

A photograph of four models standing in a row, showcasing a collection of black clothing. The models are wearing various styles of black dresses, blouses, and trousers. They are holding black handbags and wearing black shoes. The background is a simple, industrial-style setting with a concrete wall and a chain hanging from the ceiling. The text 'COURSE GUIDE' is overlaid in large white letters, and '2020 EDITION' is written below it in smaller white letters.

COURSE GUIDE
2020 EDITION

TABLE OF CONTENTS

03	WELCOME
04	OUR STORY
05	MEET OUR DIRECTOR
06	OUR DIFFERENCE
07	OUR COURSES
08	STUDY OPTIONS
09	DIPLOMA OF BUSINESS
12	INTERNATIONAL STUDENTS
13	CERTIFICATE IV IN BUSINESS
16	INDUSTRY EXPERIENCE
19	FASHION MASTERCLASS SERIES
23	COURSE FEES
24	#ORANAGRADUATES
25	HOW TO APPLY

WELCOME TO ORANA

We are a fashion business college located in Ultimo, the education hub of Sydney close to UTS and TAFE. Our classes are held on campus and online so our courses are accessible from anywhere.

We offer **nationally recognised** fashion business courses. All of our courses are **delivered by fashion industry professional trainers** who have joined us to guide the next generation of the fashion industry.

Orana is an aboriginal word meaning 'Welcome' coming from the Wiradjuri people in Central NSW. **This is one of our core values: Everybody is welcome at Orana.**



"[Orana] provides hands on industry experience and endless opportunities to meet people within the industry. Yvonne and all the trainers are so supportive and will do all they can to help you reach your career goals."

– Sophia Mu



OUR STORY

Since our launch in 2013, we have provided a welcoming, supportive environment where our students can be themselves and find their own unique path within the industry.

Our courses are designed to prepare students to find a job they love within the fashion industry.

We provide practical skills, knowledge and industry connections along with personalised support. Having one-on-one connections with our students result in being able to help build their own path to success.

Our students like to think outside of the box and aspire to contribute to the fashion industry in a positive way. This inspires us to be an inclusive, sustainable and ethical fashion business college.

We welcome anyone who loves fashion and wants to find the best way forward in their career. Let us help you get your foot in the door and fast track your career in fashion.

MEET OUR DIRECTOR

Orana College was founded by Yvonne Yasserie (née Wallace) – a creative director, fashion stylist and visual merchandiser **with over 15 years of experience in the fashion industry.**

Through her career, Yvonne saw a need for quality fashion education in the industry. Since launching in 2013, Orana College has provided the next generation of fashion professionals with tools for success.

Yvonne also successfully runs Orana Creative. They are the largest supplier of fashion and creative services to Westfield (Scentre Group). **This makes Orana the only fashion college in Sydney that works directly within the industry.**

It also means that we can provide opportunities for students to work alongside Australia's leading stylists and creatives who work in the premium retail space.

"It has been such an honour to provide a welcoming and supportive space for our students to learn and thrive. Together with our industry trainers and partners, we have helped our students find their fit within the fashion industry and achieve their goals. I look forward to welcoming many more inspired students to our college and the industry."



Founder and Director
Orana Fashion Business College





OUR DIFFERENCE

1.

UP-TO-DATE AND INDUSTRY LEAD

Fashion moves fast, so you need to be taught by people with their fingers on the pulse. Our industry trainers deliver relevant and on-time content straight from the fashion industry.

2.

TAILORED LEARNING EXPERIENCE

We're all about quality not quantity at Orana, so we have a bespoke approach to learning. We know that everyone's career path is as individual as themselves, so we make sure we have the right staff to tailor your experience.

3.

STATE-OF-THE-ART STYLING STUDIO

We encourage all students to explore their creative inspiration as often as possible. We have a styling studio set up with all the equipment supplied. You can use this space to create content for your portfolio, social media and even your business headshots.

4.

SMALLER CLASS SIZES

To make sure we're able to provide personalised support to every student, we keep our class sizes small. This allows our industry trainers and students to stay fully engaged with one another.

OUR COURSES

QUICK OVERVIEW



BSB50215

Diploma of Business

- Fashion focused business and marketing course
- Nationally accredited qualification
- 12 month commitment

BSB40215

Certificate IV in Business

- Fashion focused business course
- Nationally accredited qualification
- 6 or 12 month commitment



Short course

Fashion Masterclass Series

- Practical fashion skills & knowledge
- Industry recognised
- 3 or 6 month commitment

STUDY OPTIONS

We have flexible study options that will allow you to study from anywhere, so you can maintain your lifestyle while you prepare for the next chapter.



ON CAMPUS

Study face-to-face at our campus in Ultimo, Sydney.



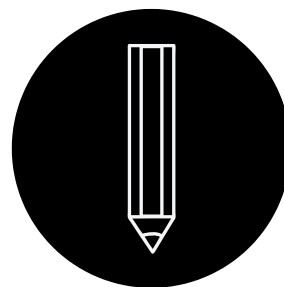
VIRTUAL CLASSROOM

Stream into our live classroom from anywhere in the world.



SELF-PACED

Study at your own pace using our online portal and resources.



BLENDED

Choose a combination of study options that suit your lifestyle.



DIPLOMA OF BUSINESS

MAJOR IN FASHION

This course is Orana's comprehensive course in business and marketing. The Diploma provides a deep understanding of business concepts and how they apply to the fashion industry.

COURSE STRUCTURE

Combination of industry taught classes, internships and mentoring.

COURSE DURATION

12 months

COURSE SCHEDULE

3 days per week

ENTRY REQUIREMENTS

- Minimum 17 years of age (written permission by a parent or guardian required for students under 18 years of age)
- Previously completed Year 10 or equivalent
- Australian or permanent resident
- International students welcome (see additional entry requirements on page 12)

INTAKES

February, April, July and September each year

COURSE FEE

\$9,500

DIPLOMA OF BUSINESS

SUBJECTS

- Fashion Buying
- Fabric 101
- Sewing 101
- Visual Merchandising
- Fashion Magazines
- Production and Wholesale
- Fashion Journalism
- Fashion Photography
- Event Management
- The Fashion Industry
- Branding
- Model and Celebrity Management
- Public Relations
- Online and Social Media
- Styling Skills
- Fashion Styling
- Personal Styling
- Professional Development



BUSINESS LEADERSHIP

BSBREL401 Establish networks

Throughout your career, you will have many occasions where you need to collaborate with other creatives and businesses. To do so successfully, you must have a wide network of people as well as leadership skills. During our Business Leadership sessions, you will acquire networking skills, team building skills as well as negotiation and presentation skills. These will help you shine as a leader, establish your network and effectively work within a team.



FASHION MARKETING

BSBMKG501 Identify and evaluate marketing opportunities

BSBMKG508 Plan direct marketing activities

BSBMKG523 Design and develop an integrated marketing communication plan

The Fashion Marketing subject will equip you with the tools and understanding you need to analyse the market and strategise and implement a marketing plan. You will also learn how to evaluate, design and develop both communication plans and creative briefs. These skills will give you confidence to step into any marketing role as well as know how to market your own start up business.

FASHION ADVERTISING

BSBADV509 Create mass print media advertisements

BSBADV507 Develop a media plan

In our Fashion Advertising subject, you will explore the whole advertisement process from both a creative and managerial perspective. You will gain skills in conceptualising and creating an ad as well as knowledge in how to implement and manage advertising. By the end of this subject, you will be able to both create and coordinate advertisements for a client or your own brand.

COLOUR THEORY

BSBDES301 Explore the use of colour

Colour theory applies to everything from styling, visual merchandising, advertising, branding to marketing. You will learn how to effectively use colour for various purposes - how to combine and style colours together. This subject will also teach you about trend forecasting, Colour Theory will support all of your studies during your course.

CREATIVE PROJECT MANAGEMENT

BSBPMG522 Undertake project work

BSBWRT401 Write complex documents

You will gain a range of skills in Creative Project Management - from skills in producing professional, complex documents to understanding how to plan, administer, monitor and report on a project accordingly to timelines, quality standards and budget. This will prepare you to take on any project within a business. From small projects such as blogs or large projects like starting a new business, hosting a fashion event or a major social media campaign.





INTERNATIONAL STUDENT INFORMATION

DIPLOMA OF BUSINESS

MAJOR IN FASHION

COURSE DELIVERY Face-to-face on campus

COURSE DURATION 12 months

COURSE SCHEDULE 2.5 days per week

ENTRY REQUIREMENTS

- Minimum 18 years of age when applying for the course
- Demonstrate a good command of written and spoken English
- Evidence of IELTS (or equivalent) score of Level 5.5 or higher
- Have completed an equivalent secondary school level of Year 10 or can demonstrate suitable work or life experience
- Meet the Student Visa 500 subclass requirements

INTAKES February, April, July and September each year

COURSE FEE AUD \$14,500



CERTIFICATE IV IN BUSINESS

MAJOR IN FASHION

This course is the fast track to fashion success. As Orana's flagship course, the BSB40215 Certificate IV in Business offers personalised learning and lasting industry connections.

COURSE STRUCTURE	Combination of industry taught classes, internships and mentoring.
COURSE DURATION	6 or 12 months
COURSE SCHEDULE	6 months: 2 days per week 12 months: 1 day per week
ENTRY REQUIREMENTS	<ul style="list-style-type: none">• Minimum 16 years of age (written permission by a parent or guardian required for students under 18 years of age)• Previously completed Year 10 or equivalent• Australian or permanent resident
INTAKES	February, April, July and September each year
COURSE FEE	\$5,500

CERTIFICATE IV IN BUSINESS

SUBJECTS

- Fashion Buying
- Fabric 101
- Sewing 101
- Visual Merchandising
- Fashion Magazines
- Production and Wholesale
- Fashion Journalism
- Fashion Photography
- Event Management
- The Fashion Industry
- Branding
- Model and Celebrity Management
- Public Relations
- Online and Social Media
- Styling Skills
- Fashion Styling
- Personal Styling
- Professional Development



FASHION BUSINESS ESSENTIALS

BSBADM405 Organise meetings

BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements

As the name suggests Fashion Business Essentials covers the basic skills every professional in the fashion industry must have. You will gain a thorough understanding of how to arrange and organise a meeting within an organisation and as a solo trader. We will explore suppliers that are essential for the successful operation of fashion offices. Workplace Health and Safety is also included, so you will be able to implement WHS policies, procedures and programs within any organisation.





FASHION MARKETING

BSBMKG413 Promote products and services
BSBMKG414 Undertake marketing activities

Every business in fashion offers a product or a service, therefore every business in fashion must promote and market their products/services. In Fashion Marketing, you will acquire the fundamental knowledge and skills required to plan, coordinate and implement promotional and marketing activities.

CLIENT MANAGEMENT

BSBCUS401 Coordinate implementation of customer service strategies
BSBCUS402 Address customer needs
BSBCUS403 Implement customer service standards

Within any role in any fashion business, your ultimate goal is to deliver impeccable standards to your clients. Whether that is another business that you work with or people who hire you for a service, it's vital that you understand their needs and have a plan in place. Through the Client Management classes, you will gain the ability to provide and maintain high quality service to your clients.

BUSINESS LEADERSHIP

BSBREL401 Establish networks
BSBINN301 Promote innovation in a team environment
BSBCMM401 Make a presentation

Throughout your career, you will have many occasions where you need to collaborate with other creatives and businesses. To do so successfully, you must have a wide network of people as well as leadership skills. During our Business Leadership classes, you will acquire networking skills, team building skills as well as presentation skills. These will help you shine as a leader, establish your network and effectively work within a team.



INDUSTRY EXPERIENCE

As an Orana student enrolled in a Diploma or Certificate IV course, you can intern with leading companies within the Australian fashion industry.

You are required to complete internship hours to complete your course, but more importantly, the experience gained during your internship is what will help you stand out to future employers.

Based on your goals and interests, we will work together on finding and organising the placement. This will help us make sure you are getting experience that is relevant to your future.

If you secure employment during your course or already work in a business environment in a full time or part time capacity, you may use your employment hours towards your hours.

INDUSTRY INTERNSHIP HOURS REQUIRED

CERTIFICATE IV COURSE 100 Hours

DIPLOMA COURSE 300 Hours

INDUSTRY EXPERIENCE

A SNAPSHOT OF OUR FRIENDS THE INDUSTRY

VOGUE

IMAGES
THAT
SELL

TS

GQ
AUSTRALIA



DLM AU.



THE ICONIC

bassike

MYER Showpo.

P.E

golightly

Westfield

NATION

General Pants Co.

S I R.



Mercedes-Benz FashionWeek
AUSTRALIA

BESPOKE
PUBLIC RELATIONS

InStyle AUSTRALIA

BEC + BRIDGE

ally
fashion

#ORANAGRADUATE SAYS

"My industry experience has allowed me to expand my knowledge of the industry each in different ways and has pushed me to grow my confidence in entering the industry. I am so thankful to Orana for giving me this opportunity and can't wait to use the skills learned to build my career."

– Kaitlin Palmer



"I have completed over 300 hours of workplace training which included two internships, and assisted on several photoshoots and runways. I couldn't be more appreciative of the encouragement and motivation the Orana Team gave me – driving me to be the best person I can, supporting all my decisions and taking all my advice on board."

– Liam Wright



FASHION MASTERCLASS SERIES

This is an industry certified short course. In fashion, they say it's about who you know and what you know. Through this series of 18 unique lessons taught by industry professional trainers, you will gain both.

The Masterclass Series will give you the opportunity to discover where you fit in the fashion industry, a chance to network and gain a real look into life as a fashion professional.

COURSE STRUCTURE	Included in both Certificate IV and Diploma courses Available as a standalone short course Industry taught classes on campus, online or self-paced
COURSE DURATION	3 or 6 months
COURSE SCHEDULE	3 months: 2x 2.5hr class per week 6 months: 1x 2.5hr class per week
ENTRY REQUIREMENTS	None
INTAKES	Join anytime
COURSE FEE	\$1,500



FASHION MASTERCLASS SERIES

SUBJECTS

BRANDING

In this class, you will learn about the skills and attributes needed to work as a brand manager. You will be introduced to the basics of branding; from strategies, planning and creating a brand as well as gain an understanding of the challenges and considerations in regards to branding.

PUBLIC RELATIONS

You will learn how PR differs from advertising, the types of PR and how it works within the Australian fashion industry. You will also understand what kind of work is involved in PR, as well as the skills and attributes required to succeed in this field.

ONLINE AND SOCIAL MEDIA

Having an online presence is an unofficial requirement of any business or person in the industry. The online and social media class covers a great variety of topics; from how to create and manage online platforms, to tricks and tools of the trade.

FASHION BUYING

Fashion retail businesses cannot exist without someone in a buying role. A fashion buyer is responsible for purchasing merchandise to be sold at a retail store. You will learn about the whole buying process and the specialised skills required for this role.

PRODUCTION AND WHOLESALE

The production and wholesale class not only covers the processes of both production and wholesale, but it will give you a deeper understanding on how a fashion brand operates behind the scenes.





FABRIC 101

Whether you want to go into design or not, the knowledge of fabric properties and maintenance is essential for many roles in the fashion industry. Through this class you will learn what different fabrics look and feel like, how they are made and how to take care of them.

SEWING 101

Having a basic knowledge of sewing is useful in a number of jobs in the fashion industry. The sewing basics class is a practical class, where you are provided with sewing kits and learn various sewing techniques.

VISUAL MERCHANDISING

In this class, you will learn how to generate sales and brand awareness through visual merchandising. You will get to create mock store displays, using mannequins and visual merchandising tools.

FASHION MAGAZINES

Our fashion magazines class provides an overview of the fashion magazine business. Learn how to successfully operate a fashion magazine business as well as discuss how the industry is adapting to the digital world and other current key focuses of the global and Australian magazine industry.

FASHION JOURNALISM

From magazines to blogs, podcasts and social media, you can find fashion news on almost every platform. In this class, you will gain an understanding on what fashion journalism is. You will also get to put that into practice during the practical tasks.

FASHION PHOTOGRAPHY

During this class, you will learn about how to be a successful fashion photographer and through both practical and theoretical tasks, you will also how to use photography equipment in our state-of-the-art styling studio.

EVENT MANAGEMENT

In the event management class, you will learn the in's and out's of event management, the various types of events held in the industry and the how-to's of successfully managing an event.

MODEL AND CELEBRITY MANAGEMENT

Learn what is involved in managing, representing and hiring a model from both an agency and client perspective. Essential knowledge of the top agencies in Australia will also be covered.

PROFESSIONAL DEVELOPMENT

Our professional development class is designed to equip you with the basic knowledge and skills needed to have a successful career. This class will also cover how to write a professional resume and cover letter, and you will have an opportunity to receive feedback from the trainer.

THE FASHION INDUSTRY

To introduce you to the business of fashion, we have the fashion industry class. This class will give you an overview of the Australian fashion industry, as well as the various jobs within the industry.

STYLING SKILLS

The styling skills class will cover practical skills, tools and tips that every stylist must know. After this practical class, you will be able to identify when and where certain skills and tools are in need.

FASHION STYLING

A fashion stylist is styles for commercial purposes, such as magazine shoots, celebrity public appearances or advertising. The fashion styling lesson will cover what kind of work is involved in fashion styling as well as the skills and knowledge that are required to succeed.

PERSONAL STYLING

Personal styling focuses on improving, developing and enhancing a client's visual appearance. During this lesson, you will learn how to style people based on their physical characteristics as well as lifestyle, along with tips and tricks of the trade.



COURSE FEES

BSB50215 DIPLOMA OF BUSINESS

\$9,500 (domestic students)

\$14,500 (international students)

BSB40215 CERTIFICATE IV IN BUSINESS

\$5,500

FASHION MASTERCLASS SERIES

\$1,500



FLEXIBLE PAYMENT OPTIONS AVAILABLE

Please get in touch to request detailed information on our fees.



OUR GRADUATES

A SNAPSHOT OF OUR GRADUATES IN THE INDUSTRY



Jadé Tuncdoruk

Digital Influencer

Jadé is now one of Australia's top influencers, frequently featured in the media.



Ashley Syne

Fashion Stylist

Ashley works with companies like The Iconic, and is also one of our industry trainers.



Scott Hayes

Online & E-commerce Manager

Scott works for Spring Court, producing engaging content and managing their online store.

Mario Mendez

Buying & Merchandising Assistant
Giorgio Armani

Jessica King

Wardrobe Assistant
Channel 7 (Home & Away)

Britney King

Fashion Assistant
Pacific Magazines (WHO)

Grace Hemberg

Digital Production Manager
Bauer Media

Jessica Hill

Creative Brand Assistant
Lioness

Hanna Hardman

Production Manager
Grazia Australia

Danyel Ahmet

Stylist & Content Producer
Hello Molly Fashion

Brittany Freestone

Assistant Buyer
The Iconic

Sheaj Sayers

Brand Manager
Launch Fashion Management

Sarah Sheekey

Assistant Buyer
Glue STORE

Dajung Chun

Assistant Buyer
MJ Bale

Brendan Kennedy

Visual Merchandiser
MYER

Frankie Gray

Online & PR Coordinator
P.E Nation

Mikaeli Blair

Visual Merchandiser
General Pants Co.

Evandra Ribeiro

Client Manager
Senso

HOW TO APPLY

READY TO START YOUR CAREER IN FASHION? HERE'S HOW:

1.

Book in a time to chat with us so we can understand how to support your goals. You can book online and we can speak face-to-face on campus, via video chat or on the phone.

To book: oranacollege.com.au/meet-us

2.

Fill out the application form on our website and pay the application fee to secure your spot.

To apply: oranacollege.com.au/apply-now

3.

Once your application is approved, you will receive a 'Welcome' document package. You will also gain access to your online student portal so you can start preparing for your first class!

