

STAR CENTRAL

BUILD AN EMPIRE

StarCentral magazine's guide to building an empire in 2023

April 2023

Get To Know

Amelia
GOFF

ONE ON ONE WITH THE FRESH FACE SKIN FOUNDER

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Amelia Goff

Get to know one of the entrepreneurs to watch out for in 2023



AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK



OPENING REMARKS



I strongly believe in the power of entrepreneurship to drive innovation, create jobs, and spur economic growth. Entrepreneurs are the lifeblood of any thriving economy, and it is important for businesses and governments alike to foster an environment that supports and encourages their success.

Entrepreneurship is a vital component of any thriving economy. As the managing director, I am committed to fostering an environment that supports and encourages entrepreneurship, and to providing the resources and support that entrepreneurs need to succeed. By doing so, we can drive innovation, create jobs, and build a better future for our businesses and communities.

Mike Ilagan
Managing Director



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EDITOR'S NOTES

Female entrepreneurship has been on the rise in recent years, with more and more women starting their own businesses and breaking through the glass ceiling. This trend reflects not just women's growing economic power but also their innate desire to make a difference in the world.

As the editor-in-chief of StarCentral magazine, it is essential to highlight the stories and achievements of female entrepreneurs, such as our recent cover story Amelia Goff, not just for their individual success but for the broader impact they are making on society. By amplifying their voices and showcasing their ideas, we can inspire more women to start their own businesses and create positive change in the world.

It is also important to recognize that female entrepreneurship is not a monolithic concept. Women come from diverse backgrounds, experiences, and perspectives, and their businesses reflect this diversity. By featuring a range of women entrepreneurs, we can showcase the many ways in which women are making an impact, and encourage more inclusivity and representation in the entrepreneurship world.

Female entrepreneurship is a powerful force for change and innovation. Therefore, it is important to recognize and celebrate the achievements of women entrepreneurs while highlighting their unique challenges. By elevating their stories and promoting diversity and inclusion, we can help pave the way for a more equitable and impactful future.

Victoria Cruz
Editor-in-chief

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Fashion

SEASON

HOW DOES IT ALL WORK?

The fashion sector is a lively and rapidly evolving field that continually adapts to fresh styles, creations, and seasonal variations. In this industry, meticulous preparation for fashion seasons is critical, and the fashion calendar serves as a vital instrument to steer this process.

The fashion industry is a dynamic and fast-paced environment that constantly changes with new trends, designs, and seasons. Planning for fashion seasons is a crucial aspect of the industry, and the fashion calendar is the essential tool that guides this process.

The fashion calendar outlines the industry's seasonal schedule, with four major seasons: spring/summer, fall/winter, pre-fall, and resort/cruise. Each season has its own unique theme, trends, colours, and fabrics. For instance, the spring/summer season features lighter and brighter colors, while the fall/winter season features deeper and darker hues.

Fashion brands and designers use the fashion calendar to plan their collections, from conceptualization to production to marketing. The calendar serves as a guideline to ensure that they meet the deadlines for each season and keep up with the industry's pace.

One crucial aspect of planning for fashion seasons is trend forecasting. Trend forecasting involves predicting the upcoming trends that will dominate each season. It helps designers and brands create collections that are not only stylish but also in line with consumer demand. Trend forecasting also involves analyzing consumer behaviour, social media trends, and global events that might impact the fashion industry.

Another essential aspect of planning for fashion seasons is budgeting. Designers and brands need to budget for various expenses, such as materials, production, marketing, and distribution. They also need to factor in the cost of research and development, which includes designing and producing samples to showcase their collections.



Sourcing materials is another critical aspect of planning for fashion seasons. Designers and brands need to choose the right fabrics, prints, and embellishments that fit the season's theme and trends. They also need to consider factors such as sustainability, ethical sourcing, and cost-effectiveness.

Production planning is also critical when planning for fashion seasons. Designers and brands need to schedule their production timelines to meet the deadlines for each season. They need to ensure that they have enough time to manufacture their collections and that they have the right team and equipment to handle the workload.

In conclusion, planning for fashion seasons is a complex and multifaceted process that requires careful consideration of various aspects, such as trend forecasting, budgeting, material sourcing, and production planning. The fashion calendar plays a crucial role in guiding this process and ensuring that designers and brands meet the deadlines for each season. With proper planning and execution, fashion brands can stay competitive, relevant, and successful in the ever-changing fashion industry.



SIX TIPS TO OWN Your Look IN 2023

Owning your look means feeling confident and comfortable in your own skin. It's about embracing your unique style and expressing yourself authentically. Here are some tips for owning your look:

Identify your personal style

Take some time to identify what styles and colors make you feel confident and comfortable. This could involve going through your closet, taking note of what you tend to gravitate towards, and identifying any patterns or themes that emerge. Once you are more aware of your own distinctive style, you can start to make intentional choices about what you wear.

Embrace your body type

No matter your shape or size, there are clothes out there that will flatter your figure and make you feel great. Instead of trying to fit into a specific mold or follow the latest trends, focus on finding clothes that fit well and make you feel confident. This might mean experimenting with different cuts and styles until you find what works best for you.

Be confident

Confidence is vital when it comes to owning your look. Stand tall, smile, and walk with purpose. Others will notice and react favourably to you when you feel more confident about yourself.

Experiment with accessories

Accessories can be an excellent way to add interest and personality to your outfit. Try adding a statement necklace, a bold scarf, or a pair of eye-catching earrings to complete your look. Accessories are also great for mixing and matching different styles and colors.

Mix and match

Don't be hesitant to combine various patterns, textures, and styles to create a look that is uniquely yours. This could mean pairing a flowy dress with a denim jacket or combining a structured blazer with a pair of ripped jeans. Be imaginative and try out various pairings until you find something that feels right.

Dress for the occasion

While it's important to express your personal style, it's also crucial to dress suitably for the occasion. Consider the dress code and the setting when choosing what to wear. For example, you might opt for something more formal for a wedding or a job interview, while something more casual might be appropriate for a day out with friends.

In conclusion, owning your look is about feeling confident, comfortable, and authentic. By identifying your personal style, embracing your body type, being confident, experimenting with accessories, mixing and matching, dressing for the occasion, and not being afraid to stand out, you can create a look that is uniquely yours. Don't be scared to take risks and have fun with your style!



FIVE TIPS FOR ASPIRING *Fashion Models*

Becoming a fashion model is a dream for many passionate people about fashion, style, and beauty. However, it takes more than just good looks to make it in the fashion industry. To become a successful fashion model, you need to have a combination of talent, hard work, determination, and a few insider tips. Below are some steps to follow if you want to become a successful fashion model.

Determine Your Fit

The first step to becoming a successful model is to determine whether you have the right body type, height, and facial features that meet the industry standards. Female fashion models are usually between 5'9 and 6'0 tall, with slim, toned bodies and proportionate facial features. Male fashion models are typically between 5'11 and 6'2 tall, with a lean, muscular bodies and chiseled facial features. If you don't meet these requirements, don't worry; other types of modeling might fit you better, such as commercial or plus-size modeling.

Build Your Portfolio

To showcase your talent and potential as a fashion model, you must create a professional modeling portfolio highlighting your best shots. Your portfolio should include various photos, such as headshots, full-body shots, and editorial shots that showcase your versatility and range. You can work with a professional photographer or a modeling agency to create your portfolio or start by taking some high-quality photos yourself.

Get Discovered

One of the typical ways to get discovered as a fashion model is to attend an open casting call or submit your photos to a modeling agency. Look for reputable agencies in your area and submit your portfolio, measurements, and a brief introduction about yourself. You can also attend modeling events, fashion shows, or industry parties where you might meet industry insiders who can help you get noticed.

Network and Build Relationships

Networking is essential in the fashion industry, and building relationships with agents, photographers, designers, and other models can help you land more modeling gigs and advance your career. Attend industry events, fashion shows, and other modeling opportunities to meet people and build your network. Stay in touch with the people you meet; always be professional and courteous.

Keep Yourself Fit and Healthy

Maintaining a healthy lifestyle is crucial for fashion models, as they must always look their best. Eat a balanced diet, exercise regularly, and get enough sleep to keep your body and mind in top condition. Avoid unhealthy habits like smoking or excessive drinking, as they can damage your health and ruin your chances of success as a model.

Becoming a fashion model is a challenging and rewarding journey that requires hard work, perseverance, and a little luck. Follow these steps and stay focused on your goals, and you might just become the next top fashion model.





7 BITS OF ADVICE EVERY *Musician* SHOULD KNOW

the music industry is a challenging and competitive field, and aspiring musicians often face numerous challenges in their quest for success. However, it's possible to make it in the music industry with dedication, hard work, and a few key strategies. Below are some tips for aspiring musicians to help them achieve their dreams.

Develop your skills

Developing your skills is the first step towards making it in the music industry. Whether you're a singer, a songwriter, or a musician, you must be excellent at what you do. Spend time practicing your craft, taking lessons, and honing your skills. Try listening to music from various genres to broaden your musical knowledge and improve your own abilities.

Build your network

Networking is crucial in the music industry, and creating a solid network can help you find gigs, connect with other musicians, and get your music heard. Attend events and concerts, join online communities, and participate in open mic nights to meet other musicians and industry professionals.

Use social media

Social media is a powerful tool for musicians to promote music and build a fanbase. Create profiles on Instagram, Facebook, and TikTok, and post regular updates about your music, performances, and other projects. Always try to engage with your followers and supporters by responding to their comments and messages to build a loyal fanbase.

Collaborate with other musicians

Collaborating with other musicians can help you

expand your reach and tap into new audiences. Look for opportunities to collaborate with other artists on songs, performances, and projects. You can also consider joining a band or forming your own group to create music together.

Create a brand

As a musician, having a unique and recognizable brand that sets you apart from the competition is crucial. Develop a visual style, create a logo, and use consistent branding across all your promotional materials. This will help you build a cohesive image and make it easier for fans to recognize and remember you.

Play live shows

Playing live shows is an essential part of building a music career. Look for opportunities to perform at local venues, festivals, and other events. Be professional, arrive on time, and put on a great show to leave a lasting impression on your audience.

Build a team

As you gain momentum in your music career, building a team to help you manage your business affairs is essential. This can include a manager, booking agent, publicist, and other professionals who can help you navigate the music industry and advance your career.

In conclusion, making it in the music industry demands perseverance, commitment, and a willingness to put yourself out there. By developing your skills, building your network, using social media, collaborating with other musicians, creating a brand, playing live shows, and building a team, you can increase your chances of success and achieve your dreams as a musician.



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.

MISSION: Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.



StarCentral

MAGAZINE

FIND OUT MORE ABOUT THE FRESH FACE SKIN FOUNDER

Amelia Goff's fascination with skincare ingredients and skin started during her first job at a pharmacy. From an early age, she loved the feel of skincare products, their packaging, and their key ingredients. Having experienced bad skin as a teenager and acne as an adult, Amelia knows firsthand how skin conditions can impact mental and emotional health. This led her to study the skin industry for over 12 years, working as a skin therapist and skin trainer within the beauty industry. She gained knowledge of the skin's functions, different skin conditions, and how they come to be, as well as ingredients and how they benefit the skin.

Working with clients, Amelia realized they were often confused about where to start when purchasing skincare. Skincare routines were often unsustainable, complicated, and unaffordable. As a result, she was inspired to create a simple, affordable, and sustainable skincare range that could adapt to all skin needs. Her goal was to create a result-driven skincare range that nourished and strengthened the skin's barrier while using only the highest quality, naturally sourced ingredients that were trialed and tested on real skins with real concerns, providing real and true skin results. Amelia's products are free of hidden synthetic and toxic ingredients, ensuring they are safe for long-term use.

Starting Fresh Face Skin was not easy. It was a real journey with many hurdles, tears, and stress but much growth. It is what makes the success so ultra-rewarding. Amelia wanted her products to be Australian-made and owned, supporting Australian small businesses and female-run and owned businesses where possible. Female entrepreneurship is crucial to her, and she finds it inspiring to see more women claim their power and climb the professional ladder.

Amelia spent years researching and meeting with experts within the skincare field to bring her dream to life. Fresh Face Skin launched in 2017 with just three essential products. Now, six years later, with constant work, research, and development, they have a product range of twelve and plans for more.

Building a successful empire takes passion, dedication, and hard work. Amelia's passion for skincare and desire to create a sustainable, affordable, and effective skincare range led her to start Fresh Face Skin. Her dedication to using only the highest quality, naturally sourced ingredients and supporting Australian small businesses and female-run and owned businesses has contributed to her company's success. Fresh Face Skin's journey to success has been challenging, but with persistence, research, and development, they have grown their product range and continue to plan for the future.



“Passion is what also keeps me engaged and up to date with what consumers are wanting.”

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

What are you currently doing to maintain/grow your business?

You've got to spend money, to make money! This term is often used in the business world and it's a term that I have always followed and couldn't agree with more.

I'm aware that the skincare industry is a saturated one, so understanding that you must spend money and find professionals that you connect with, to help continuously drive your business, is what will help keep it growing and getting into the hands of new customers.

Passion and purpose are what keeps me creative and driven within my business; always searching for new ways to further develop and expand my products and to further gain trust from new and existing customers.

Passion is what drives you to succeed and keep going! It's what picks you up in the low times and what pushes you to keep excelling even in the high times.

Passion is what also keeps me engaged and up to date with what consumers are wanting within a skincare range and what competitors are doing, so we can continue to evolve and maintain a successful business.

What social media platforms do you usually use to increase your brand's awareness?

We have always used Facebook and Instagram – for both a profile following and for ads. These 2 classic media platforms have helped us create brand awareness and sales, but most importantly, a brand presence, where we have continued to build on our customer's trust through skin education and creating a personal point of difference as to who we are as a brand and skincare range and how we can help you on your skin journey.

We are now also on Tiktok, as keeping up with trends is so important when you have an online business.

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

Online ads via Facebook, Instagram, Google, and Pinterest, have been our number 1 form of marketing, especially as the Fresh Face Skin skincare range is an online business, this easily leads potential customers to our website.

As I love to write and educate people on all things skin, frequent marketing emails to our subscribers, as well as skin blogs posted on various websites, continue to help build on our brand awareness and website SEO and therefore, help to lead more people to our website.

What is the toughest decision you had to make in the last few months?

There are constant challenges and difficult decisions you are faced with when running a business and a big one for me has been people and the decisions around staff and leading a team.

Letting a staff member go and the emotion that can come with that is never easy.

There will be some people that are just not the right fit for your business. Their values may clash with yours and your business, their behaviour and attitude may affect your team culture, and their work ethic may not be to the standard you require... Whatever it is, the decision to let someone go is always a difficult one, but one you must grow to appreciate and understand, as it will ultimately determine the level of your business' success.

“When starting a new business, realistically, it is important to understand that making money and a profit, won’t be a factor for the first few years.”

On the other hand, I have had to learn to step back physically and emotionally when it comes to allowing my team to autonomously make decisions and even mistakes. I am a big believer in the power of growth and the mindset behind this, and it is important to allow your team to evolve and grow within the business, just as you have. Mistakes are opportunities to grow and learn, and by creating a team of leaders that show initiative and make independent decisions, is what allows me to have a personal life and maintain balance when it comes to being a business owner.

I think as entrepreneurs, we are so used to wearing so many hats when it comes to the many different roles we play within our own businesses while also being so used to making quick decisions or troubleshooting; after all, we build our businesses. This is what makes it so hard to step back and allow your team to do this... But by doing this, we can create a business that becomes more self-sufficient and successful even when you’re not there, which in my opinion, is a truly successful business.

What money mistakes have you made along the way that others can learn from (or something you’d do differently):

Money is pressure and can make or break any business, especially a new baby business. When starting a new business, realistically, it is important to understand that making money and a profit, won’t be a factor for the first few years. When you have personal financial commitments, such as a mortgage, this can put external pressure on the business and its importance to succeed, which can lead to emotional decision-making that gets in the way of the business’s long-term growth and success. My best advice, if you are starting a business on a budget, is to ensure you have a constant source of income coming in, which may mean you work for someone else while getting your business off the ground to ensure you can pay your bills without putting stress on your business’ success or rushing this growth process prematurely. No business succeeds overnight. It takes time, passion, growth, commitment, and money to create a successful business. Having a secondary source of income initially will help take the pressure off your personal life while allowing you to put money into the business, where needed, to get it going.

You will know when the time is right to go all in and trust your gut instincts.

What new business would you like to start?

I’ve always felt it is important to commit to one thing at a time, or at least one thing, until you have the time and success to add to that one thing.

I am a very busy person that is constantly buzzing with new ideas and ways to layer on the Fresh Face Skin brand that I have built.

As my passion is skin and educating people on their skin and how they can improve its health – I’d love to start a podcast, that reflects this.

Knowledge is power in any situation, so it would be nice to have the opportunity to pass this on; offering listeners the knowledge needed to feel empowered and confident on their own skin journey when it comes to treating and improving their own individual skin needs and concerns and helping those around them.





If you could go back in a time machine to the time when you were just getting started, what would you do differently?

For me, starting Fresh Face Skin came from the heart and was created due to my passion and willingness to change the skincare industry; to empower people to wear the skin they're in, with confidence! As my business has grown, so has my team and as a result, this at times, has put stress on me, as leading people is a whole different thing and a skill many spend years studying to excel in, if I could go back to the beginning, I would spend time researching a business mentor sooner. One that I connected with and that shared the same values as me, so I could begin my journey of leading people while learning from their knowledge and experience.

I have been seeing my mentor for over a year now and it has given me the skills needed, to take control of my business and ensure that my team feels supported, heard, and motivated within their roles and has allowed me to build professional relationships, with boundaries while giving others the chance to step up and feel empowered as a result.

What advice would you give to someone wanting to start a business?

1. You never start a business for money or more 'you time', you start a business because you have a PASSION and PURPOSE.

You need something to drive you, a constant force that gets you out of bed each day and that keeps you working into the night. A drive that gets you through the highs and the lows, that keeps out the noise, and that gives you the self-confidence you need to take the leap and continue taking the leap. Money doesn't always come with owning a business and 'more you time' takes a long time to get to.

These can be goals within your business but should never be the main reason WHY you have started the business.

Your WHY is your purpose... It's what will make you stand out from the rest and what will lead you to true success, not only professionally, but personally.

2. No one will ever be YOU. You are your own power! Your thoughts, actions, the impressions you leave on people, the way you make them feel... No one can ever mimic that and that in itself is a superpower.

Remember just how much trust and worth you need to have in yourself and your ability when it comes to starting a business. Stay in your lane and focus on your WHY and what YOU bring to your business because that's what people will notice and that's what will pull you away from the rest.

3. Starting and running a successful business can be hard. Surround yourself with supportive people that cheer you on and don't pull you down. For me, that is my husband and business partner - Daniel, who has been my rock and constant support from day one. Having an ear to listen and help guide me with my decision-making, is why Fresh Face Skin is the successful business it is today.

TOP EIGHT TIPS TO BUILD AN Empire IN 2023

Building an empire is a challenging and rewarding endeavor. Whether you are an entrepreneur, a creative professional, or a leader in your field, there are vital steps you can take to create a lasting legacy. Let's take a look at some tips for building an empire.

Develop a clear vision

The first step in building an empire is to develop a clear vision for your business or career. This means defining your mission, values, and goals. Take some time to consider your strengths, passions, and areas of expertise. Then, consider how to use these to create a unique and impactful brand or product. This vision should guide all of your decisions and actions moving forward.

Build a strong team

No empire is built alone. You need a strong team of collaborators, advisors, and supporters to achieve success. Identify people who share your vision and bring complementary skills and perspectives. Invest in relationships with mentors and allies who can provide direction and support as you navigate challenges and opportunities.

Embrace innovation

Innovation is a crucial driver of success in today's rapidly changing world. To build an empire, you must be open to new ideas, technologies, and ways of doing things. Keep up with your field's best practices and trends, and be willing to experiment and take risks. Encourage creativity and collaboration among your team members, and be receptive to suggestions and helpful criticism.

Focus on quality

Quality is a non-negotiable aspect of building an empire. Whether you are selling products or services, your customers and clients expect nothing less than excellence. This means investing in high-quality materials, technologies, and talent. It also means being attentive to detail and consistently delivering on your promises.

Build a strong brand

A strong brand is essential for building an empire. Your brand should reflect your vision, values, and unique identity. It should be memorable, distinctive, and consistent across all channels and touchpoints. Invest in branding and marketing efforts that resonate with your target audience and help you stand out from competitors.

Nurture relationships

Relationships are at the heart of any successful empire. Cultivate meaningful connections with customers, clients, partners, and stakeholders. Show genuine interest in their needs and concerns, and go above and beyond to exceed their expectations. Build a reputation for trust, integrity, and dependability that inspires loyalty and repeat business.

Stay agile

In today's fast-paced business landscape, agility is essential. To build an empire, you must be able to quickly change course in reaction to a changing environment, market conditions, new opportunities, and unexpected challenges. Stay nimble and adaptable, and be willing to experiment and iterate until you find the right formula for success.

Invest in yourself

Finally, building an empire requires investing in yourself. This means prioritizing your health, well-being, and personal growth. Take time to recharge, reflect, and seek out activities to energize your body, mind, and spirit. Invest in ongoing learning and skill-building to stay at the top of your game.

In conclusion, building an empire is a challenging but rewarding process. By developing a clear vision, building a strong team, embracing innovation, focusing on quality, building a solid brand, nurturing relationships, staying agile, and investing in yourself, you can create a lasting legacy of success and impact. These elements can definitely aid when it comes to creating a sustained legacy of achievement and influence.

INTRODUCING Maria Tran

Maria Tran is an award-winning US-based, Vietnamese-Australian actor, filmmaker, and martial artist working across film & TV, stage & performance, and fight action choreography. She is the founder of female-led Phoenix Eye Films (in the US and Australia).

Her international film credits include "Fist of the Dragon," "Death Mist," and "Tracer/Truy Sat." In 2013, she won the Breakout Female Performer award at the International Action on Film Festival, and in 2016, she was awarded Female Action Performer of the Year at MartialCon. She is also the director and producer of "Hit Girls," a female-led action comedy. In Australia, she has appeared on several TV shows, including "My Place," "Maximum Choppage," "Street Smart" and "Fat Pizza."

Maria has also worked as a stunt performer in movies such as Jackie Chan's "Bleeding Steel" and "MEG" in New Zealand. In 2022, five months after moving to the United States, she landed her breakthrough role as Madame Tien on the 10-episode crime drama Paramount series "Last King of the Cross" starring Tim Roth.

Maria has also been involved in stage productions, including as a fight director and performer for Bell Shakespeare's "Macbeth" and her own theater production "Action Star," which premiered at the OzAsia Festival in Adelaide in 2022. She has received the prestigious \$50,000 Create NSW Western Sydney Arts Fellowship award and established Phoenix Eye Films, a female-led film and art collective based in Western Sydney.

Maria is also known for her documentary filmmaking work, including "Once Upon a Time in Cabramatta" and "My Mother, The Action Star," which won the award for Best Film at the WIFT-V Fest Film Festival. Occasionally, she works as an action fight director for films such as "Ayotti" and "Terror Zone." Her feature action thriller "Echo 8"; Australia's first female-led action movie, has currently won several awards, including the Tokyo Film Awards for Best Film, Winner for Best Feature Film – Women's Film at the World Carnival-Singapore Film Festival and will be scheduled for a screening at the Art Gallery of NSW this year. Maria is a trailblazer known for her community, cultural, and development practices in the film, TV, and entertainment industry.

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

Can you tell us more about yourself?

I'm a triple threat; an award-winning actor, producer, and director working across film & TV, stage & performance, & fight action choreography. I'm the founder of female-led Phoenix Eye Films (AUS & US) and co-facilitator of Acting for Mindfulness (AFM).

How did you get started in the entertainment industry?

I started on an independent Kung Fu comedy titled "Maximum Choppage" around 20 years ago while studying for a Bachelor of Psychology. I would dabble in a range of creative arts projects that put me both in front and behind the camera, and my transition into my first job was as a Youth Digital Cultures Coordinator and Information & Cultural Exchange (ICE), where I led the development and implementation of screen cultures across Western Sydney's culturally diverse.

What do you like most about acting?

Acting is a tool of empowerment for the individual self as we strive to explore our body, voice, and imagination. I'm very fascinated by human psychology, the choices people from diverse walks of life make, and the opportunity to embark on the creative process of developing a character, bringing it to life on stage or screen and exploring new stories and worlds. It is also a form of self-expression, a way to communicate emotions, ideas, and perspectives to people around us. As an actor, I can bring joy and entertainment to others. On stage and screen, I love the challenge and reward of taking on new characters and taking them on a journey that impacts the audiences that view them.



How different is it to act in a movie and to act in a TV series? And which one do you prefer?

Both movies and TV series offer unique and rewarding experiences for actors. The choice between the two depends on the project; the role offered, and the actor's personal preferences and goals. Movies tend to have shorter and more intense shooting schedules that are more immersive, and I get a chance to really dive into their characters and the story. TV series, on the other hand, often have a more extended production schedule and a more serialized format. This allows for deeper character development and more opportunities for actors to explore different aspects of their characters over time.

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

My conventional trajectory as an actor originated in creating my independent films over the past 15 years. It has its benefits of wearing multiple hats of director, producer, fight action choreography, etc. however, when I transition into mainstream films and television, I tend to be hyperaware of the film production set. Sometimes I enjoy immersing myself and appreciating the other roles that make a film set seamless that I forget that I should only be fulfilling the role as a performer. Also, because I've had no formal training and am self-taught, I find it challenging to explain how I get into character, and other actors might find me professionally unrelatable. Ways that I've tried to improve this to reverse engineer the field of acting practices, study different techniques, and merge acting into psychology, philosophy, and neuroscience. Ultimately, the key to improving as an actor is a combination of hard work, dedication, and a willingness to learn and grow continuously. Actors who are open to feedback, willing to take risks, and committed to their craft often make the greatest progress and achieve the most success.

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

I would say it would have to be Jackie Chan, Nancy Valentine Smith, and Tim Roth.

What have you learned from the directors that you have worked with throughout your career?

I've worked with many amazing directors, including Antony Szeto ('Fist of the Dragon,' 'Death Mist'), Jane Eakin ('Street Smart'), Karen Therese ('Action Star'), Kieran Darcy Smith ('Last King of the Cross'), Adrian Castro ('Tiger Cops') and I have also turned into one myself, and I've learned that they have varied styles, but all have a clear vision. They know how and what scenes look, sound, and feel. I've learned to be able to interpret this for my own performances. Directors offer character insight, motivations, and relationships with other characters, technical aspects of filmmaking, such as lighting, sound, camera angles, and editing. Directing is a collaborative process, and directors work closely with actors, writers, and other members of the production team to bring their vision to life.

What are some of the difficulties of the acting business?

Many actors compete for a limited number of roles, and the competition can be intense. Actors may face a lot of rejection before finding success. Actors need to have thick skin and handle disappointment and setbacks. You may also face stereotypes and typecast based on your looks, accent, or previous roles. Internal challenges include facing insecurities and self-doubt, as the craft is a personal and vulnerable process. In addition, acting is a volatile and unpredictable career with the instability of constantly moving from one project to another, which can be frustrating to someone who can't handle the constant change.

What's challenging about bringing a script to life?

The production process can take anywhere from a few months to a year or more for a small, low-budget film. This can include pre-production activities such as writing the script, securing funding, casting actors, and scouting locations, as well as production activities such as filming and post-production activities such as editing and sound design. Making an independent film is often a long and challenging process that requires patience, persistence, and a deep passion for filmmaking.





FIVE SELF-CARE AND *Wellness Tips* FOR A BETTER YOU

Self-care is essential for our overall well-being. In our busy lives, we often forget to take care of ourselves, which can lead to stress, anxiety, and burnout. To prevent this, it's crucial to make time for self-care activities that help us feel rejuvenated and relaxed. Here are five self-care and wellness tips to help you prioritize your well-being.

Prioritize Sleep

Sleep is an essential aspect of self-care. Getting a good night's rest can significantly impact your overall mood, energy levels, and productivity throughout the day. You must aim to get at least 7-8 hours of sleep each night. Develop a bedtime routine that allows you to wind down and relax, such as reading a book or taking a warm bath. Avoid using electronic devices such as phones or laptops before bed, as blue light can interfere with your sleep pattern.

Engage in Regular Exercise

Exercise is essential not only for physical health but also for mental and emotional well-being. Exercising regularly can help reduce stress, improve mood, and increase energy levels. Choose a form of exercise you enjoy, such as yoga, running, or weight lifting. Try to find the time to exercise for at least 30 minutes a day and at least five days a week. If you're new to exercise, start slowly and gradually increase the intensity and duration over time.

Practice Mindfulness

Mindfulness is an incredible tool that can help reduce stress and anxiety and increase happiness and well-being. Try to set aside a few minutes each day of your life to practice mindfulness. You can do this by focusing on your breath, observing your thoughts without judgment, or engaging in a mindfulness meditation practice.

Connect with Others

Social connection is essential for our well-being. Spending time with friends and family can help reduce stress and improve mood. Make an effort to connect with others regularly, whether through a phone call, video chat, or in-person meeting. Joining a group or community that shares your interests can also be a great way to expand your network and meet new people.

Take Breaks and Practice Relaxation

Taking breaks regularly throughout the day can help reduce stress and increase productivity. Use your break time to engage in relaxation activities such as deep breathing, meditation, or gentle stretching. These activities can help calm the mind and reduce tension in the body. Regular breaks can also help you avoid burnout and maintain a healthy work-life balance.

In conclusion, self-care and wellness should be a priority in our lives. Implementing these five self-care tips can improve your overall well-being and reduce stress and anxiety. Remember to prioritize sleep, engage in regular exercise, practice mindfulness, connect with others, take breaks and practice relaxation regularly. With these self-care practices, you can create a happier, healthier, and more balanced life.

A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with ruffles, 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 wooden posts, waves, and a blue sky with light clouds.

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