2025 New Icons Multicultural Fashion Gala Post-Event Impact Report

Organised by La Moneta Foundation

6th December 2025 Immigration Museum, Melbourne

Event Brief – Executive Summary

- The 2025 New Icons Multicultural Fashion Gala was delivered as a pilot flagship initiative under La Moneta Foundation's mission to advance women's empowerment, multicultural confidence, youth education, and Closing the Gap. The new Victorian China Strategy has also benefited from this event.

- La Moneta Foundation invested funding into the event in addition to tickets revenue and private sponsorships. This funding represents a **strategic social investment** - - an opportunity that yielded significant community impact, social data, and industry partnerships essential for shaping the La Moneta's mission on Humanity & Education for women empowerment and youth education .

- The event successfully mobilised 100+ volunteers , trained 60+ participants , activated international cultural exchange, empowered First Nations and CALD communities, and created new economic opportunities for emerging designers and local businesses.

Financial Interpretation

La Moneta's funding into the event translated into:

Long-term capacity building

Extensive community outcomes

New cultural exchange program that empowers youth & women

Industry partnership pathways

Documentary content capturing lived experiences from Family Violence

In the language of community impact frameworks, this event represents sustainable social ROI rather than traditional cashflow analysis.

Volunteer & Workforce Impact

- Human Capital Mobilised
- 100+ volunteers from front & back stage involved
- 10 full-time-equivalent roles contributed by core team
- 20 backstage, 20 front stage, 8 coordinators, 15 media/production volunteers, 25 volunteer models
- Significant contributions from First Nations cultural mentors
- Supermodels trainer Jerry Fu showcasing his staging techniques with the team



Key Outcomes



Up-skilled youth and CALD participants



Enhanced local workforce capacity in fashion, event management, and creative industries



Built professional pathways into modelling, styling, media, and cultural production



Encouraged community belonging, confidence, and pride

Training & Education Outcomes

- More than 70 participants received free or subsidised fashion, runway, modelling, and creative industry training , including:
- Runway coaching
- Free Confidence-building workshops – Offered from Empowered Tactical
- Cultural knowledge & etiquette training
- Backstage experiences
- Styling & garment handling
- Media and event coordination
- These programs align with the Foundation's community mission, as outlined in *Why This Initiative Matters*, which emphasises creativity as a pathway to healing, leadership, and youth empowerment.
- Estimated commercial value of training delivered:
- $50,000–$60,000 (provided at no cost to participants).



Women's Empowerment Impact

- The Gala delivered strong outcomes for women, particularly those from CALD and lived-experience backgrounds.

- 2 Participants (one from Indigenous background) from "Women's Spirit Project" supported through personal **FREE transformation program.**
- Women rebuilding confidence after trauma or life challenges were given a safe, uplifting environment.
- Shared narratives inspired other women to support, uplift, and stand with one another.
- Content gathered will be used in La Moneta's charity documentary to raise awareness for women self empowerment and faith building.
- This aligns with the foundation's emphasis on mental health, trauma-informed practice, and empowerment since creation.
- **Good outcome for OUR Equal State: Victoria's Gender Equality Strategy (2023-2027).**



First Nations & Closing the Gap Outcomes

- Aligned with the Closing the Gap principles and Victoria's cultural inclusion frameworks, the event:
- Showcased 2 First Nations designers and artists 's creative artwork
- Highlighted Indigenous storytelling through fashion and performance
- Supported women-led Indigenous brands like **Yanggurdi & The Laughing Kookaburra**
- Strengthened ties with community leaders and local creative entrepreneurs
- Delivered programs encouraging cultural pride and visibility
- This is consistent with La Moneta's goal on emphasise cultural confidence, collaboration, and trauma-informed community engagement.
- **This program align with Treaty in " Celebrating Culture"**



Cultural Exchange & International Engagement

- Key international impact:
- Collaboration with Chinese supermodel Jerry Fu & Cassie Yu, one of China's most celebrated male and female fashion icons.
- Development of potential opportunity for **Calibre Australia** using Jerry Fu as a brand ambassador. Jerry Fu was wearing Calibre outfits at the Gala event.
- Strengthened multicultural creative exchange networks between Victoria and China.
- Showcased Victoria's diversity to global audiences through media and post-event documentary content.
- Strengthens cross-cultural understanding and creative exchange.



Industry & Economic Development Outcomes

- The Gala stimulated important economic outcomes:
- Small Business Growth
- Supported **Yanggurdi** in developing Indigenous fashion products with other cross industry brand **De'Aurora** collaboration
- Facilitated "**Grandma Funk's**" relaunch with a local manufacturer
- Enabled youth and emerging designers to gain professional visibility. **New Victorian brand KEA** sportswear to be launched in 2026 after appearance on our runway
- Created media content for SMEs and creative business portfolios





Tourism & Regional Collaboration

- In alignment with the Regional Victoria Cultural Exchange model :

- New Icons delegates visited Bendigo area
- Strengthened partnerships with cultural and tourism bodies
- Highlighted Victoria's multicultural creative identity
- Prepare to design a tourism product around Bendigo to be launched in China in 2026



Social & Economic Data Collected

- This pilot event successfully collected valuable community-impact data, including:
- Demographics of multicultural youth participation
- CALD empowerment indicators
- Volunteer engagement metrics
- Industry collaboration patterns
- Social inclusion and wellbeing outcomes
- Emerging needs of multicultural creative communities
- Economic patterns for future event modelling
- This information forms the baseline evidence for future similar cultural events

Media, Documentary & Awareness Outcomes

The 2025 event served as the contents of production foundation for:

La Moneta's **charity documentary** capturing lived experiences

1) Digital storytelling for women's empowerment

2) Youth-focused educational content

3) Social awareness campaigns promoting Closing the Gap principles

This reflects the Foundation's mission to shift public narratives away from "chaos and issues" toward constructive, positive pathways for change.

Strategic Learnings

- Operational Learnings
- Need Government support and discuss early
- Manage contractors, volunteer labour and services providers
- Earlier sponsor acquisition cycle
- Build structured training modules for volunteers and models
- Increased venue capacity needed for future events demand

Community Learnings

- High demand for FREE/LOW-COST multicultural youth mentoring programs
- CALD women value safe spaces for transformation
- Sustained Indigenous involvement strengthens cultural confidence
- Local **manufacturing partnerships** are viable and scalable



La Moneta Multicultural Fashion Festival Outlook

- The 2025 pilot forms the foundation of a new, multi-segment, multi-day cultural festival, including:
- Multicultural Youth Creative Academy
- Women's Empowerment Masterclasses
- Indigenous Fashion & Creative Innovation Learning Hub
- Mental Health & Wellness Integration
- International Creative Industry Exchange
- Regional Victoria Arts & Tourism Showcase
- Closing the Gap Cultural Leadership Program



Strategic Goals

- Expand to a full multicultural arts + fashion festival
- Deliver structured education pathways
- Strengthen international partnerships
- Provide long-term community capability uplift
- Build a scalable model for 2027–2030



Conclusion

- La Moneta's investment into the Gala event represents:
- Experience gained
- Social impact delivered
- Community strength built
- Empowerment achieved
- Cultural stories elevated
- A new future mapped out for Victoria
- Above all, this event proved that when communities unite across cultures, generations, and lived experiences, transformation happens.
- The 2025 Gala stands as a historic first step toward a world-class 2026 La Moneta Multicultural Fashion Festival—one that will continue to inspire, uplift, and empower for many years to come.

