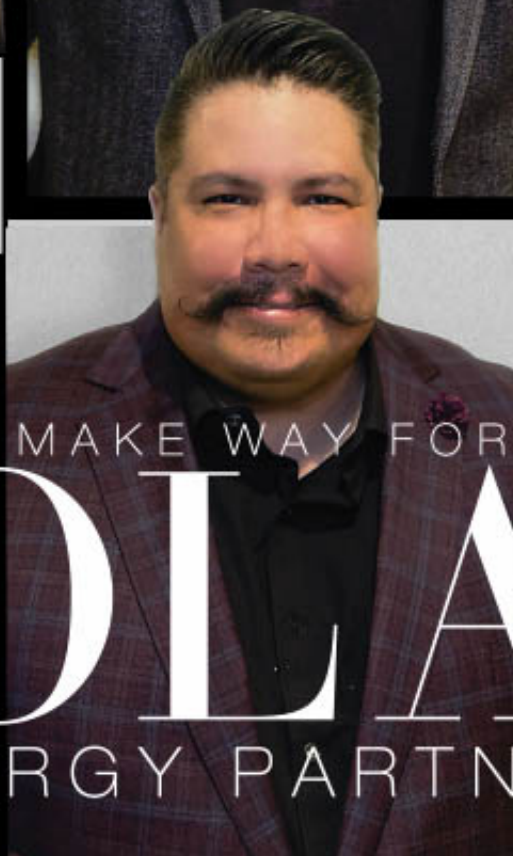


STAR



MAKE WAY FOR
SOLAR
ENERGY PARTNERS

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Solar Energy Partners

Get to know the men behind one of the most prominent names in the installation industry



OPENING REMARKS



Our May issue for this year is one that stays true to our central focus on all things entrepreneurship. However, at StarCentral Magazine we are passionate about empowering talents and entrepreneurs worldwide. It's only natural that we wish to share information that is beneficial to this cause, including some weightier issues that are of topical relevance.

It's a unique blend of content that shapes our Autumn edition. It's a jubilant celebration of exciting new talent that is enhanced by articles that pay due attention to the important factors that affect us in society - and, in particular entrepreneurs. We hope you enjoy reading it as much as our team did in creating it.

Mike Ilagan
Managing Director

6

Jessica Marchi

Meet one of the emerging actors to watch out for in 2021.



AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK



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Terry Carter Pg. 10

EDITOR'S NOTES

I had a strange start to my 2020. Several things happened in quick succession that had me just scratching my head but at the same time, it filled with the conviction that it meant something. So call me nuts, crazy or just plain idiotic, but I'm going with my gut and I've vowed that my 2020 will be unlike any year I've had so far.

Have you felt that way too? Have you been in that moment where logic is screaming at you: "NO!" but intuition, in a persistent whisper, is telling you: "Go for it!" I believe we all have. But it's our reaction to it that sets apart the DOERS from the DREAMERS. So, maybe following your gut might not work out, but at least you'll KNOW. There is no worse torture than regret, than asking "What If?" over and over again. So, I'll leave you with one of my favourite quotes, written by a young writer named Erin Hanson – "What if I fall? Oh my darling, what if you fly?"

Jenny Aluning
Editor-in-chief

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Madison Croft Pg. 30



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INTRODUCING JESSICA Marchi

Jessica Marchi is a professional actress with a decade of acting experience, both in film and theater – she is currently based in Sydney, Australia. In a world where diversity on screen is ever-expanding, her distinct and ambiguous look sets her apart and allows her to play a wide ethnicity and age range. She has trained at NIDA, Screenwise, and other acting schools in Sydney. She is about to undertake a course run by Ben Matthews and another by Les Chanter. She has also auditioned for a musical theatre course run by the hub studio and has got accepted. She has focused on one on one coaching with the talented Luke Ford as her private acting coach and vigorously training her Australian and American accent with personal coach Robert Maxwell. She is a singer-songwriter with an album coming out in 2021 and she's also a casual model.

StarCentral Magazine recently caught up with Jessica to discuss her journey in the entertainment industry and here's what went down:

Can you tell us more about yourself? How did you get started in the entertainment industry?

I honestly always LOVED the entertainment industry. Whether it was singing, or dancing, or acting, I have always been a performing kid. It all started with my obsession with the musical Grease and since then I never stopped singing and dancing and acting.

Although I loved all of that, I never actually chose to do it professionally as I thought I should've had a 9-5 job.

I have always been very ambitious, so I started my own e-commerce business when I was 22 years old as well as working a full-time job, all after finishing my university degree, but I quickly realized I did not like what I was doing and dropped it all to focus my life on my passion, which is acting.

I am originally Italian, been here for 12 years almost. I am currently a Miss World Australia NSW finalist which is really exciting and I am also working on an EP with music I personally wrote which will come out later this year.

What do you like most about acting?

I love 'pretending' to be someone else, finding similarities with the character, and creating a story... and I love taking the risks because there are no actual consequences. Acting is fun, you get to play just like when you were a kid, that's what I love.

What are your weak points when it comes to acting? How do you try to improve them?

I always try to improve my acting skills by continuously attending acting classes and surrounding myself with like-minded people that want to grow.

What are your strong points as an actor?

I would say that my strong point is that I own a clear lane. There is only one me in this world and I'm the only one that can bring what I bring. And this goes out to every other actor, I think owning and knowing your uniqueness is your strong point.



"The most memorable experience of my career so far was getting a role in a short film where I was the only actress and the whole short film was about my character and her story."

What are some of the difficulties of the acting business?

This may be a little bit cliché, but I would say the main difficulty of this industry is the amount of rejection that you constantly get. It becomes difficult when you continuously get a no because you start doubting yourself, but it is imperative to then be resilient and consistent until you get the yes you were waiting for.

What do you do when you're not filming?

Currently, I am training for Miss World Australia. Otherwise, I normally work as a video editor and marketing specialist.

What has been the most memorable experience of your career so far?

I would have to say that the most memorable experience of my career so far was getting a role in a short film where I was the only actress and the whole short film was about my character and her story.

Who have been the most interesting people you've met so far?

I can't name them all, there are too many. But every single person that I've met onset, and at acting classes has been incredible. I have made lifelong friends just from doing classes and from being onset.

What are your future plans? Inside your career or out of it.

Booking a re-occurring role on a TV series or a lead role in a feature film.

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: Green book.

2. What do you consider beautiful and why? Kindness, loyalty, and empathy.

3. What haven't you done yet that you wish you could? Skydive.

4. Complete this sentence: "If I had no fear, I'd..." Just do it.

5. What is the one "flaw" you wouldn't change about yourself?

My directness and honesty.





POWER PLAYER: GET TO KNOW TERRY carter

Terry Carter is the founder of the Travertine Spa Collection, a lifestyle luxury brand that travels the globe for inspiration, ingredients, and ancient skincare rituals. The result is vitamin-rich, botanical, vegan, and cruelty-free products.

Terry is a seasoned business professional with over 30 years of combined experience in entrepreneurship, corporate strategy, international business, product development, product placement, and intellectual property law. His career ranges from positions in government and law firms to Fortune 500 companies. As a way to escape the stresses of the boardroom, Terry sought out quality spa treatments across the globe, which ultimately inspired the creation of the Travertine Spa Collection in 2004. Since then, we have been featured in Forbes, have an Amazon best-selling product, and continue to grow our catalog of high-end, spa-inspired products.

I believe Terry would offer valuable insight in what it means to own a successful lifestyle brand through his out-of-the-box approaches and techniques. Should you choose to include Terry, I would be happy to connect you with him personally.

StarCentral Magazine recently caught up with Terry to discuss his journey as an entrepreneur and here's what went down:

Could you please tell our readers a brief background about yourself and how you started your business?

I have over 30 years of combined experience in entrepreneurship, corporate strategy, international business, product development, product placement, and intellectual property law. My career ranges from positions in government and law firms to Fortune 500 companies. I have a B.A. in International Affairs, a J.D. and I studied perfumery in Paris. I speak English, French, and Japanese.

As a way to escape the stresses of corporate life, I decided to care for myself in natural and healthy ways. All things spa became my escape and eventually my business. Since launching the Travertine Spa Collection our products have been featured in

Forbes and on Amazon as an Amazon's Choice product. We recently launched nationwide at Whole Foods Market stores.

When did your entrepreneurial flair first reveal itself?

Likely in 6th grade when I would buy specialty pencils from the teacher's supply store for \$0.15 and resell them for \$0.25.

How did your life look like before being an entrepreneur?

My work was demanding but I like pushing myself. I have been fortunate to work in jobs where I could voice my opinions and use my skillsets. Becoming an entrepreneur was not running from something but a courageous step off of the corporate ladder to see what I could build on my own.

As an entrepreneur, what is it that motivates and drives you?

I consider myself "a doer". I believe in my ability to solve problems and invest my time, money, and efforts in myself. I want to see what I can build.

In one word, describe your life as an entrepreneur and explain why.

Grateful. I continue to remain grateful for every product sold and I'm humbled by my experiences in this journey of creating a business from scratch.

What were your top three motivations for starting your business?

To create products of high quality for people to treat themselves well. I wanted to create a quality line of products that encouraged clients to appreciate the present moment. Lastly, I wanted to build a financial legacy to promote education.

In a sense, I wanted our brand to represent a sanctuary from the daily demands of life. The Travertine Spa Collection empathizes with the need to get away, rest, and heal.



What would you say are the key elements for starting and running a successful business?

I believe there are five key elements for starting and running a successful business: Ethos: are you a sustainable brand? Made in America? Against animal testing? Think about this beforehand.

We started as a cruelty-free and vegan brand 17 years ago before the terms were common in the lexicon of beauty products. I wanted quality products and though it costs more, it is worth it for amazing products.

Sourcing: Know where your products are coming from. Do you agree with their practices?

Quality: Not everyone is your customer. Some people prefer generic products with synthetic ingredients. Our customers read the labels and care about quality natural preservatives.

Cost: Establish realistic pricing. Customers are savvy and will comparison shop.

Market: We spend a part of every day marketing our products to TV, influencers, and retailers.

What are the three biggest challenges you have faced growing the business and how did you overcome them?

1. Starting

Prior to starting the Travertine Spa Collection, I worked for a prestigious Fortune 500 Company. I had a great salary and great benefits. I was laid off during the recession of 2008/9. Looking back, it would have been hard for me to walk away from the financial security of corporate America. I had a mortgage and other responsibilities. Starting a company while unemployed during a recession was a risk. In the end, I chose to believe in myself and my abilities. It's important to invest in yourself and take the necessary steps to move forward. Years later, I'm now running a small business in the midst of a global pandemic.

2. Marketing

I started with a little capital. Marketing in skincare and beauty is very expensive. I learned how to do PR on my own. Now we manage our PR internally. We have placement on almost every major TV network. The business has been featured in publications such as Entrepreneur, Forbes, Los Angeles Times, and numerous noteworthy blogs.

3. Growing

As we grow, so do the operational needs. We are constantly working to improve our system.

What form of marketing has worked well for your business throughout the years?

We use social media platforms like Instagram to reach people all over the globe. Marketing strategies are constantly changing as society continues to evolve.

As you grew the business, what have been some of the most important leadership lessons you have learned?

As the business grows, I not only look after myself but also employees, office space, recurring expenses, and a product line of 30 items. Managing constantly changing health and safety protocols is an added measure of responsibility. Irrespective of the situation, I prioritize a collegial workspace and the health and safety of my staff.

What is the best advice you have ever been given?

Steve Harvey, the comedian had a morning radio show that I listened to on the way to work. In one broadcast he talked about people wanting to start projects or businesses. He said, "the best time to start is now." That really resonated with me as someone who wanted to start a business. I wanted to make sure I didn't get lost in the cycle of information paralysis, where you continually take in so much information that you no longer know where to begin. Seeking an education in your field is great—as long as it does not become a crutch due to fear of starting or failing.



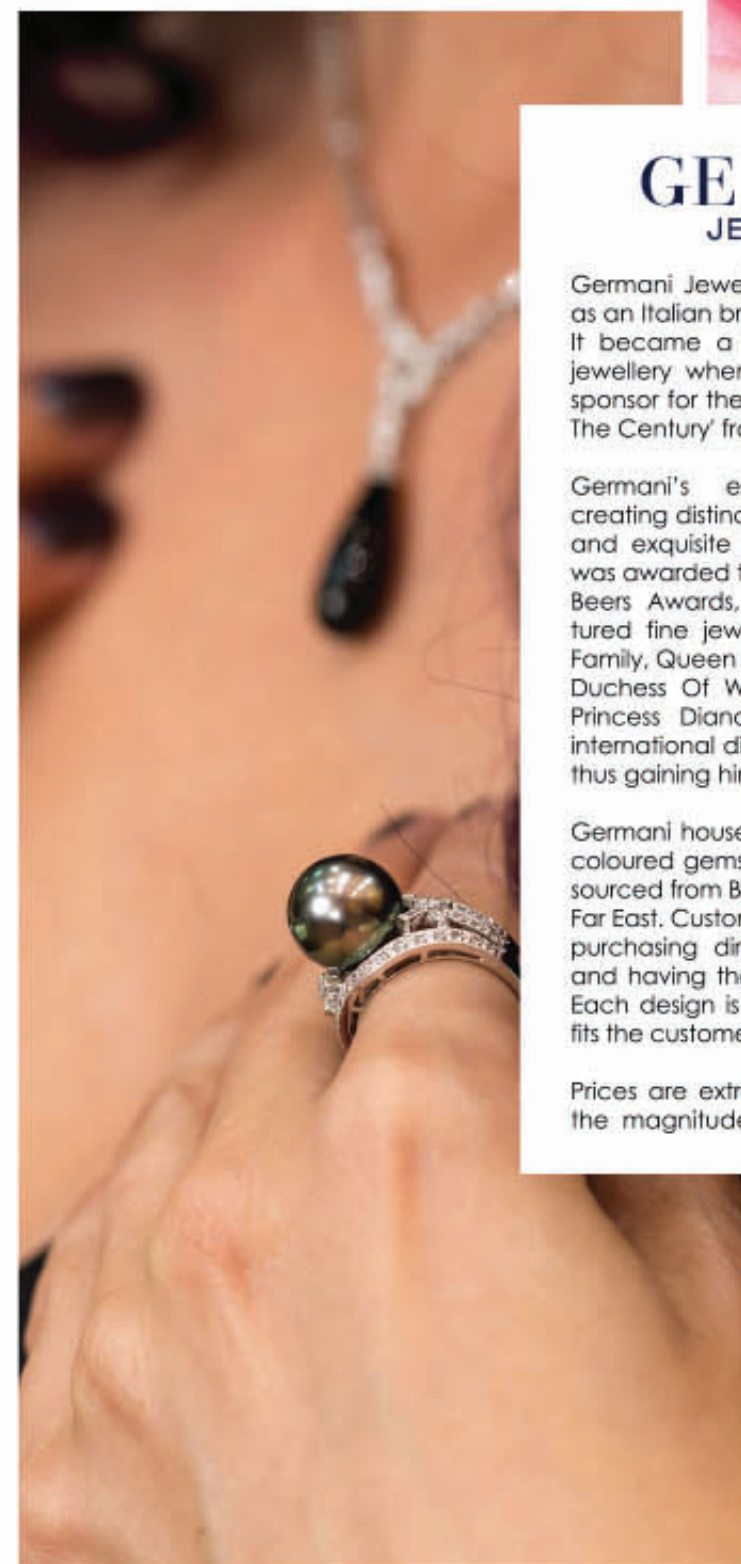
**GERMANI
JEWELLERY**

Germani Jewellery has been established as an Italian brand in Australia since 1985. It became a household name for fine jewellery when it became an exclusive sponsor for the national TV show, 'Sale Of The Century' from 1988 to 2001.

Germani's extensive experience in creating distinctive, cosmopolitan, unique and exquisite jewellery is evident as he was awarded the prestigious Diamond De Beers Awards, designed and manufactured fine jewellery for the Saudi Royal Family, Queen Noor of Jordan, the Duke & Duchess Of Wellington, Elizabeth Taylor, Princess Diana and other well known international dignitaries around the world; thus gaining him international recognition.

Germani houses a huge range of quality, coloured gemstones and loose diamonds sourced from Belgium, Switzerland and the Far East. Customers can enjoy the luxury of purchasing directly from the wholesaler and having the jewellery made in-house. Each design is iteratively reworked until it fits the customer perfectly.

Prices are extremely competitive due to the magnitude of Germani's operation.



STATEMENT MAKER: ELI BREIDBART

Stand-up comedian Shaun Eli Breidbart has rightfully been called one of America's smartest comics. Whether it's a story about dining with a vegetarian or successfully fighting a parking ticket, master storyteller Shaun Eli shows you that there's hilarity in the ordinary if you approach life with a comedic warp. Job interviews? Serving on an NYC criminal jury? How about the Ten Commandments? For just about anything he's experienced Shaun has a hilarious story at the ready.

With a sense of humor, that's both cheerful and universal Shaun has headlined shows on five continents. His jokes have been quoted everywhere from the New York Post to Readers Digest to Healthcare Finance News. In both Reform Judaism magazine and the Christian Science Monitor, where he was the subject of the cover story. He's been featured on CareerBuilder.com and CNN. In local papers like the Scarsdale Inquirer and the Asbury Park Press, and in the college papers the Yale Daily News and the Daily Pennsylvanian. Even in The Journal of Irreproducible Results, a scientific humor magazine. Yes, there is one. And his group The Ivy League of Comedysm was the subject of a front-page story in the Philadelphia Inquirer. StarCentral Magazine recently caught up with Shaun and here's what went down:

How did you get started in the entertainment industry?

I was working on Wall Street when I started performing stand-up comedy at night during new talent nights at various comedy clubs. My colleagues and clients came to the shows. They often said "Your comedy is clean but the other comics weren't. We'd like to take clients to your shows but we can't because of some of the other comics' content. Where are the clean shows?" There weren't any. I realized there was a demand for clean shows so I started to arrange them.

I wanted an upscale name for the shows so I called them Ivy League Comedy (I went to an Ivy League college). Once we were doing a show at the theatre in DC and when we arrived they'd screwed up the name. The marquee said "The Ivy League of Comedy" and I thought that sounded better so I changed our name.

When did your entrepreneurial flair first reveal itself?

As a paperboy when I was 14. The Wednesday paper had the food section with all the coupons. Non-customers would stop me on Wednesdays and ask if I had any extra papers to sell because they wanted the coupons. I never did but suggested they subscribe. They'd always say they just want one paper a week-

can they get that? I'd say no, it's only available for daily subscriptions. Then I realized a good sales pitch- I'd say that the weekly subscription is only \$1.10 and that if they got more than \$1.10 in coupons they were still making a profit. So I got some new customers from that.

As an entrepreneur, what is it that motivates and drives you?

It's the freedom to make my own decisions and choose what to work on. Also, I can sleep late. I woke up after 11 today. (not my preference but like a lot of people, not sleeping well during the pandemic).

In one word, describe your life as an entrepreneur.

Happy! I'm in charge so I can do what I want, when I want, where I want, with whom I want. And as a comedian, I get to work with, and hang out with, the funniest people in the world!

What were your top three motivations for starting your business?

I saw a demand for clean comedy shows.
I liked the idea of working for myself.
I get paid to make people laugh- it's the best job in the world!

What would you say are the key elements for starting and running a successful business?

Listen, listen, listen. Other people have come before you and they can point out mistakes you can avoid.

What form of marketing has worked well for your business throughout the years?

I've done a lot of different things- direct mail, email, SEO, phone calls, giving talks, handing out lots of business cards, being a guest on a lot of podcasts. You never know where an opportunity comes from.

What is the best advice you have ever been given?

In stand-up comedy, it's all about getting better by getting on stage as much as possible. Stage time, stage time, stage time is like location, location, location in real estate. But also learn from other people's mistakes. When you go to an open-mic night watch the other comics. They're doing a lot of things wrong. Notice them so that you don't continue to make the same mistakes.



GNE

TV ONE AUSTRALIA



TV1 is an entertainment and lifestyle global streaming platform offering Australian content. TV1 promotes the most exhilarating events, the most glamorous and successful people, the most in-demand celebrities, the hottest rising stars, and the most exciting trends down under. TV1 may be new but it's most certainly in demand and 100% Australian. We are committed to making Aussie local talents, events, and entrepreneurs easily accessible to both our local and international audiences via the highest quality streaming technology.

Co-founded by the StarCentral Media Group and the Australian Millionaire Business Network, the TV1 channel is the home for independent Australian Screen content. We very much welcome our local screen practitioners from emerging through to the established to make TV1 their home. By streaming your content on TV1, you join a family of rising stars, entrepreneurs, celebrities, and various artists.

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MAKE WAY FOR Solar Energy PARTNERS

LEADING THE WAY FOR A SOLAR REVOLUTION



In 2017, brothers Alex and Clint Williams, and Founding Partner Dave Madrid poured their skills and entrepreneurial drive into starting Solar Energy Partners, also known as SEP. After developing their business model around the philosophy that "more options, means more deals, which means more savings," the trio went to work partnering with many of the largest, highest rated companies in the solar industry. From there, SEP began to take off.

This growth coincided with the onset of the COVID-19 pandemic, which limited social interactions and meant salespeople could no longer work on their original direct-to-home, door-to-door sales model. Additionally, tariffs implemented on solar panel imports made the challenge to stay operational even more monumental. However, Alex, Clint, and Dave stepped up to the challenge and approached it with innovation and proactivity, pivoting their operations and bringing their business to fruition during a time when many were struggling. During this period, SEP experienced such high growth they were able to provide employment opportunities for more than 1000 new representatives, including many struggling musicians, actors and others in creative industries across Southern California.

In March of this year, as the pandemic began to wind down and at the peak of their initial expansion, Alex, Clint, and Dave announced a merger with The Standard, accelerating SEP's already rapid growth and adding three members to their leadership team, Todd Jensen, Brian Hutchings, and Brad Holm.

StarCentral magazine recently caught up with the Solar Energy Partners Founders to discuss their journey in starting and growing SEP, and to see what's on the horizon for the team as the solar revolution sparks on.

After the idea for SEP was conceived, was it a challenge to get the venture up and running?

Alex: Because we already had experience in the solar industry, starting our own venture wasn't a farfetched notion. Initially, SEP

was made up of two brothers, Clint and I, who set out to solve a major problem. Like many ventures, our start was slow but picked up speed on a whim. All of a sudden we had this momentum and were growing exponentially. We went from servicing just two locations to more than 10 by the end of 2020, and we're showing no signs of slowing down.

What are SEP's primary motivations?

Brian: Our ultimate goals are also the foundations of our business; authenticity and doing the right thing, but our primary focus is to help people. Internally, we aim to build a world-class sales organization, where we develop top consultants who are passionate about their work. Externally, we work around the clock to offer the best, most flexible and customizable options, so all of our customers can come out of dealings with us feeling fulfilled and confident they have secured the best deal possible.

What is one word that summarizes the SEP leadership team as solar entrepreneurs? Why?

Brad: Innovation! As a company, we're always looking to the horizon for what's next, and it's safe to say the way we approach business is not typical. While we do employ the gold standard of what has made so many solar businesses successful, it's a continuous goal to discover and push the boundaries of the solar landscape and what we can offer value-wise to make SEP even more unique.

What are three key elements for starting and running a successful business?

Clint: Being an entrepreneur and having your own vision means you have to hold yourself accountable for the successes and failures of the business. On a wider scale, however, there are some elements that I've found which are essential in building success:



• **Passion:** Because entrepreneurship requires a lot of hard work, you need to have the underlying passion and motivation to get up every day and be enthusiastic about what you are doing.

• **Training and Knowledge:** Make sure tools and educational resources are available at all times, both for yourself and your team. Without this, it's easy to become overwhelmed, which can make the passion fizzle out.

• **Culture:** This is the aspect that keeps the wheels turning in any organization. Businesses with a solid, positive culture perform better, attract and retain better staff, and survive longer. At SEP, we want our staff to be so happy working with us that they feel like it's the last job they'll ever want to have.

Which challenges has SEP come up against in growing the business? How did you overcome this?

Dave: SEP came to fruition in the midst of the pandemic which was incredibly challenging. Being founded on a direct-to-home, door-to-door model, we had to pivot in our alternative ways of reaching customers, such as focusing on working online and referral-based meetings. From this challenge, we've become much more steadfast and focused as an organization, and it's really

shown our strength in being a forward-thinking and creative business entity.

When did you first discover and express your entrepreneurial flair?

Todd: By the end of 2016, I had been working in solar for three years when I noticed that, from an infrastructural perspective, there were a lot of factors of the industry that were out of my control. I also noticed that there was a huge potential to offer a better, more comprehensive experience to customers and consultants alike. With that, I decided to depart from 'the mothership' and start my own operation. There were distinct and attainable opportunities for better, considered, and streamlined projects and the option to qualify and work with our own clientele, which made a huge difference to the way I worked and changed my life.

What was life like before Solar Energy Partners? Was solar a part of your life?

Alex: Before founding Solar Energy Partners, life was great - I believe life can always be fantastic, even during times of challenge if you choose to make it that way. Anyway, prior to starting SEP, I worked

in the solar energy industry with a company that was more concerned with profits than people and placed more emphasis on sales overtraining. To me, that was a clear rift in their business model, and I knew I had the expertise to fill it.

Who are your role models? What is the best piece of advice you have been given or discovered?

Brian: The people I look to are typically individuals that have worked hard for their success and are able to motivate the people around them. Gary Vaynerchuk is a great example of this. As for advice, the most useful pieces I have encountered center around 'paying the price' - as in, anything you do in life that's worthwhile comes with a cost, and sometimes that's blood, sweat, and tears.

What is the most important leadership lesson SEP Founders have learned?

Dave: The most important leadership lesson learned throughout this process is the power of resilience, consistency, communication, and determination. To build a cutting-edge business with both the scale and vision to grow and truly make an impact on the world, we've

had to incorporate these lessons in everything we do.

What advice would you give to those interested in being entrepreneurs?

Todd: Entrepreneurship is an adventure, so my best advice is: whatever you decide to do, go all-in, people who dabble generally don't succeed because it requires dedication and hard work. Before embarking on any entrepreneurial journey, ask yourself:

- Why do you want to work for yourself?
- How are you going to be disruptive in your industry?
- Why do you want to be successful?

If you can answer these questions, you're in the right headspace. Additionally, make sure you choose something you're passionate about. Like Clint said earlier, you need passion to stay the course because the journey is difficult and there will be many learning curves. However, as we're all learning, it's through embracing these hardships that success is found.

For more information, please visit: www.solarenergy.partners

A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with a ruffled waist, and brown leather boots, is sitting on a sand dune. She is holding a brown leather crossbody bag and sunglasses. The background shows a beach with waves and a blue sky with clouds.

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MADISON CROFT

Towards the end of last year, Madison Croft was crowned the first runner up at the first-ever Australian Multicultural Fashion Awards for the year 2020. It has been a long time coming since she has been participating in pageants and modelling since the age of 14.

Madison Croft is currently 19 years old and she has been modelling and acting internationally since the young age of 14. She's a personal trainer and owner of MadBodz Fitness – a thriving small business. She loves her job as every day she gets the blessing of helping people on their journey to improving physical and mental health. Maddie has always loved the saying "Choose a job you love and you'll never have to work a day in your life" and she feels she has definitely achieved this! Her ultimate goal is to have a successful career in the modelling and acting industry and she always says that she will never give up on that goal.

Towards the end of last year, Madison was crowned the first runner up at the first-ever Australian Multicultural Fashion Awards for the year 2020. It has been a long time coming since she has been participating in pageants and modelling since the age of 14. She is currently a personal trainer and owner of MadBodz Fitness, and she is very passionate about educating people on the importance of living a healthy lifestyle. She also works as a gymnastics coach, a model, and an actress.

Most people won't know this, but at the age of 14, she was suffering from depression because of constant bullying at her school and even on social media. It was at this point that she was advised that by joining pageants, she would be able to make friends with similar interests and likes, and she would become much more confident and self-reliant – that's the main reason why she started competing in pageants. After three years in the field, she says that she has made more friends and now possess much more confidence in her communicative abilities.

Photographed By: Tony Palliser

"Being successful in the fashion industry is tough. Madison has learned to be confident in her own skin and form, and not to be concerned with changing anything about herself for other people."

Being a beauty queen and a model has its own perks of course. Madison enjoys having the opportunity to meet new people, encourage, empower and educate other teens on several issues, do charity work, and be an ambassador. The kicker for her is that she's able to do all of these amazing things at the age of 16!

Of course, every upside will also have a downside as well. She does not look at them as downsides though – she prefers to look at them as lessons from which she can learn from. During her stint at pageantry, she has learned to stay true to herself, be who she wants to be, and not conform herself to the opinions of others.

Being successful in the fashion industry is tough. She has learned to be confident in her own skin and form, and not to be concerned with changing anything about herself for other people. She doesn't focus on her looks too much these days, instead, she is more focused on her charity work and public speaking instead. She has always had her family's support and encouragement in her foray into pageantry and she believes that her family's support is the key reason for her tremendous success at such a young age.

Moving forward, Madison dreams of having a successful career in acting, modeling, and the fitness industry.

Photographed By: Tony Palliser



HOW TO ACHIEVE A WELL-BALANCED DIET

Keeping a healthy body is all about balance. Each of your body's systems constantly tries to stay in balance. It is this balance that keeps your body's systems functioning and your health stable. Everyone has heard of the phrase "balanced diet". However, how many people actually know what that phrase means? What is a balanced diet?

There is no single path to a balanced diet. A balanced diet includes a daily mixture of foods from each of the basic food groups. The best way to guarantee that you are getting enough proteins, carbohydrates, fats, minerals and vitamins is to eat different foods from each of the different food groups. Maintaining a balanced diet also means that balancing the food you eat with physical exercise. In other words, you have to eat the proper amount of calories for the amount of exercise you get. Doing this will help you maintain a healthy weight. Keep in mind that the majority of people out there cannot eat a perfectly balanced meal at every single meal. Keeping a truly balanced diet means balancing it for a week's worth of meals.

Who likes to eat the same food all the time? Nobody. If you choose a wide variety of healthy foods, it will help you maintain a balanced diet on a daily basis. So pick several different types of foods within each food group. Even if you love apples, try changing things up – eat a banana instead. Every week, make sure you are eating strawberries, cantaloupe, plums, nectarines, and grapes. Throw in a mango or some kiwi every so often.

Fruits and vegetables play an important and vital role in a balanced diet. Nutritional powerhouses, they provide you with much needed fiber, which also controls hunger. Vegetables are especially good for you. They are low in calories. They are also full of healthy phytochemicals which help stave off disease. Make sure you eat at least two helpings of vegetables and two helpings of fruit each and every day. Ideally, you should increase that number to three or four helpings. A helping should be half a cup or an entire fruit (excluding watermelons).

Balancing color is another tip for maintaining a balanced diet. Think of the colors of fruits and vegetables and make sure you are eating the entire spectrum. A simple way to ensure you are getting a solid mixture of vegetables and fruits is to eat as many colors in the rainbow as possible each week. Need red? Eat a strawberry. Want orange? Eat a... well, eat an orange. Yellow? Get some peaches and apricots. Need green? There are avocados, peas, broccoli, kiwi, and green beans. Blue? Blueberries. And purple? Egg plant, raisins, and elderberries. Every different color gives you a different nutrient, vitamin, mineral or antioxidant. So go ahead, eat the rainbow!

Bring these fruits and vegetables with you when you are on the go. Bring them to work or school or whenever you are in the car. This habit will keep your diet balanced and healthy and help cancel out any high-calorie, high-fat meals you may have at other times.

Don't like raw vegetables? Well, first of all, have you really given them a chance? It may just be the thought of eating a raw vegetable that you don't like. They aren't as bland as you think they are. In fact, they are full of flavor. Try some now, especially if you haven't eaten any since you were a kid. You may find you like the taste and crunch now.

After trying them, if you still find you don't like the taste of raw vegetables, there is still hope. Try grilling them. This is a fast and simple way to make vegetables. Great vegetables to grill include peppers, zucchini, asparagus, onions, potatoes, eggplant, and mushrooms. Experiment with others to find your own personal favorites. Grilled vegetables are great for side dishes or to put on top of pasta, rice, or pizza. It is particularly important to eat a lot of vegetables and fruits while you are at home.

When you are at work or eating at a restaurant, you will have very few choices of vegetables and fruits. Sometimes you won't have any to choose from – especially if you find yourself at a fast food restaurant. If there are fruits and vegetables on the menu when you are eating out, then by all means order them. But often your only choice is to try to find something that has fewer calories and fewer amounts of sodium. If you manage to make these choices, you will have a better chance of maintaining a balanced flow of nutrients into your body.

Smoothies are an excellent way to get fruits and vegetables into your system without sacrificing taste. If you fail to maintain a balanced diet, you will be at a greater risk for Type 2 diabetes, high blood pressure, and heart disease.

To achieve greater balance, exercise more, and get more sleep. Add more physical activity to your daily routine. For example, if you are going out to lunch at work, walk there. And take the stairs. If you combine a balanced diet with healthy exercise, you will lose weight faster. Also, research proves that getting the proper amount of sleep will help you stay healthier. Not only does proper sleep help your digestive system, when you are rested you will make better choices about the foods you eat.

Remember, weight loss is all about balance. Eat right, exercise, and sleep well.

FIVE STEPS FOR BETTER Social Media ENGAGEMENT

Your social media engagement rate typically reflects the quality of your content. Higher social media rates is a clear indication that the content you're producing is engaging and that your audience is actually interacting with it. These interactions include likes, shares, comments, etc... At the end of the day, the more people interact with your content, the higher your chances are of improving your brand awareness and brand image.

Is your social media page not kicking off the way you'd hoped? Perhaps you wish to share your knowledge with others, or you want to start a career with social media, but you're not getting enough engagement. Although making an account may seem easy, there are certain things that you need to look out for so that you catch your audience's eye. Publicity plays a large part in what makes a social media page successful and so you need to do it right. Therefore, here are 5 steps you need to take in order to improve your social media engagement.

1. Have a good layout

Graphic design is the very starting point of gaining engagement. Be sure to give your social media page a clean look that is welcoming for your target audience. Keeping the right fonts, having a consistent colour scheme and spacing things out helps a lot when it comes to attracting others. Organising things so that your content is both chronological and flows well motivates people to pay attention to what you have to say.

2. Advertisement

Finding ways to promote your social media page in other places such as other sites is a good way to gain engagement. People are more inclined to associate with things they are more familiar with and if they have seen an advertisement about your page somewhere else, they would be driven to see what you offer. Also, it increases your page's chances of getting noticed among a countless number of others, as your page would then be what comes to mind first because they've seen it before.

3. Listen to others when it comes to improvement

When someone has an idea on how to improve your social media page, take it into consideration. It shows that you're willing to respond to people's constructive criticism, which will then lead them to respond to you, thus increasing engagement. It shows that you are within reach and that they can level with you, which is rare for sites and pages nowadays. This means more people will interact with you as they feel they can without being pushed to the side.

4. Hold events that the audience can take part in

Putting up an event that others gain from is a fast-track to increase your engagement. Occasions such as conditional giveaways and competitions are very appealing to those who are looking for something to gain. Announcing something that the audience can compete for, be it an actual item or a chance to be promoted on your page, piques the interest of many as they have a chance of winning.

5. Introduce something with a limit

You could put on a one-time-only sale or introduce a product or theme that will only be up for a short time. This gives people the impression that they must go to your page and get whatever it is you have introduced before the deadline. This is because they have the fear that they'd miss out as once something is gone, it's gone.



LUX

MODELLING & FASHION ACADEMY



A close-up portrait of a woman with long, dark, wavy hair. She is wearing dark sunglasses and a dark, chunky necklace. The image has a vintage, film-like quality with a dark, textured background. The top and bottom edges of the image are framed by a film strip border, featuring sprocket holes and a grainy, aged texture.

COMING SOON

**SYDNEY
MULTICULTURAL
FILM AWARDS**