2027

AUSTRALIAN HAIR FASHION AWARDS

PREMIUM CATEGORY

WESTERN/CENTRAL AUSTRALIAN HAIRDRESSER OF THE YEAR

RULES AND CRITERIA

AHFA Western/Central Australian Hairdresser of the Year

AT A GLANCE	*Quick reference for entrants - full detail below.*
Category type	PREMIUM Category
Key Dates	www.australianhairfashionawards.com
Who it's for	Australian-based fully qualified hairdressers who have lived and worked in WA, SA, or NT for at least 80% of the Awards Period.
What you submit	4-look photographic collection + press kit + on-set videos + headshot + collection credits + Statutory Declaration (digital submission PLUS printed and mounted collection - see Submission Checklist)
Judging weights	100% photographic collection (no written component).
Entry fee	$AUD 285 (ex GST) per entry
Awards Period	Premium, Creative & Business Categories: 10 November 2025 - 18 January 2027
Submit via	ahfa.awardsplatform.com
Questions	Contact ahfa@mdivision.com.au

The State Categories have been refreshed for 2027 and AHFA Western/Central Australian Hairdresser of the Year recognises the best hairdressers working in the western and central states of Australia, honouring exceptional levels of creativity, skill, precision, and fashion-forward styling.

This category is open to qualified hairdressers across every business setting - salon-employed, salon owners, chair-renters, suite operators, freelance, and independent operators alike.

Your collection must demonstrate your understanding of texture, shape, and movement, solidifying your understanding of creative and commercial hairdressing that extends beyond the salon floor.

Submission into AHFA Western/Central Australian Hairdresser of the Year must include a collection of four (4) photographs showcasing four different looks. Photographic collections should look to present conceptual consistency, strong technical execution, and versatility with regards to hairdressing skills and techniques.

Each entrant is only permitted to submit one entry in this category. Entrants in this category may also enter other categories, provided all entries meet the relevant Category Rules & Criteria.

Entry Eligibility

Entrants must be fully qualified Australian-based hairdressers who have lived and worked as a hairdresser in one of the following states/territories for at least 80% of the Awards Period:

- Western Australia
- South Australia
- Northern Territory

New Zealand-based hairdressers are not eligible to enter this category. Please refer to the many categories on offer if entering from New Zealand.

If you are unsure about whether you meet the criteria above, please enquire with the AHFA Awards team.

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Submission Checklist

This checklist is EVERYTHING that is required from you in order to successfully submit your completed entry on the online AHFA Awards Platform:

1. 4 x Collection JPEG Images in High Res

(max file size 20MB per image) - please upload these in the order of 1-4, naming them like the following example without your name in the file names:

- HighRes_1
- HighRes_2

2. 4 x Collection JPEG Images in Low Res

(max file size 5MB per image) - same naming convention:

- LowRes_1
- LowRes_2

3. Printed Mounted Collection

In addition to your digital submission, you must send a printed and mounted A4 copy of each photograph in your entered collection. The printed mounted collection is what the Australian judging panel will view in person at the Live Gallery Judging Day:

Print: professional quality, A4 size, one print per photograph in your entered collection.

Mount: each A4 print must be mounted - we recommend Core Flute (lightweight, sturdy, and ideal for gallery display).

Deadline: the printed mounted collection must be received by the same date as your entry closing date. Send to:

Attn: Christelle Mannah
Australian Hair Fashion Awards
20-40 Meagher Street
CHIPPENDALE NSW 2008

For professional A4 printing and Core Flute mounting in Sydney, we highly recommend Pixel Perfect, located in Ultimo - visit pixelperfect.com.au or call 02 9319 0455.

4. Video of Each Model

3-5 sec video of each model on set showcasing your finished look (smartphone videos are acceptable).

5. Press Kit as a PDF Document

(up to 3 pages - max file size 10MB) which includes (please note Press Kits are not used for judging purposes):

- 1 x Cover/Bio Page detailing the entrant's full name, salon name, category being entered, email address, contact number, and social media handles.
- Any career highlights, experiences, and accolades, including achievement dates.
- 1 x Inspiration Page, detailing the inspiration / stimulus behind your collection, inclusive of your collection title and collection credits.

6. PR / Headshot

1 x High Res PR / Headshot of Entrant.

7. Collection Credits

Please provide in the SUBMISSION REQUIREMENTS TAB on the AHFA Awards Platform - a text box has been labelled for you to copy and paste your answer directly into your entry. Collection credits should include:

- Your Name and Collection Name
- Stylist/Colourist (if required)
- Photographer
- Makeup Artist
- Fashion Stylist
- Any other credits

8. Statutory Declaration (Stat Dec)

Online form on the Awards Platform to confirm:

- All work is original, accurate, and meets category criteria.
- Permissions from models, photographers, and contributors are secured where relevant.

TIP: If you are having trouble compressing your PDF document to fit the max file size upload, here is a free tool: www.ilovepdf.com/compress_pdf.

Please ensure you read this entire document which covers ALL the Rules and Criteria specific to this category.

Rules

1) Awards Period

The 2027 Australian Hair Fashion Awards (AHFA) Awards Periods are:

Premium, Creative, and Business Categories: 10 November 2025 - 18 January 2027

Product Categories: 18 September 2025 - 2 November 2026.

All images and/or video, and/or content submitted/referenced in your entry MUST have been created during the above applicable Awards Period.

2) Residency and Practice Requirement

Entrants must have lived and worked as a hairdresser in WA, SA, or NT for at least 80% of the Awards Period. This ensures the award reflects contributions to your local hairdressing industry.

The Australian Hair Fashion Awards (AHFA) is honoured to welcome New Zealand Hairdressers to compete within the awards program. All categories, excluding Eastern Australian Hairdresser of the Year, Western/Central Australian Hairdresser of the Year, Australian Hairdresser of the Year, and Global Hairdresser of the Year, are open to New Zealand based hairdressers. There is a category created specifically for New Zealand based hairdressers to enter: New Zealand Hairdresser of the Year.

If you are unsure about whether you meet the criteria above - please enquire with the AHFA Awards team.

3) Originality

To be eligible to enter, images submitted must NOT have been published in ANY prior format and must be brand new and totally 'unseen' in the marketplace. They MUST NOT have appeared or been used/seen in:

- Consumer or trade media, or via any personal or business platforms.

- Any form of PR, marketing promotion or advertising.
- Any social media platforms - including behind-the-scenes images that might allow the identification of a model/artist or style.
- Collections submitted for the AHFA must also NOT have been submitted to any other local or international competition.

Please note: If you have already shot a collection for another purpose during the current AHFA Awards period, and you have unused and unseen photos from this that you'd like to enter into the AHFA, please note that we have stringent rules around this possibility to ensure the integrity of judging, which we pride on being anonymous. If you believe you can enter a significantly different and unidentifiable collection of images, you must first get in contact with the AHFA TEAM to seek approval of such an entry (you will need to share your previously utilised Collection along with your intended AHFA Collection with us at this time). Exceptions are only made where we are confident you have met the requirements as aforementioned. If you enter such a collection without getting this approval, your entry may be subject to disqualification. Please send to ahfa@mdivision.com.au.

4) Image Specifications

DIGITAL SPECIFICATIONS:

Your collection must be submitted in A4 Portrait Format only and provided in two digital image formats:

- 4 x High Res JPEG image (up to 20MB per image)
- 4 x Low Res JPEG image (up to 5MB per image)

All images must be named using the following format:

- Highres_number e.g. highres_1
- Lowres_number e.g. lowres_1

PRINTING AND MOUNTING SPECIFICATIONS:

In addition to your digital submission, you must send a printed and mounted A4 copy of each photograph in your entered collection. The printed mounted collection is what the Australian judging panel will view in person at the Live Gallery Judging Day:

Print: professional quality, A4 size, one print per photograph in your entered collection.

Mount: each A4 print must be mounted - we recommend Core Flute (lightweight, sturdy, and ideal for gallery display).

5) Statutory Declaration

Pre-loaded online form on the Awards Platform (no printing required). Your entry is not valid until this form has been completed.

6) Hair Enhancement

Wigs, wefts, hairpieces, and hair extensions are permitted, however the judging criterion is heavily based on realistic presentation including believable formation and movement of the hair.

7) Collab Collection by Colourist and Stylist

A hairdresser may enter a collection where another hairdresser has completed the colour work, however the colourist's name must be included within the credits (with the entrant only being the Cutter/Stylist).

8) Before Shot Requirements

A before shot of each model featured within the collection must be available (if specifically requested by judges), in JPG or PNG format, to allow judges to observe the creation process. Smartphone shots are an acceptable format.

9) Model Specification

You may use a combination of male and/or female models in your collection, however an individual model may only be used once within the collection. Therefore, a minimum of four models must be used in your collection of four images.

10) Judging Panel - Live Gallery in Sydney

This category will now be judged at the AHFA Live Gallery Judging Day in Sydney, by an Australian panel of the country's most respected hairdressers, each highly qualified with a strong understanding of the local creative market. Entrants send in printed and mounted collections, which are placed in a gallery for the panel to view in person, side by side, in real time. Judges score independently on this dedicated judging day, and all scores are entered through Award Force, a globally recognised, third-party awards software platform used by competitions across many industries internationally. No-one can override a judge's score once it has been entered in the platform, and the entrants in the live gallery photographic collection judging remain anonymous during the judging process.

11) Finalists Announcement

For details on the Finalist Announcement, please see information at: www.australianhairfashionawards.com

12) Releasing Your Collection for Publication

Collections may be published as soon as the Finalist Announcement has been made.

A representation of all finalist collections will be published on www.thejournalmag.com once finalists are announced.

Non-finalists' collections may also be published across MDivision digital platforms after the Finalist Announcement.

13) Requirements for Finalists and Winners

Across all internal and external communications, AHFA finalists and winners must include the year of their award alongside their title.

E.g. Winners Name - 2027 AHFA Western/Central Australian Hairdresser of the Year.

14) Copy of Your Work

All collections and information submitted become property of The Australian Hair Fashion Awards / MDivision Pty Ltd. Entrants are advised to keep personal copies of their entries.

15) Entry Fees

Entry into the AHFA Western/Central Australian Hairdresser of the Year category is $AUD 285 (ex GST) per entry, payable upon successfully submitting your entry on the AHFA Awards Platform.

16) Entry Deadline

Please refer to www.australianhairfashionawards.com for the entry deadlines.

In rare cases, a deadline extension may be considered - please apply by emailing ahfa@mdivision.com.au with your reason for extension clearly stipulated.

The AHFA reserves the right to make adjustments to the above Rules and Criteria if they deem it to be in the best

interest of entrants and the integrity that these Awards stand for.

For any further information regarding entry into this category, please email ahfa@mdivision.com.au.