



AHA
AUSTRALIAN
HAIR FASHION
AWARDS

FAQ'S

GENERAL FAQ'S TO HELP GET YOU STARTED.

1) PICKING THE CATEGORY/S THAT ARE RIGHT FOR YOU:

Not sure where to start or which AHFA 2024 Category is right for you?
The best place to go is here:

<https://www.australianhairfashionawards.com/categories>

There you'll find a list of every category we have on offer – and there are 25! To make it a little easier to decide, we've broken the list up in the following groups:

Creative Group Categories – ENTRY DEADLINE: 26 JULY

State Group Categories – ENTRY DEADLINE: 26 JULY

Business Group Categories – ENTRY DEADLINE: 26 JULY

Product Group Categories – ENTRY DEADLINE: 5 JULY

You may be eligible to enter more than one category, so check them all out in more detail by going here:

<https://www.australianhairfashionawards.com/rules-criteria>

2) WHERE YOU'LL FIND THE DETAILED ENTRY RULES AND CRITERIA FOR EACH CATEGORY:

At the link below you will find a separate PDF for every category – you can download and/or print these. Once you've decided on your Category/s, these PDFs are a MUST read before you start your entry!

The first part of the document is a detailed description of the Category Criteria followed by the Category Rules. You must read the complete document to successfully enter your category.

Towards the end of each Category Criteria you'll find a SUBMISSION CHECKLIST that is specific to JUST the category you have selected - basically it's the key to making sure you don't forget anything. This checklist will ensure you are clear on everything you need to submit for your entry. Just tick off each item as you go!

<https://www.australianhairfashionawards.com/rules-criteria>

3) I AM A NEW ZEALAND HAIRDRESSER/INDUSTRY BUSINESS - CAN I ENTER THE AHFAs?

Absolutely – with some small exceptions! Almost EVERY category applies to NZ entrants as long as you meet the Rules and Criteria that apply to each category.

The only categories that are not eligible for NZ entry are: all 5 Australian State based Categories, Global Hairdresser of the Year, and Australian Hairdresser of the Year – BUT – the super exciting news is that in 2023 we launched **NEW ZEALAND HAIRDRESSER OF THE YEAR!**

So – calling all talented NZ superstars – we are huge fans and want to see you enter!

4) DO I NEED TO POST ANYTHING IN THE MAIL FOR MY ENTRY?

In most cases NO – everything required for your entry is uploaded digitally to the AHFA AWARDS PLATFORM. This applies to all CREATIVE, STATE, & BUSINESS CATEGORIES.

However, with the EXCEPTION of the COLOUR INNOVATION OF THE YEAR Category, the remaining PRODUCT CATEGORIES do have both a digital upload requirement AND items that need to be physically posted. Check your category's specific SUBMISSION CHECKLIST for all the details.

5) CAN YOU SEND ME AN EXAMPLE OF A PREVIOUS ENTRY?

No unfortunately we don't have the right to share any entrants' documents or entry information with you. But we do understand you are keen to know what makes a great entry or where to start – you are welcome to reach out to past entrants that you admire and ask for their mentoring, or to share information with you that might be helpful.

6) I DON'T KNOW WHAT MY QUESTIONS ARE JUST YET!

If you find yourself stuck or unsure, keep these FAQs handy alongside your specific Category Rules and Criteria, and pay special attention to our NEWLY INTRODUCED SUBMISSION CHECKLIST at the end. If you follow that, you pretty much can't go wrong!

7) WHERE DO I ENTER?

Here is the link for where you complete your entry no matter what category you are entering:

<https://ahfa.awardsplatform.com>

The great news is that you can start your entry, save your progress, and come back anytime later before the due date. Oh – and every time you upload something or answer a question, ALWAYS press the save button just to be sure.

AND we absolutely recommend that you also keep a copy in your personal computer files of any documents or text that you add to your submission. Best to have a backup at all times!

8) CAN YOU EXPLAIN THE 'AWARDS PERIOD' TO ME?

The 2024 Australian Hair Fashion Awards (AHFA) *Awards Period* is between **26th July 2023 to 26th July 2024**.

What this means is that all images and content submitted/referenced in the Creative, State, and Business Categories MUST have been created or delivered during this period.

With the 5 Product Categories, the actual launch to market of the product has to have been between these dates. It doesn't matter when the product was created, what matters is when it was launched publicly.

9) WHAT IS THE 'OFFICIAL DOCUMENTATION'?

Below is the list of Official Documents that we ask for (your specific category may not require all of these) you'll definitely know which ones apply when you're uploading your entry to the online Award Platform (it will have a spot dedicated to each item required).

- **STATUTORY DECLARATION:** you as the entrant sign this.
- **MODEL RELEASE FORM:** Specific to Creative/State categories. Tip – get this signed by all your Models during your collection photo shoot day to make life easier!
- **OFFICIAL PHOTOGRAPHY RELEASE:** Tip as above, but signed by your Photographer for Creative/State Categories.

You'll find all these downloadable and printable forms here:

[OFFICIAL DOCUMENTATION](#)

10) CAN YOU TELL ME MORE ABOUT THE PRESS KIT REQUIREMENTS?

Most Categories require a Press Kit (with the exception of the 3 x Business Categories). Just follow the details of what to include that you'll find in the Submission Checklist (located towards the end of your specific Category's Criteria PDF).

With the exception of the 5 x Product Categories, this document is not for the Judges. Outside of the Product Categories, it is specifically required to ensure the AHFA Marketing Team has the correct information about your entry should it be included in any Marketing Communications, particularly if you are a Finalist or Winner! It is also a very useful document for you to have on hand if you receive any external Press enquiries regarding your entry once Finalists have been announced.

11) CAN I SUBMIT MY ENTRY PAST THE DEADLINE DATE?

The short and very strict answer is NO! And for good reason – we need to keep this a fair and level playing field for everyone. PLUS we have the Judges all lined up to judge your entries on very specific dates – and as you can imagine, they are very busy and have had the dates locked in their diaries for a long time!

We will look at VERY special cases - please come to us asap if you think you might qualify, however we have limited scope to extend based on the judging period having a set schedule.

12) HOW DO I KNOW I HAVE UPLOADED THE RIGHT IMAGE/FILE IN THE RIGHT SPOT ON THE AWARDS PLATFORM?

We've made this even easier this year! Every item, file, collection image, you need to include has an exact spot to upload it, with a clear heading of what you're meant to upload in each spot. You'll know what you have left to do, and you'll know when you are all finished.

13) WHAT DO I NAME ALL MY FILES/COLLECTION IMAGES THAT I HAVE TO UPLOAD TO THE AWARDS PLATFORM?

The most important thing to remember is NOT to put your name, or anything that identifies you, in the file name in Photographic Categories as this protects the anonymous judging that occurs in all relevant categories. We have given you the exact details of what to call your photography files in the SUBMISSION CHECKLIST in your category's Rules and Criteria PDF – just follow that.

14) MY PDFs ARE LARGER THAN ALLOWED - HOW DO I UPLOAD THEM AS A SMALLER FILE SIZE?

If you are entering a category that requires large PDFs to be uploaded, keep note of the file sizes allowed – these are listed in your SUBMISSION CHECKLIST. There are lots of programs that help compress and make a PDF file smaller and we love this free online service: <https://www.ilovepdf.com>

15) WHEN DID YOU NEED TO BE AN APPRENTICE IN ORDER TO ENTER 'APPRENTICE OF THE YEAR'?

Entrants must be, or must have been, a Hairdressing Apprentice sometime within the Awards Period. The 2024 Australian Hair Fashion Awards (AHFA) *Awards Period* for this specific category is between **26th July 2023 to 26th July 2024**.

So as long as ANYTIME within this period, you were still an Apprentice (even if you finished your Apprenticeship sometime during this period, regardless of when), you are eligible to enter.

Also keep in mind that entrants in this category are only required to submit a collection of THREE IMAGES. Each image must feature a different model, i.e., three unique models must be used for this category.

16) WHO WOULD YOU CLASSIFY AS A HAIRDRESSER THAT CAN ENTER 'NEWCOMER OF THE YEAR'?

This award recognises early career hairdressers in Australia or New Zealand emerging as a dynamic and top performing salon stylist who demonstrates a true fashion edge. They are keen to make their mark as trend setters with a collection that expresses innovation and creative flair. Hairdressers who have been qualified for a minimum of 1 year or more may enter.

Breaking that down a little further – the hairdresser that would enter this category is NO LONGER an Apprentice, but is not yet ready to enter more experienced categories, such as one of the State Hairdresser of the Year categories. It doesn't have to be their first time entering the Awards, however if they have entered a higher-level category, then this category would no longer be applicable.

17) I'VE ALREADY COMPLETED MY PHOTOSHOOT AND DIDN'T REALISE I NEEDED THE MODELS TO SIGN A RELEASE FORM! WHAT DO I DO?

The reason for this form is very much to protect you. Your photos are going to be published and made public, so you want to make sure the MODEL, or their GUARDIAN, or their MODEL AGENCY, have given you permission for this to occur.

If you forgot to get it sorted on shoot day, try going back to your models or model agency afterwards. The main thing is that you have some sort of reliable documentation that gives you comfort that this permission has been granted. If you have this in another form other than our official document, please upload a copy of this instead.

Digital usage permission is the most important thing.

18) CAN I ENTER IMAGES THAT I'VE MADE PUBLIC OR ENTERED IN OTHER AWARDS SOMEWHERE ELSE?

Collections submitted for the Australian Hair Fashion Awards (AHFA) MUST NOT have been published in any prior format; this includes consumer or trade media, or via any personal or business platforms. Images submitted for the AHFA must be brand new and totally 'unseen' in the marketplace*.

This includes behind-the-scenes images that could allow the identification of a model/artist or style. Collections submitted for the AHFA must NOT have been submitted to any other local or international competition.

Note: This rule does NOT apply to:

Hair Shot of the Year
Transformation Stylist of the Year
Editorial Stylist of the Year
Global Hairdresser of the Year
Commercial Colourist of the Year

*Once the 2024 AHFA Finalists have all been announced, you are free to publish as you wish.

19) DO I HAVE TO UPLOAD BEFORE SHOTS OF MY MODELS ON THE AWARDS PLATFORM?

You won't need to upload these to the Awards Platform (*with the exception of Australian Hairdresser of the Year, Transformation Stylist of the Year, and Commercial Colourist of the Year, where photos/videos are required – see your SUBMISSION CHECKLIST). You just have to make sure you take them and have them available in JPG or PNG format should you be asked for them. Smartphone shots are an acceptable format.

It is rare they are requested, but better to be prepared and just keep them handy in the unlikely event you are asked! They allow judges to observe the creation process if they feel they need to see this.

20) CAN I COLLABORATE WITH ANOTHER HAIRDRESSER ON MY PHOTOGRAPHIC ENTRY?

A hairdresser may enter a Creative Photographic Category where they have completed the cutting and styling, and another hairdresser has completed the colour work, however the colourist's name must be included within the credits. *Note that the entry belongs to the Hairdresser who completed the cutting and styling – should the entry be a Finalist or Winner – that title will only go to this one hairdresser.

The colourist may then enter the same collection into the AHFA Creative Colourist of the Year category, where styling credits are attributed to the other hairdresser. *Note that the entry belongs to the Hairdresser who completed the colour work – should the entry be a Finalist or Winner – that title will only go to this one hairdresser.

21) I'M A VISUAL LEARNER, DO YOU HAVE ANY VIDEO GUIDES?

Yes we do! We have created a 2 part video series of the whole entry process from choosing the right category for you, understanding what is required/need to submit (in Part 1) to a step-by-step walkthrough on uploading your submission correctly (in Part 2).

PART 1 <https://youtu.be/HTuACG5nXnl>

PART 2 <https://youtu.be/U6r1oB6nQFO>

WISHING YOU THE BEST OF LUCK FOR AN AMAZING EXPERIENCE!