



**ORANA**  
FASHION BUSINESS COLLEGE

**COURSE GUIDE**  
**23-24 EDITION**

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# WELCOME TO ORANA

*“Orana is much more than your average college; it is a space transforming each and every individual that passes through their doors.”*

– **Clair Wainwright** Graduate



# OUR STORY

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**Orana is an aboriginal word meaning 'Welcome' and we chose this name because our core value is that everybody is welcome.**

We believe good ideas can come from anywhere and we have been proven right time and time again since we opened in 2013.

All our trainers are industry leaders and come to class with hours of stories, to give you not only information but a sense of the industry.

With our combined connections, Orana is able to offer its students internships and job opportunities to get them started in the world of fashion and digital marketing.

And our personalised approach and small classes will make sure you have a nice time along the way.

**Welcome.**

*"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."*

## OUR DIRECTOR

**Yvonne Yasserie (née Wallace)**  
Founder and Director

Like most people in fashion, Yvonne is always thinking about tomorrow.

One day whilst she was running her business Orana Creative, which is the largest supplier of fashion and creative services to Westfield [Scentre Group], she realised something.

**She realised that the industry needed to start looking out for the next generation of stars.**

And so, in 2013 she opened Orana College.

Yvonne has worked as a Creative Director, Stylist and Visual Merchandiser but believes that **helping the next generation with a passion for fashion will be her greatest contribution to the industry.**



# OUR DIFFERENCE

1.

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### **Industry connections**

We have a long list of contacts in all areas of the industry. No matter what aspect of fashion, digital marketing or styling you are interested in, we will help you gain real-world experience and connections.

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2.

### **Flexible learning experiences**

We're all about quality not quantity, so we have a bespoke approach to learning. We know that everyone's career path is as individual as themselves and so are our courses.

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3.

### **Creative hub and styling studio**

We encourage all students to explore their creative inspiration as often as possible. Our styling studio is set up with all the necessary equipment for our students to create collaboratively.

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4.

### **Small 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

## AT A GLANCE

### **SIR50217**

#### Diploma of Visual Merchandising

- Visual merchandising course with a styling and events focus
- Nationally accredited qualification
- 1 year commitment

### **10904NAT**

#### Diploma of Social Media Marketing

- Exclusive fashion, beauty and lifestyle focused social media and digital marketing course
- Nationally accredited qualification
- 1 year commitment

### **BSB50120**

#### Diploma of Business

- Fashion focused business course
- Nationally accredited qualification
- 1 year commitment

### **BSB40320**

#### Certificate IV in Entrepreneurship and New Business

- Fashion focused business and entrepreneurship course
- Nationally accredited qualification
- 1 year commitment

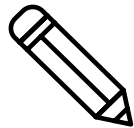
### **INDUSTRY CERTIFIED**

#### Fashion Masterclass Series

- Fashion focused short course
- Industry certified
- Unlimited 1 year course access

# STUDY OPTIONS

Everyone is different. But no matter where you live or what your other commitments are, you can study with us.



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## On campus

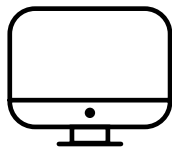
Study face-to-face at our campus in Ultimo, Sydney.



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## Live online classroom

Stream into our live online classroom from anywhere in the world.



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## Self-paced online

Study online at your own pace using our interactive online resources.



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## Blended

Mix and match on campus, live online and self-paced study options.





# DIPLOMA COURSES

*“Being at Orana with many other creative  
likeminded people has inspired me to embrace  
my fashion creativity more than ever before.”*

– Kaitlin Palmer Graduate

SIR50217

# DIPLOMA OF VISUAL MERCHANDISING

## MAJOR IN FASHION STYLING AND EVENTS

Visual merchandising means designing a physical brand experience and it all starts with your creative vision. From creating eye catching displays in store to fashion styling, right through to designing events. This course is ideal for those with big imaginations and even bigger ambitions.

<b>COURSE STRUCTURE</b>	Industry taught classes plus access to the Fashion Masterclass Series
<b>COURSE DURATION</b>	1 year
<b>COURSE SCHEDULE</b>	2 days per week + optional industry internships
<b>STUDY OPTIONS</b>	On campus, live online, self-paced online or blended
<b>ENTRY REQUIREMENTS</b>	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 citizen or permanent resident or New Zealand citizen International students welcome (see entry requirements on page 22)
<b>INTAKES</b>	February, April, July and September each year
<b>INVESTMENT</b>	AUD \$9,500 total (AUD \$500 deposit + AUD \$9,000 tuition fee) Payment plans available
<b>FIND OUT MORE</b>	<a href="http://oranacollege.com.au/courses">oranacollege.com.au/courses</a> <a href="http://oranacollege.com.au/fees">oranacollege.com.au/fees</a>



## WHAT YOU'LL LEARN

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### FASHION MASTERCLASS SERIES

See page 32 for more information

This is your cheat sheet for the world of fashion. Each unique class will give you the opportunity to discover where you fit in the fashion industry and gain a real look into life as a fashion professional.

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### BRAND COMMUNICATIONS

**SIRRMER004** Develop visual merchandising creative concepts

**SIRRMER005** Implement visual merchandising concepts

**SIRXECM002** Prepare digital content

Fashion brands live or die by their ability to communicate with their target audience. We look at everything from visual merchandising to creating digital content and learn how this can impact the bottom line.

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### FASHION STYLING AND TREND FORECASTING

**CUADES301** Explore the use of colour

**SIRRSTY001** Style the customer

**CUADES305** Source and apply information on the history and theory of design

In this inspiring subject we will teach you how to become a successful fashion stylist. We'll look at everything from the history of design, to colour palettes, to trends and the all important job of forecasting. A must for any budding stylists.



## WHAT YOU'LL LEARN

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### RUNWAY AND EVENT PRODUCTION

**SITEEVT029** Research event industry trends and practice

Brands are made on the runway. We'll show you how to design and organise a fashion event from start to finish. You'll learn what has to go right and what can go wrong.

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### VISUAL MERCHANDISING

**SIRRMER007** Design and install visual merchandising displays

**SIRRMER010** Style using visual merchandising aids

**SIRRMER011** Design and install merchandise signage

**SIRXWHS002** Contribute to workplace health and safety

**SIRRMER006** Achieve visual merchandising targets

We'll show you how to come up with visual merchandising concepts that captivate hearts and minds. We'll look at everything from styling mannequins, lighting, typography and prop design.



## WHAT YOU'LL LEARN

### CREATIVE DIRECTION

**SIRRMER008** Plan and style merchandise photo shoots

We'll show you how to plan a successful photo shoot - styling, locations, props, talent, lighting and even catering! Learn how to get the most out of your brand in front of the camera.

### CREATIVE DESIGN AND FASHION ILLUSTRATION

**CUADES302** Explore and apply the creative design process to 2D forms

**CUADES303** Explore and apply the creative design process to 3D forms

**CUAACD311** Produce drawings to communicate ideas

We help you create ideas that will hopefully one day change the fashion world. We'll also show you how to bring your ideas to life, so they always look their best. We look at everything from illustration to prop design.

10904NAT

# DIPLOMA OF SOCIAL MEDIA MARKETING

## MAJOR IN FASHION, BEAUTY AND LIFESTYLE

If you like the idea of working in the fast paced world of social media, then this course is for you. You'll learn how brands plan and execute global social media campaigns and more importantly why they do and how they measure success. This course is ideal for creative and strategic thinkers.

<b>COURSE STRUCTURE</b>	Industry taught classes plus access to the Fashion Masterclass Series
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<b>STUDY OPTIONS</b>	On campus, live online, self-paced online or blended
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<b>INVESTMENT</b>	AUD \$9,500 total (AUD \$500 deposit + AUD \$9,000 tuition fee) Scholarships and payment plans available
<b>FIND OUT MORE</b>	<a href="http://oranacollege.com.au/courses">oranacollege.com.au/courses</a> <a href="http://oranacollege.com.au/fees">oranacollege.com.au/fees</a>



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### CRAFT OF COPYWRITING

**BSBMKG555** Write persuasive copy

These days sadly people read very little at all. So if you are using words to promote your brand you need to make sure you know all the ways to make your words stand out.

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### TURNING OPPORTUNITIES INTO PROFIT

**BSBMKG541** Identify and evaluate marketing opportunities

Ideas don't just happen. They come from gaining insight into what someone wants and then delivering a product that blows their mind. We show you where to find those precious insights.

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### PERSONAL BRANDS AND INFLUENCING

**NAT10904004** Establish, build and leverage a personal brand on social media

Influencers now influence everything, including marketing strategies. They have proven to marketers around the world just how powerful having a clear and attractive personal brand can be. We'll show you how to expand and leverage your own influence by building your personal brand and business.



## WHAT YOU'LL LEARN

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### CREATIVE MAJOR WORK

**CUAPPR513** Present a body of own creative work

Ideas come in all shapes and sizes and this is particularly true for the digital world. We'll work with you to develop a portfolio of innovative digital ideas, sure to impress prospective employers.

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### PAID SOCIAL MEDIA

**NAT10904003** Plan, manage and optimise paid social media advertising

Paid social is now one of the highest spends on most marketing budgets, which puts responsibility onto you to make the most of it. Don't panic, we'll show you how.

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### CONTENT CREATION

**NAT10904001** Plan, implement and manage content marketing

Every brand is currently churning out content. The trick is knowing how to develop digital content that will sell, no matter how tight your budget and timings are.





## WHAT YOU'LL LEARN

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### SOCIAL MEDIA STRATEGY

**SIRXMKT006** Develop a social media strategy

Everyone plays around on social media. A brand however needs to consider what the role is of each platform and how to best use it to contribute to their bottom line.

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### ORGANIC SOCIAL MEDIA

**NAT10904002** Plan, conduct and optimise organic social media marketing

Successful social media pages are carefully planned and curated sources of both information and entertainment. We show you how to create a page that translates all this into dollars... as well as fun.

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### FROM BUZZ TO BUYING

**NAT10904005** Plan, implement and manage social media conversion strategies

There is an art to converting likes and comments into sales. We'll walk you through this journey that every marketer in the digital world needs to travel.

BSB50120

# DIPLOMA OF BUSINESS

## MAJOR IN FASHION

If you want to be ready for everything the world of business throws at you, including one day starting your own business, then look no further. We'll introduce you to everything from branding to sustainability as well as building e-commerce sites and working with suppliers and partners in the world of fashion.

<b>COURSE STRUCTURE</b>	Industry taught classes plus access to the Fashion Masterclass Series
<b>COURSE DURATION</b>	1 year
<b>COURSE SCHEDULE</b>	2 days per week + optional industry internships
<b>STUDY OPTIONS</b>	On campus, live online, self-paced online or blended
<b>ENTRY REQUIREMENTS</b>	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 citizen or permanent resident or New Zealand citizen International students welcome (see entry requirements on page 22)
<b>INTAKES</b>	February, April, July and September each year
<b>INVESTMENT</b>	AUD \$9,500 total (AUD \$500 deposit + AUD \$9,000 tuition fee) Scholarships and payment plans available
<b>FIND OUT MORE</b>	<a href="http://oranacollege.com.au/courses">oranacollege.com.au/courses</a> <a href="http://oranacollege.com.au/fees">oranacollege.com.au/fees</a>



## WHAT YOU'LL LEARN

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### CREATIVE DIRECTION

**SIRRMERO08** Plan and style merchandise photo shoots

We'll show you how to plan a successful photo shoot - styling, locations, props, talent, lighting and even catering! Learn how to get the most out of your brand in front of the camera.

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### FASHION BUYING

**SIRRM006** Plan a merchandise product range

**BSBFIN501** Manage budgets and financial plans

Buying is at the heart of the fashion business, so we get to the heart of buying. We show you how to develop a hunch for trends as well as developing pricing, a range and marketing. You just bring the eye for the next big thing.

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### LEADING DIVERSITY IN FASHION

**BSBTWK501** Lead diversity and inclusion

Lead a positive change in the fashion industry by ensuring your brand, people and marketing campaigns are diverse and inclusive. You will learn how to connect with your customer and be an advocate for all people. This is a vital subject for the future leaders of the industry.



## WHAT YOU'LL LEARN

### SUSTAINABLE AND ETHICAL FASHION

**BSBSUS511** Develop workplace policies and procedures for sustainability

Business today not only needs to be successful, it needs to be sustainable. We look at how to develop a sustainable fashion business - from finding ethical suppliers, to supply chain management to communicating your stance to consumers.

### COMMUNICATION AND CRITICAL THINKING

**BSBXCM501** Lead communication in the workplace

**BSBCRT511** Develop critical thinking in others

Those who are successful in the fashion world all have one thing in common - they can see opportunities, have ideas and are able to communicate these ideas. We'll look at how you can think and communicate like a pro.

### THE BUSINESS OF SELLING

**BSBOPS501** Manage business resources

**SIRXECM003** Design an ecommerce site

Fashion brands all want the same thing - to sell as many products as possible. These days a strong ecommerce site and dominating SEO is key to this. We'll take a hands on approach to all this not just digital theory.



## WHAT YOU'LL LEARN

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### BUSINESS RELATIONSHIPS

**BSBTWK401** Build and maintain business relationships

Your business will only be as strong as your relationships. We'll look at how keeping your customers, suppliers and employees happy will keep your bank balance happy.

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### BUILDING BUSINESS PLANS

**BSBOPS601** Develop and implement business plans

Success is always in the detail and business plans are no exception. We'll show you step by step how to look at everything from your vision, to your competitors, financial targets, marketing and legal requirements.

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### MANAGING YOURSELF

**BSBPEF401** Manage personal health and wellbeing

Today, your personal brand will affect your own business or your employers, so you need to manage it. We'll also show you how to manage your time and your performance in a way that gives you a work life balance.



# INTERNATIONAL STUDENTS

*“Throughout my course, I have received so many opportunities & exposure to the fashion industry that I otherwise would not have had.*

*I am truly grateful to all the amazing staff at Orana.”*

– Tarryn Kaufmann International Student

# INTERNATIONAL STUDENTS

Enrol in your preferred course from the SIR50217 Diploma of Visual Merchandising, the 10904NAT Diploma of Social Media Marketing or the BSB50120 Diploma of Business for one year or enrol in multiple courses completing a Double Diploma over 2 years or Triple Diploma over 3 years.

<b>COURSE STRUCTURE</b>	Face-to-face on campus
<b>COURSE DURATION</b>	1 year (Diploma) 2 years (Double Diploma) 3 years (Triple Diploma)
<b>COURSE SCHEDULE</b>	2 days per week
<b>STUDY OPTIONS</b>	On campus
<b>ENTRY REQUIREMENTS</b>	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
<b>INTAKES</b>	February, April, July and September each year
<b>INVESTMENT</b>	AUD \$500 deposit + AUD \$2,250 per term (\$0 course material fee) Scholarships available
<b>FIND OUT MORE</b>	<a href="http://oranacollege.com.au/international">oranacollege.com.au/international</a>

# CERTIFICATE IV COURSES

*“There was no push as to why the college was a better choice than the others, it was a feeling that came with the whole interview and space of the college.”*

– Jessica King Graduate



BSB40320

# CERTIFICATE IV IN ENTREPRENEURSHIP AND NEW BUSINESS

## MAJOR IN FASHION

Many people dream of having their own business but we actually show you how to do it, step by step. Whether it's your current side hustle or an idea you have up your sleeve, we'll help you bring that to life. You'll be in a class with people who you can learn from and share stories.

<b>COURSE STRUCTURE</b>	Industry taught classes plus access to the Fashion Masterclass Series
<b>COURSE DURATION</b>	6 months
<b>COURSE SCHEDULE</b>	1 day per week + optional internships
<b>STUDY OPTIONS</b>	On campus, live online, self-paced online or blended
<b>ENTRY REQUIREMENTS</b>	<p>Minimum 16 years of age (written permission by a parent or guardian required for students under 18 years of age)</p> <p>Previously completed Year 10 or equivalent</p> <p>Australian citizen or permanent resident or New Zealand citizen</p>
<b>INTAKES</b>	February, April, July and September each year
<b>INVESTMENT</b>	<p>AUD \$5,500 total (AUD \$500 deposit + AUD \$5,000 tuition fee)</p> <p>Scholarships and payment plans available</p>
<b>FIND OUT MORE</b>	<p><a href="https://oranacollege.com.au/courses">oranacollege.com.au/courses</a></p> <p><a href="https://oranacollege.com.au/fees">oranacollege.com.au/fees</a></p>



## BUILDING MARKETING PLANS AND BRANDS

### BSBESB404 Market new business ventures

All good marketers need a plan as good as they are. We'll develop plans covering everything from logos to legislation. You'll plan like a pro in no time with our tips and templates.

## FASHION MASTERCLASS SERIES

### See page 32 for more information

This is your cheat sheet for the world of fashion. Each unique class will give you the opportunity to discover where you fit in the fashion industry and gain a real look into life as a fashion professional.

## WHAT YOU'LL LEARN

### HOW TO START A SUCCESSFUL BUSINESS

**BSBESB301** Investigate business opportunities

**BSBESB401** Research and develop business plans

**BSBESB402** Establish legal and risk management requirements of new business ventures

**BSBESB302** Develop and present business proposals

**BSBESB403** Plan finances for new business ventures

**BSBCRT512** Originate and develop concepts

If you have ever wanted to start a business, this subject will walk you through step by step exactly what you need to give yourself the greatest chance of success. We'll cover all the tricky stuff that normally worries people like accounts, legal issues and getting investors.



## WHAT YOU'LL LEARN

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### BEGINNERS GUIDE TO BUYING

#### **SIRMRM006** Plan a merchandise product range

Fashion buying and merchandising is both an art and a science and we will teach you aspects of both. You'll learn how to forecast fashion trends, plan ranges and develop pricing strategies and so be ready to run a successful fashion business.

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### RULES OF RETENTION

#### **SIRXCEG003** Build customer relationships and loyalty

The happier your customers the more they buy and the more often. We'll show you how to promote loyalty and deal with any customer issues before they affect your bottom line.

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### DIGITAL STRATEGY

#### **BSBTEC405** Review and maintain organisation's digital presence

Digital is at the heart of every successful business. We'll make sure you know how to set up and get the the most out of your ecommerce website and social media. You just bring the creativity.



# INDUSTRY EXPERIENCE

*“Orana provides hands on industry experience and endless opportunities to meet people within the industry. The Orana team are so supportive and will do all they can to help you reach your career goals.”*

– Sophia Mu Graduate



# INDUSTRY EXPERIENCE

At Orana, your course comes with connections. We will offer you a range of internships to apply for that suit your interests and skills. When jobs come up, we will also share these and help you apply and prepare for interviews. We'll make sure that by the time you graduate you're experienced in industry experience.

## Who can I intern with?

We have a long list of companies that we can connect you with (see page 30 for a snapshot of some of our friends in the industry). However, if you find a company that we aren't connected with, let us know and we will take it from there.

## Who can apply?

Anyone studying at Orana can apply for an internship. In fact, we strongly recommend getting as much industry experience as possible while studying. Industry experience opens you up to a world of connections and connections are one of the most valuable parts of a career.

## Is it compulsory?

In short, no internships are not compulsory, however, we do strongly recommend them as this will open you up to experience different areas of the industry which may even land you a job before you graduate!

# INDUSTRY EXPERIENCE

A SNAPSHOT OF OUR  
FRIENDS IN THE INDUSTRY

**AAFW**  
afterpay AUSTRALIAN  
FASHION WEEK

**BALLY**

bassike

BEC+BRIDGE

**BY JOHNNY.**

Camilla

DAVID  
JONES

**GO**

  
**HERMÈS**  
PARIS

M.J. BALE

**MYER**

sass & bide

**SENSO**



**Showpo.**

**SLP**  
MGMT

THE UPSIDE

THE ICONIC

**VOGUE**

*Westfield*



# SHORT COURSES

*“Orana is where I am gaining the skills and knowledge from the combination of the staff’s warmth, professionalism, inspiration and industry experience that will enable me to confidently pursue a career in fashion.”*

– Gabbie Keevill Graduate

INDUSTRY CERTIFIED

**FASHION**

**MASTERCLASS**

**SERIES**

**SHORT COURSE**

This course is a cheat sheet for the world of fashion. Every class covers a different area of the business. This course is ideal for anyone wanting an overview, or anyone trying to work out what area of fashion suits you best.

<b>COURSE STRUCTURE</b>	Included in Diploma and Certificate IV courses Available as a stand-alone short course
<b>COURSE ACCESS</b>	Unlimited access for 1 year
<b>STUDY OPTIONS</b>	Self-paced
<b>ENTRY REQUIREMENTS</b>	None
<b>INTAKES</b>	Join anytime
<b>INVESTMENT</b>	AUD \$950 total (AUD \$50 deposit + AUD \$900 tuition fee) Payment plans available
<b>FIND OUT MORE</b>	<a href="http://oranacollege.com.au/masterclass">oranacollege.com.au/masterclass</a> <a href="http://oranacollege.com.au/fees">oranacollege.com.au/fees</a>



## WHAT YOU'LL LEARN

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### BUYING 101

See how fashion buyers take a hunch, some data and their experience and turn this into global sales phenomenons.

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### PUBLIC RELATIONS

PR is the arm of marketing that very cleverly seeks to get into the media without paying for it - we'll explain and show you how PR people work their magic.

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### BRANDING

Marketers don't just sell products, they build brands. See how marketers use everything from design to discounts to appeal to people.

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### SEWING 101

Sewing is something that will never go out of fashion and even if you never do it yourself, we'll give you the basics to get by in the fashion world.

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### PRODUCTION AND WHOLESALE

Behind every great outfit is a great production and wholesale team. This is your chance to see what goes on behind the scenes.

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### FASHION MAGAZINES

Fashion magazines aren't just pretty pictures, they are an overview of everything that happens in fashion and a showcase for our collective talent.

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### VISUAL MERCHANDISING

We show you how to create visual merchandising displays that bring people into shops and then right up to the cash register.

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### FASHION JOURNALISM

Fashion relies on people talking about it to become fashionable, so fashion journalists make fashion possible. We'll look at exactly what they do.

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### FABRIC 101

Fabric is fascinating. It can make, break or shake the work of fashion. We'll look at the different properties of fibres and fabric and the power they wield.

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### ONLINE AND SOCIAL MEDIA

If you're in fashion, you're online. See the key role that social media and ecommerce plays in any fashion business.



## WHAT YOU'LL LEARN

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### TREND FORECASTING

We'll show you what is at the very heart of the fashion industry - trend forecasting. We'll look at micro & macro trends, colour forecasting and you'll see first-hand why trend forecasting is one of the most important and exciting jobs in the business.

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### EVENT MANAGEMENT

Events are the lifeblood of the fashion industry. We'll look at how to flawlessly execute them without breaking a sweat.

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### MODEL AND INFLUENCER MANAGEMENT

Want to know how to get the most out of influencers for your brand? We'll give you all the tips you need. We make managing talent easy... well, easier.

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### FASHION STYLING

Clothes are only as good as their stylists. We look at how styling turns clothes into fashion and fashion into money.

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### PERSONAL STYLING

We'll arm you with all the tips and tricks to style a client or even just yourself for job interviews.

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### FASHION PHOTOGRAPHY

A picture tells 1000 words and sells \$1000 in the fashion industry. Learn your way around the photography equipment while you prepare to manage a photoshoot.

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### STYLING SKILLS

Ever wanted to know how stylists make models and their clothes look so good? We'll show you all their clever little tricks.

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### THE FASHION INDUSTRY

The fashion business is famous for being fast paced and exciting but that's just the beginning. See the sides of fashion that rarely get to be seen.

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### PROFESSIONAL DEVELOPMENT

We'll show you how to put your best foot (and face) forward. We'll give you all the tips you need to get noticed in the industry.

# HOW TO APPLY

1.

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## Meet us

Our tailored approach begins from our first chat. Book a time for a call or a campus tour.

[oranacollege.com.au/meet-us](https://oranacollege.com.au/meet-us)

2.

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## Apply

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

[oranacollege.com.au/apply-now](https://oranacollege.com.au/apply-now)

3.

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## Fees

Decide how you would like to pay your tuition fees. Either upfront or on a payment plan.

[oranacollege.com.au/fees](https://oranacollege.com.au/fees)

4.


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## Welcome

Start working towards your dream career and connect with like-minded creatives.

[oranacollege.com.au/student-portal](https://oranacollege.com.au/student-portal)

# EARLY ENTRY



*“Applying for early entry with Orana was easy and stress-free and allowed me to focus on completing my HSC without the added pressure of time-consuming and stressful applications.”*

– Taylor Richardson Early Entry Student

Apply for Early Entry and finish highschool with an early offer without all the stress.

## HOW TO APPLY?

To apply, start by filling out the online application form and then book a time to discuss your application.

[oranacollege.com.au/early-entry](https://oranacollege.com.au/early-entry)



*“Being able to obtain a scholarship has afforded me the opportunity to gain the skills and experience without the financial burden.”*

– **Juanev Steenkamp** Scholarship Student

Our scholarship program gives us an opportunity to provide students who love fashion, digital marketing and the creative space but need a little extra support to pursue their goals. It also allows us to recognise and reward outstanding achievements.

There are scholarships available at every intake for a selection of the courses we offer. Anyone is welcome to apply for a scholarship, however, there are limited placements each intake.

#### **HOW TO APPLY?**

To apply, start by filling out the online application form with any supporting documents you may have.

[oranacollege.com.au/scholarships](https://oranacollege.com.au/scholarships)



OUR

GRADUATES

*“I have Orana to thank for giving me the opportunity to learn, network and intern with ongoing support and encouragement. I now have my dream job and couldn't be happier!”*

– Ashley Syne Graduate

# WHO ARE THEY?

## A SNAPSHOT OF OUR GRADUATES WORKING IN THE INDUSTRY

Frankie Gray  
Online & PR Assistant  
**P.E. NATION**

Jade Tuncdoruk  
Digital Influencer  
**@JADETUNCHY**

Ashley Syne  
Senior Fashion Stylist  
**THE ICONIC**

Labrina Liacopoulos  
Junior Account Manager  
**PORTOBELLO PR**

Mel Flooks  
Copywriter  
**OROTON**

Jessica Hill  
Creative Brand Assistant  
**LIONESS**

Danyel Ahmet  
Stylist & Content Producer  
**HELLO MOLLY**

Elizabeth Berthaly  
Operational Specialist  
**MECCA**

Jessica King  
Wardrobe Assistant  
**CHANNEL 7**

Brylee Lonesborough  
Visual Merchandiser  
**GLUE STORE**

Mario Mendez  
Buying Assistant  
**TOMMY HILFIGER**

Rebecca Yau  
Production Coordinator  
**BASSIKE**

Scarlett Montgomery  
Social Media Manager  
**WHITE FOX BOUTIQUE**

Hannah Hardman  
Production Manager  
**GRAZIA AUSTRALIA**

Brittany Freestone  
Assistant Buyer  
**THE ICONIC**

Dajung Chun  
Assistant Buyer  
**MJ BALE**

Evandra Ribeiro  
Client Manager  
**SENSO**

Maddison Court  
Social Media Coordinator  
**GINGHAM AND HEELS**

Kezia Huxham  
E-commerce Coordinator  
**STYLERUNNER**

Scott Hayes  
Online & E-commerce Manager  
**SPRING COURT**

Bella Willoughby  
Public Relations Assistant  
**HELLO MOLLY FASHION**

Lauren Dulgaro  
Marketing Coordinator  
**TJ SWIM**

Elly Vindin  
Art Director  
**REBECCA VALLANCE**

Karen Wood  
Brand Partnerships Executive  
**WOLF & BADGER**



*Creative Direction photoshoot  
by Orana student Chelsea Slape*





## DINING ALFRESCO

*adverb* al fres-co  
 dining 'in open air' or 'in fresh air'

## THE CONCEPT

The title of this shoot comes from a weather pattern that occurs in the pacific ocean.

As we come into a second La Niña Summer, in our modern world, these cycles may be interrupted and amplified as a world warms under human-induced climate change.

As we know, the fashion industry is a large contributor to the climate crisis, which is why I decided to conduct a sustainable shoot.

This shoot, showcases three beautiful Australian swimwear brands which have focus on sustainable practices. Each vinyette embraces our wet and tropical La Niña Summer.



## TROPIC

*verb* tro-pic  
 a climate that is warm to hot and moist year-round



*Jasmine Marsh*

### Tell us a little bit about your journey?

I moved to Sydney, Australia from a little Island called the Isle of Man back in 2020. The island isn't known by many people and only has a population of around 80,000 so moving to Sydney on my own was a really big deal to me and was a complete change to what I knew back home.

I've always loved fashion and being creative and I discovered that even more after moving to Sydney. After searching fashion and lifestyle courses, I came across Orana which offered a social media marketing and fashion business course, both available to international students. The course looked amazing and excited me so I jumped on a call straight away and within a matter of time, I was ready to start!

I am currently finishing my last term with Orana and I'm thrilled to say I'm currently working for Be Seen Socials - a social media marketing agency that I could have only dreamt of finding 2 years ago. Securing Be Seen Socials wasn't easy and took me a long time to get to where I wanted to be but having Orana onside and helping with my industry experience pushed and motivated me to get to where I wanted to be. My current role as Creative Marketing Manager at Be Seen Socials includes account management, content creation, creative direction, influencer management and events.

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### What inspired you to study Social Media and Business with a specialty in Fashion?

I've always had an eye for fashion and capturing creative content. Moving to Australia and learning about different lifestyles and meeting new people on my journey made it clear to me that it was the industry that I wanted to work in. Since being a student at Orana I have gained a new passion for fashion and outfit styling which I try to showcase on my own social media and in my day-to-day life.

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### What have been your highlights in your journey at Orana?

My highlights have definitely been the people I've met and the connections I have gained. I honestly would say the biggest lesson I've learnt in life is not only pushing yourself to always be learning new skills but pushing yourself outside of your comfort zone. Getting to know new people helped me so much within the industry and helped to get to where I am today. Also having a teacher as lovely as Ayla has been a highlight. She is such an inspiration and is always there for her students.

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### Was there anything you didn't expect to experience as a fashion student?

I definitely didn't realise how broad the fashion industry is! I've learnt so much since being at Orana which I genuinely feel has helped me gain the experience I needed to land my current position at Be Seen Socials.

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### What is it like being in the classroom?

So much fun! It doesn't feel like you're studying. The classes are really personal and quite small which I like as I feel like I learn much better when there are fewer people in the classroom. It also makes you feel really comfortable and it's easy to ask questions.

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### What did you love about each of the courses you've studied and how has that supported you in your current role?

The Diploma of Social Media Marketing has helped with my content creation skills and helped me understand how many aspects are behind the world of social media. I definitely underestimated how much was involved! Social media looks super fun but it is also a lot of hard work. The Diploma of Business has helped me understand the essentials I would need if I started my own business and also how to use different techniques and platforms which has helped me in my current role.

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### Do you enjoy being a student in Sydney? What is your favourite thing about it?

I love it! I'm obsessed with Sydney - everyone back home doesn't understand but for me, Sydney feels like home. The friends I've made are like family and the overall lifestyle is so much fun. The weather also makes it so much better. The only thing I would say is Sydney is fairly expensive so make sure you budget wisely.

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### What would you like to accomplish next in your career?

I absolutely love being at Be Seen Socials! It's really special to me and we're all really close and like a family. I love being on social media but it's definitely something I don't want to be doing long term. My main passion has been creative direction so within the next few years I hope to be focusing more on this and being head of a particular department in Be Seen Socials.

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### What advice do you have for someone thinking about going to Orana?

I would say if you're creative or have a love for fashion and lifestyle then Orana would be perfect for you. Even if you don't know exactly what path you want to take. All of their courses cover so many different aspects of the industry so you will learn along the way. Orana will also help with any internships and getting your foot in the door so if you're trying to get noticed then definitely go to Orana.

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### Do you have a hot tip for any international students considering the move to Sydney?

Look into all your course and study options and look at your living expenses. Even look into job options as I guarantee once you get here it will save you time when you're trying to organise everything when you start your course.

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### Anything else you'd like to share?

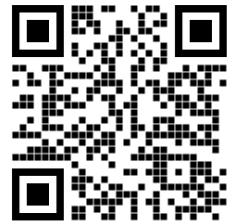
Orana has been such an important journey for me whilst living in Sydney. I will be sad to see it end but I love where it has taken me and the opportunities Orana has provided. I definitely would recommend Orana to anyone who has the same passion and interests as myself. Also, anyone who is debating a move to Australia, trust me, do it! You won't regret it.

*Jasmine x*



## LET'S CHAT

Scan the QR code  
or [Click Here](#)  
to schedule a private  
campus tour or time  
to chat with our  
team.



*“Attending Orana has been one of the best decisions I've ever made. Orana has helped me to find my passion and pursue my dreams in the industry!”*

– Chelsea Duncan Graduate

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