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FASHION

He's got the look

Jake keeps his feet firmly on the runway

JAKE GORDON NEVER PLANNED TO BE A MODEL BUT HE'S OFF TO MILAN, ITALY, THIS YEAR AFTER LANDING HIGH-PROFILE CAMPAIGNS FOR BEN SHERMAN AND GENERAL PANTS. AMID ALL THE HYPE THOUGH, HE'S KEEPING HIS FEET FIRMLY ON THE GROUND AND REMEMBERING WHO HE IS.

"My family comes from Brewarrina but I grew up in Newcastle. I'm keeping a level head about all this (modelling) and trying not to pay too much attention to it. I still have my day job, working in Aboriginal and Torres Strait Islander employment for the Department of Education, Employment and Workplace Relations (DEEWR) and that's important to me," he says.

"I've also got my mates, so I can chill out with friends, with my mum and family and just be myself. It's important for me to be myself because I need to set a good example for my two brothers."

While his rise in the modelling world appears meteoric at the moment, it's taken two years of hard slog to get noticed. "You don't get the good jobs when you start out – I did plenty of the ordinary jobs to start with and then I started getting good editorials," he says. "When you're modelling you have to give 300 percent every day. I've had my crash and burn days, but my mum taught me to 'suck it up' when the going gets tough. But I'm not some superhero – modelling is about hard work."

And while he might be the face of the moment in 2011, he suffered a lack of confidence growing up. "I was the skinny kid and because of my mixed heritage (his father was an Australian of Mediterranean descent), I was lighter than

my cousins. I struggled with my identity but it doesn't matter what colour or shape you are, I grew up black and that is what I am."

"My advice is to get a goal and not question yourself, but I know it's easy to question yourself when you have grown up in a tough environment"

Jake's biggest influence in his life is his mum who also worked in Indigenous programs for DEEWR. He says he's inherited her work ethic and her ability to work for the community. They are particularly close, given he was raised in a one-parent household.

"We didn't have the greatest upbringing. It was just mum, but she's always been there. She's taught me that you need to work hard to reach your goals and to 'suck it up'. Mum was the reason why I finished Year 12 – she always said school is the most important

thing and that doors open for you because of school, and they have, so I have to thank mum for that. I was lucky to have her support."

Jake is a proud of his Aboriginality and keen to use his profile to give something back to the community. "I grew up Indigenous and now, through the modelling, I've got the opportunity to do something to give back to my community."

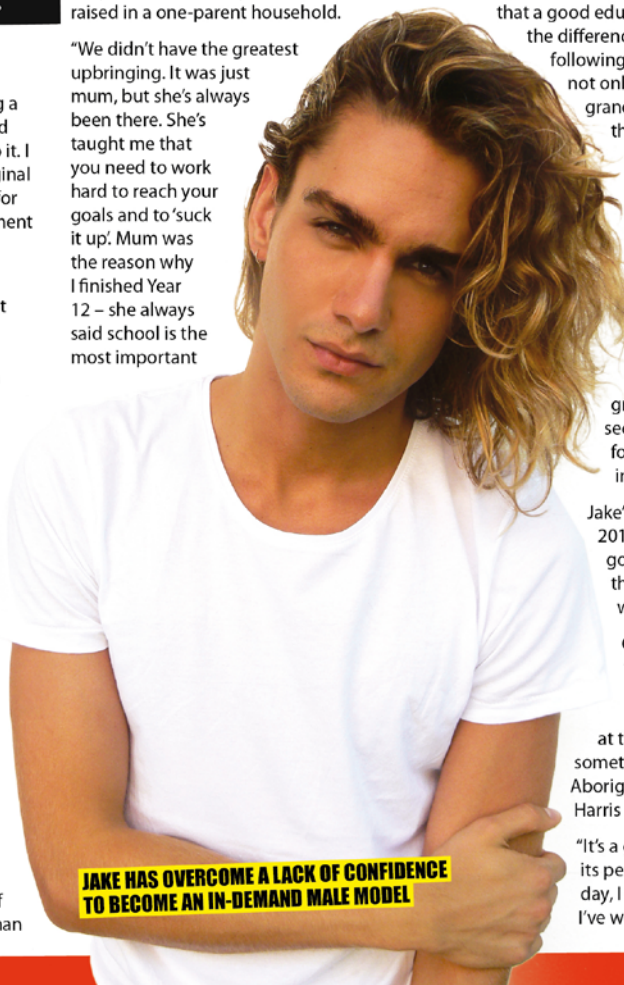
Indigenous employment is important to him, as is getting the message out that a good education will make all the difference. In a way, he is following in the footsteps of not only his mum, but his grandfather Steve Gordon, the former Aboriginal and Torres Strait Islander Commission chairman.

"I remember when he got Indigenous Australian of the Year – I was there. It felt like the ARIAs, and I remember thinking, 'he's doing all these great things'. I've always seen myself working for the community in some way."

Jake's in for a big year in 2011. "We'll see how I go over in Milan, but there is lots of hard work still to go."

One thing is for sure, to be a model you need to keep fit and that means long hours at the gym. He's there sometimes while our other Aboriginal model Samantha Harris is working out.

"It's a great job and it's got its perks. At the end of the day, I get to look good, but I've worked hard for it"



JAKE HAS OVERCOME A LACK OF CONFIDENCE TO BECOME AN IN-DEMAND MALE MODEL



Jake Gordon is Australia's first high-fashion Indigenous male model. He now has modelling contracts that take him all around the world.

Jake's family is originally from Brewarrina in the north of NSW, but Jake grew up in Newcastle.

Modelling has helped Jake to gain confidence in himself.



Brewarrina, NSW



Read 'He's got the look' on page 12

ACTIVITY 1 READING

There are three levels of comprehension questions:

Level 1 – Literal. The answer is located in one sentence in the text.

Level 2 – Inferred or Interpretive. You need to make links between sentences and graphics (such as illustrations, maps and tables) and what you already know.

Level 3 – Applied. The answer is in your background knowledge, what you already know or feel.

1. Jake will take up a modelling contract in Milan, Italy this year. (literal)

TRUE

☐

FALSE

☐

2. What is the purpose of this report? (applied)

3. What is the relationship between the photo and the main text? (inferred)

4. In what ways has Jake's mother inspired him during his life? (inferred)



ACTIVITY 2 LANGUAGE CONVENTIONS – SPELLING

The spelling mistakes in these sentences have been underlined.

Write the correct spelling for each word in the box.

1. Jake never planed to be a model.

2. He just landed a high-profile modelling campain.

3. It has taken a while for Jake to get notised.

4. He had a lot of ordinery jobs at first.

5. His mother tort him to be resilient.

Each sentence has one word that is incorrect.

Write the correct spelling of the word in the box.

1. He didn't have much confedense when he was growing up.

2. He strugled with his identity for a while.

3. His advice is not to kwestion yourself.

4. He knows he is lucky to have his mum's suport.

5. He has a great oportunittee now.

- ☐ so
- ☐ but
- ☐ and
- ☐ then



ACTIVITY 4 LANGUAGE CONVENTIONS – PUNCTUATION

Shade one bubble.

1. Three (3) apostrophes have been left out of these sentences.

Where do the missing apostrophes go?

"It s a great job and it has it s perks, but I ve had to work hard. It hasn t alway s been easy."

☐☐☐☐☐

2. What punctuation is missing from the end of this sentence?

What can I give back to the community ☐

☐

comma (,)

☐

question mark (?)

☐

ellipsis points (...)

☐

exclamation mark (!)



ACTIVITY 5 WRITING AN ARGUMENT

An Exposition is a type of ARGUMENT text that states one point of view about an issue.

Here is how EXPOSITIONS are typically structured:

Argument type	Social purpose	Stages	Phases
Exposition	Argues one point of view about an issue	Thesis Arguments Restatement	Preview Evidence Statistics Quotes Examples Elaborations Review Conclusions



Which career would suit you best?

Write an EXPOSITION to argue your reasons.

Think about:

- examples, statistics, elaborations and other evidence to support your ideas.

Remember to:

- research your topic and plan your writing
- choose your arguments carefully
- give reasons for your arguments
- give examples to support your arguments
- write in sentences
- pay attention to your spelling and punctuation
- use a new paragraph for each new idea
- choose your words carefully to convince a reader of your opinions
- check and edit your writing so that it is clear for a reader.