YOUTH EMPOWERMENT & MENTORING IN THE CREATIVE INDUSTRY

A CASE STUDY FROM 2025 NEW ICONS MULTICULTURAL FASHION GALA

6TH DECEMBER 2025

ORGANIZED & PREPARED BY

LA MONETA FOUNDATION

La Moneta®

Today, Tomorrow, Together



Demonstrates Real, Measurable Youth Participation

The report highlights that over **60 emerging youth participants**—including volunteer models, stylists, backstage assistants, and media creatives—received first-hand training and industry exposure. (p.s. Not including the 30 youth applications for the competition)
This serves as **evidence-based storytelling** showing young people that the industry welcomes new talent, and that real pathways exist for anyone with passion and commitment.

Impact:

- Breaks the myth that fashion is exclusive
- Encourages young people from CALD/First Nations backgrounds (including observation of runway by young children)
- Shows visible role models they can relate to

2. PROVIDES PROOF OF A SUPPORTIVE MENTORING ECOSYSTEM

By witnessing the involvement of **100+ volunteers** including **senior creatives, Indigenous leaders, leading designers, professional models, photographers, and brand mentors**, the report clearly shows how La Moneta has built a **community-based mentoring framework**.

Impact:

- Young people see that professional guidance is available
- Encourages mentorship as a normal part of creative development
- Shows how teamwork, leadership, and peer learning are valued in the industry





3. SHOWCASES STORIES OF TRANSFORMATION

The event demonstrates how participants—especially young women and culturally diverse youth—gained confidence, skills, and a sense of belonging.

Examples include:

- Youth stepping on a runway for the first time
- Participants discovering new creative strengths
- Women finding empowerment through styling, presentation, and teamwork

Impact:

Personal transformation stories inspire other young people, proving empowerment is possible through creativity, discipline, and community support.

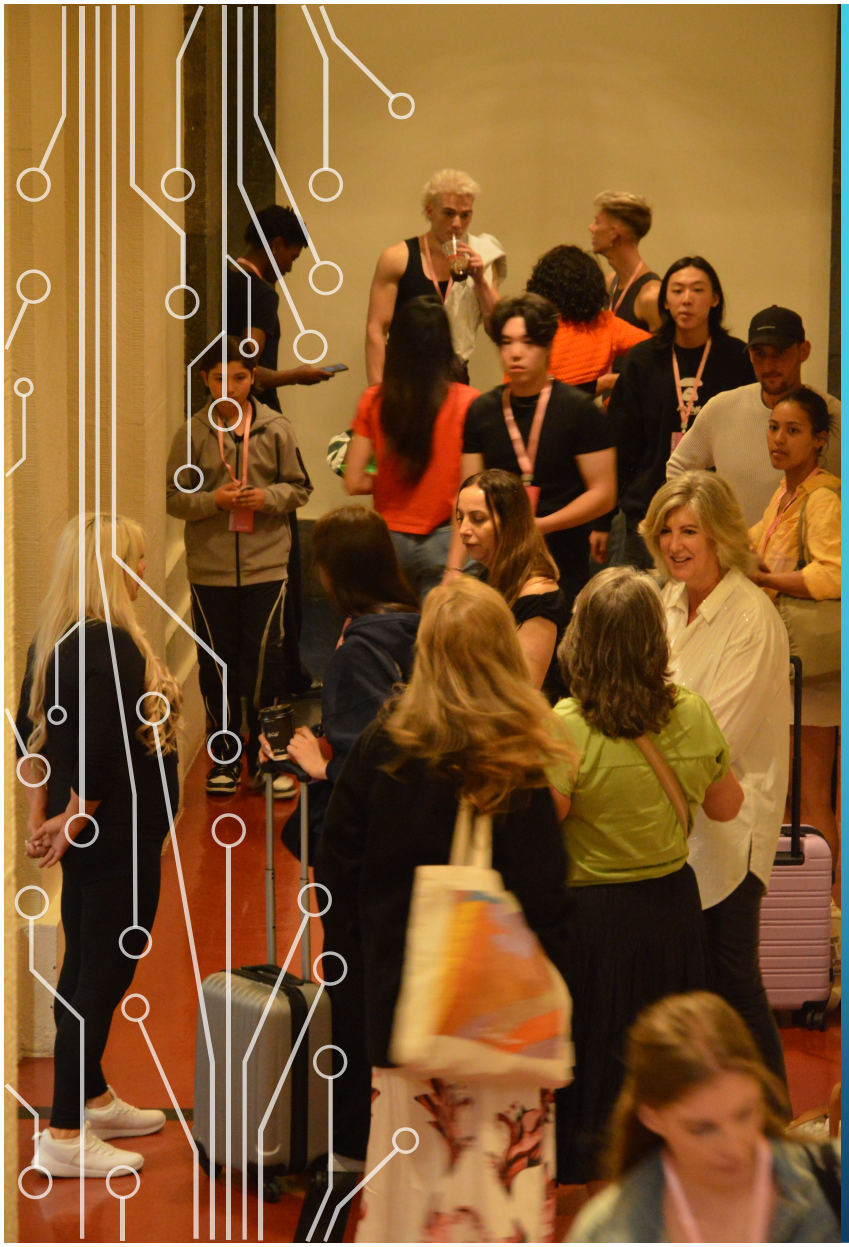


4. EMPHASISES SKILLS TRAINING & PROFESSIONAL DEVELOPMENT

By documenting fashion masterclasses, backstage coordination training, runway etiquette workshops, and design mentorship, the event becomes a **practical educational platform**, not just an event.

Impact:

- Youth gain employable skills
- Helps them see fashion as a viable career pathway
- Builds long-term confidence through competence and practice



5. CONNECTS YOUTH PASSION WITH INDUSTRY OPPORTUNITIES

The report highlights emerging business collaborations such as:

- **Yanggurdi × local manufacturers**
- **Grandma Funk relaunch**
- **Potential fashion export partnerships with China**

These collaborations show young participants that fashion is more than catwalk glamour—it's a **real economic ecosystem with pathways to business, production, and international opportunities**.

Impact:

- **Opens new horizons for youth entrepreneurship (NEXTGENRETAIL)**
- Encourages them to dream bigger
- Shows how creativity connects with global industry networks



6. DEMONSTRATES CULTURAL CONFIDENCE & INCLUSION

La Moneta integrates First Nations culture, multicultural fashion, and social impact into the same stage. This creates a safe environment for young people from diverse backgrounds to express who they are.

Impact:

- **Encourages cultural pride**
- **Builds identity-based empowerment**
- **Shows youth that differences are strengths, not barriers**

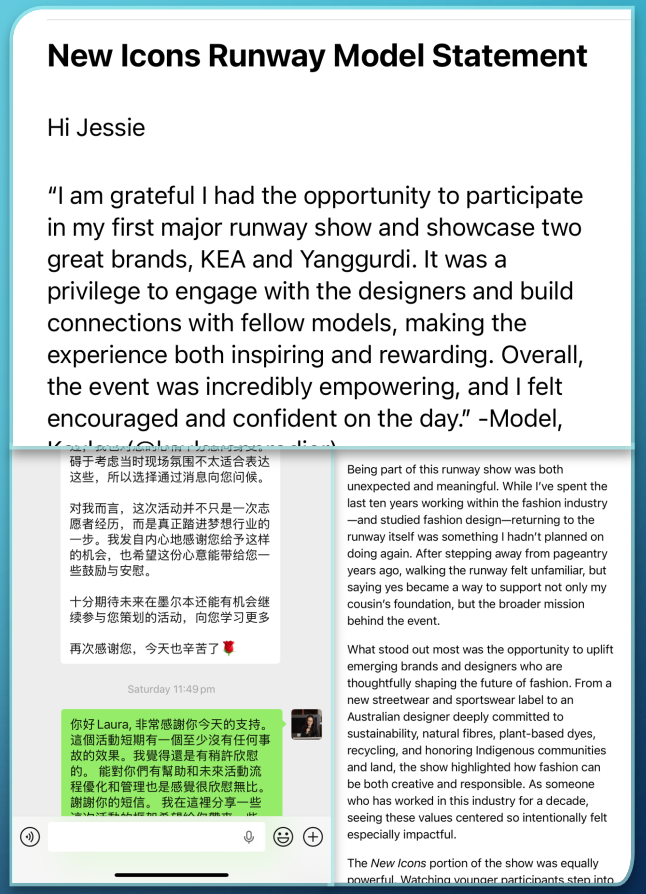
7. RECORDS SOCIAL & ECONOMIC DATA TO SUPPORT FUTURE YOUTH PROGRAMS

Because the event was run by a charity foundation, the report becomes a **strategic document** that can be used for:

- **Government grants**
- **Philanthropic funding**
- **Partnerships with institutions**
- **Long-term social impact measurement**

Impact:

- Ensures long-term support for youth mentorship programs
- Helps build a sustainable future for multicultural fashion education



New Icons Runway Model Statement

Hi Jessie

"I am grateful I had the opportunity to participate in my first major runway show and showcase two great brands, KEA and Yanggurdi. It was a privilege to engage with the designers and build connections with fellow models, making the experience both inspiring and rewarding. Overall, the event was incredibly empowering, and I felt encouraged and confident on the day." -Model,

碍于考虑当时现场氛围不太适合表达这些，所以选择通过消息向您问候。

对我而言，这次活动并不只是一次志愿者经历，而是真正踏进梦想行业的一步。我发自内心地感谢您给予这样的机会，也希望这份心意能带给您一些鼓励与安慰。

十分期待未来在墨尔本还能有机会继续参与您策划的活动，向您学习更多

再次感谢您，今天也辛苦了

Saturday 11:49 pm

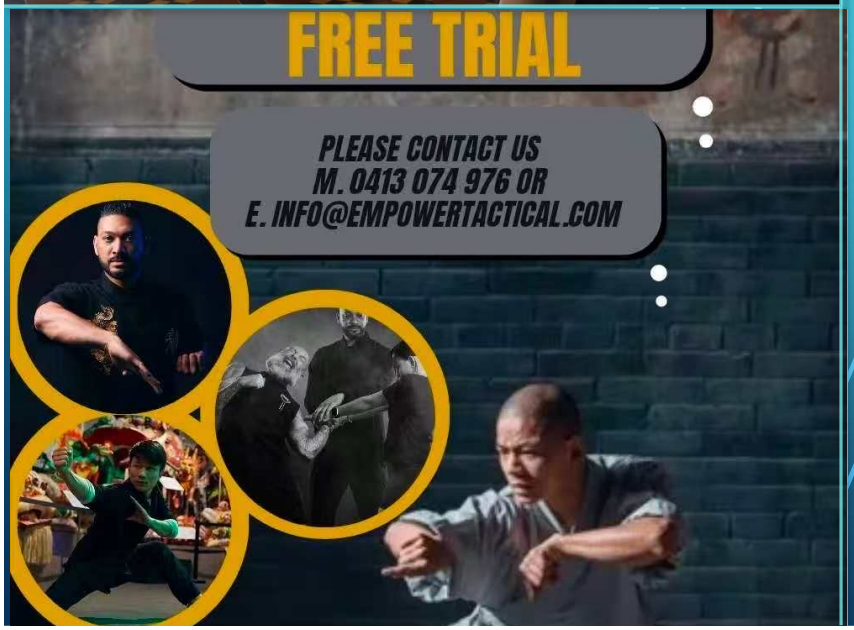
你好 Laura, 非常感謝你今天的支持。這個活動短期有一個至少沒有任何事故的效果。我覺得還是有稍許欣慰的。 能對你們有幫助和未來活動流程優化和管理也是感覺很欣慰無比。謝謝你的短信。 我在這裡分享一些

Being part of this runway show was both unexpected and meaningful. While I've spent the last ten years working within the fashion industry—and studied fashion design—returning to the runway itself was something I hadn't planned on doing again. After stepping away from pageantry years ago, walking the runway felt unfamiliar, but saying yes became a way to support not only my cousin's foundation, but the broader mission behind the event.

What stood out most was the opportunity to uplift emerging brands and designers who are thoughtfully shaping the future of fashion. From a new streetwear and sportswear label to an Australian designer deeply committed to sustainability, natural fibres, plant-based dyes, recycling, and honoring Indigenous communities and land, the show highlighted how fashion can be both creative and responsible. As someone who has worked in this industry for a decade, seeing these values centered so intentionally felt especially impactful.

The *New Icons* portion of the show was equally





8. Experience, Learning and Social Benefit

We believe our event is successful with positive impact we created.

To name a few **Impact:**

- **Encourages resilience**
- **Normalises learning through failure**
- **Inspires youth to commit to long-term growth and purpose**
- **Complimentary accredited Masterclass of Self-Defense**

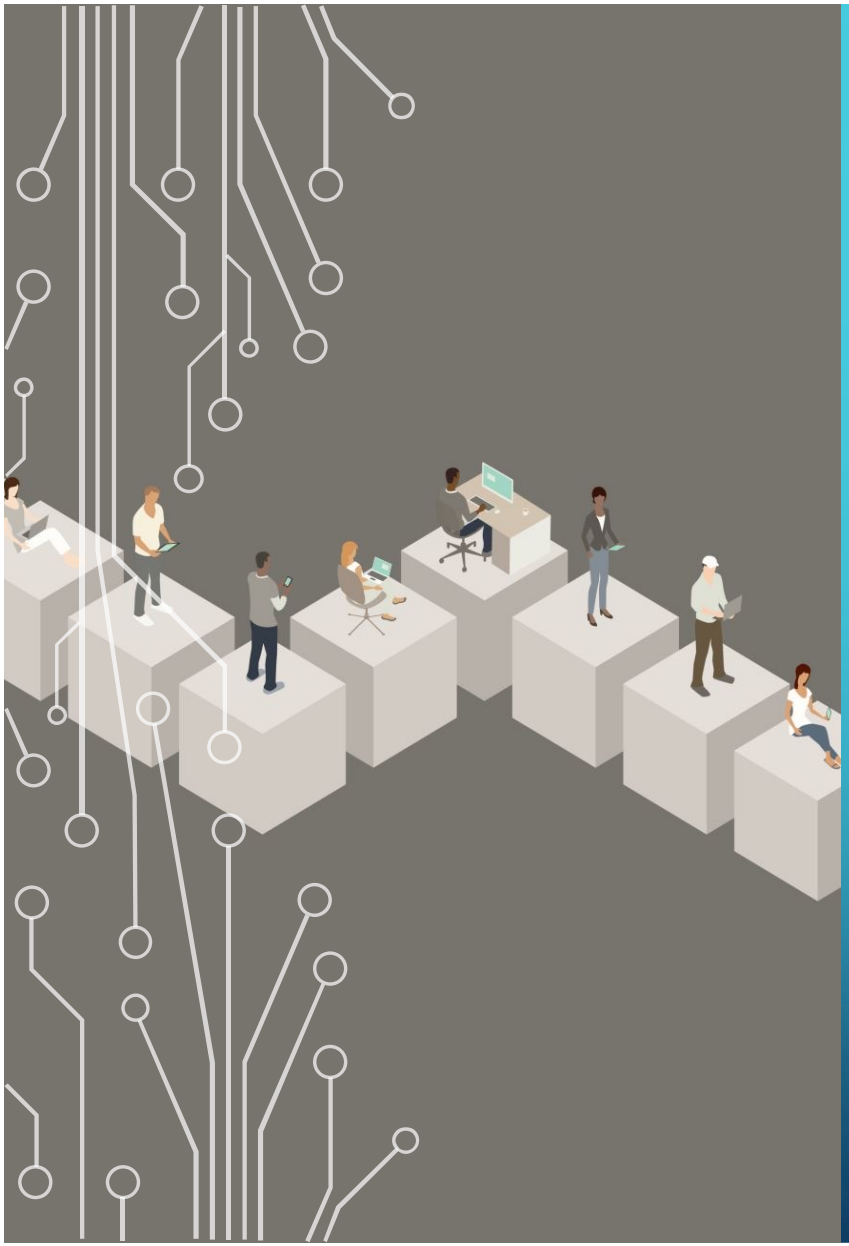
POSITIVE YOUTH DEVELOPMENT IN A TIME OF SOCIAL MEDIA RESTRICTIONS

As public debate intensifies around proposed **social media bans for young people** in Victoria, it has become clearer than ever that our youth urgently need **healthy, real-life pathways** to replace the digital environments they are being removed from. While reducing harmful online exposure may protect young people in some ways, it also removes a major social space where they seek identity, belonging, and creative expression. Without positive alternatives, this gap can lead to isolation, disengagement, and even greater vulnerability to negative influences.

This is why empowerment programs are essential. By providing hands-on mentoring, industry training, cultural confidence building, and community belonging, La Moneta gives young people something that social media cannot:

- real connection,
- real purpose,
- real guidance, and
- real future pathways.

At a time when social disengagement are rising, young people need **encouragement, structure, and inspiring role models**—not just restrictions. La Moneta offers them a place to dream, to create, and to be mentored by leaders who show them the value of passion, responsibility, teamwork, and long-term vision. In this new era of limited digital access, **positive empowerment programs are not optional—they are vital for shaping resilient, confident, and capable young Victorians.**



Summary

- The La Moneta Impact Report serves as a powerful tool to raise positive awareness for youth empowerment by documenting real training outcomes, mentorship pathways, cultural confidence building, and industry opportunities. By transforming challenges into learning experiences and spotlighting stories of growth, the report inspires young people to pursue their passion in fashion with courage, creativity, and community support.