



AHA
AUSTRALIAN
HAIR FASHION
AWARDS

CREATIVE GROUP CATEGORY

**TRANSFORMATION
STYLIST OF THE YEAR**

RULES // CRITERIA

AHFA Transformation Stylist of the Year

Social media engagement thrives on transformation videos and in the spirit of Digital Disruption, the AHFA desires to recognise this digitally savvy hairdresser by awarding the most effective hair transformation through a 1-minute video entry.

This category recognises the most innovative transformation in Australia New Zealand. The winner should demonstrate a fresh transformation displaying cuts, colour, hair extensions or a combination of any or all three. Your entry must demonstrate the ability to transform, enhance and compliment an individual's look.

It is essential that the complete transformation is executed by the one individual i.e. if the transformation involves cut, colour & styling – the entrant is responsible for executing the whole transformation.

Transformation videos must be shot in **Portrait Mode Only** and should be no longer than 1 min (60sec) in length. Submission videos may have been previously published/posted on any platform. Music is optional, and you will not be assessed on the amount of likes/views the video has garnered on social media. Smartphones are more than adequate for your video submission.

Multiple entries ARE permitted; individuals may submit more than one entry in this category.

CRITERIA

(to consider when creating your transformation)

Is the look achievable in salons?

Does the transformation have consumer appeal?

Does the transformation demonstrate an up-to-date understanding of current trends and effective techniques?

How effective and large a contrast is the transformation?

Is the finished look styled, finished, suitable and beautiful?

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:

AHFA Transformation Stylist of the Year

1. 1 x 60 sec Transformation Video in High Res (max file size 30MB), titled: **HighRes**
2. The same 1 x 60 sec Transformation Video in Low Res (max file size 20MB), titled: **LowRes**
3. 1 x Side-by-side before and after Jpeg Image of the Model showcasing the before and completed transformation. Provided in Jpeg format (max file size 5MB).
4. **WRITTEN SUBMISSION:** In 500 words or less please explain
 - (a) how your video demonstrates an up-to-date understanding of current trends and the use of effective and salon friendly techniques to create the desired transformation
 - (b) your objective when creating the transformation video.(You will be answering this 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).
5. Press Kit as a **PDF Document** (up to 3 pages - max file size 10MB) which includes:
 - 1 x Cover/Bio Page detailing the entrant's full name, salon name, category being entered, email address, contact number and social media handles + credits
6. Official Entry Documentation (you will upload each of the below separately on the AHFA Awards Platform):
 - 1 x High Res PR / Headshot of Entrant
 - 1 x Model Release Form
 - 1 x Statutory Declaration
7. Credits (You will be providing this 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). Credits should include:
 - Your Name
 - Videographer
 - Makeup Artist

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- Fashion Stylist
- Model
- Any other credits

TIP: If you are having trouble compressing your PDF document to fit the max file size upload, below is a great free tool for instantly compressing PDFs:

https://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 2024 Australian Hair Fashion Awards (AHFA) Awards Period is between **26th July 2023 to 26th July 2024**. All images and content submitted/referenced in your entry MUST have been created during the Awards Period.

2) NEW ZEALAND HAIRDRESSERS

The Australian Hair Fashion Awards (AHFA) is honoured to welcome New Zealand Hairdressers to compete within the awards program. All categories, excluding State Group Categories, Australian Hairdresser of the Year, and Global Hairdresser of the Year, are open to New Zealand based hairdressers.

There is a new category created specifically for New Zealand based hairdressers to enter: New Zealand Hairdresser of the Year.

3) DIGITAL SUBMISSIONS

All Creative Category submissions into the Australian Hair Fashion Awards are digital only. Entrants are not required to print and submit their physical collection/s. **All** entries into the 2024 Australian Hair Fashion Awards must be submitted through the Awards Platform, available via www.australianhairfashionawards.com

4) DIGITAL SPECIFICATIONS

Your collection must be submitted in Portrait Format Only and provided in two versions:

- 1 x High Res mp4/mov video (up to 30MB per video)
- 1 x Low Res mp4/mov video (up to 20MB per video)

All videos must be named using the following format:

highres_number e.g. highres_1

lowres_number e.g. lowres_1

All digital videos must be submitted through our Awards Platform, available via www.australianhairfashionawards.com

5) BEFORE SHOT REQUIREMENTS

As part of your submission into Transformation Stylist of the Year, a side-by-side before and after photo must be included. Smartphone shots are an acceptable format.

6) OFFICIAL DOCUMENTATION

Official documentation must be included as part of your submission to meet certain contractual obligations. The official documentation includes:

- Model Release Form
- Statutory Declaration

Do not forget to print and have the necessary parties sign the appropriate Forms on Shoot Day.

7) HAIR ENHANCEMENT

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

8) JUDGING

In the continued pursuit of a wholly independent competition platform and unbiased judging process, the 2024 Australian Hair Fashion Awards will be judged by a select group of international and local leaders in Hair Fashion. The judging panel will be carefully selected based on their individual and independent merits (often with multiple accolades of recognition and achievement), each delegate regarded as an international leader within the hair fashion sphere.

Categories that require core competency appraisal i.e., Creative Colourist, are judged by leaders within each particular field, ensuring technical skill, application and execution are fully recognised and considered.

The recruitment of the AHFA judging panel is an intrinsic part of M Division's ongoing commitment to providing a fluid gateway for the

Australian and New Zealand's Hair Fashion industry onto the global stage. The very process of presentation looks to position Australia and New Zealand as international industry leaders; connecting members of our national community with those deemed true innovators, authentic inventors, and world leading icons.

Judges are provided with category descriptions as the key criteria to allocate scoring against (Please refer to each category description for an outline on criteria).

9) FINALISTS

The 2024 AHFA finalist announcement will take place on @TheJournalMag Facebook Livestream after entries close – the date will be announced on www.australianhairfashionawards.com

10) 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 M Division digital platforms after the finalist announcement.

11) REQUIREMENTS FOR FINALISTS AND WINNERS

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

E.g. Lyndal Salmon - 2023 AHFA Australian Hairdresser of the Year

This rule is set to respect all winners and finalists, and the integrity of the awards.

12) COPY OF YOUR WORK

Please note that all collections and Press Kits submitted become property of The Australian Hair Fashion Awards / M Division Pty Ltd. Entrants are advised to keep personal copies of their entries in both cases.

13) ENTRY FEES

Entry into the Transformation Stylist of the Year Category is \$150 (ex gst) per entry which is payable upon successfully submitting your entry into the 2024 Australian Hair Fashion Awards through the Awards Platform.

14) ENTRY DEADLINE

Please refer to www.australianhairfashionawards.com for entry deadline into the 2024 Australian Hair Fashion Awards.

In rare cases, a deadline extension may be considered – please apply by emailing info@mdivision.com.au with your reason for extension clearly stipulated in your email. Please note that extensions can be difficult to grant due to judging timelines already being confirmed with our busy Judging Panel.

*The AHFA have 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. We will make all reasonable attempts to inform you of these changes.

For any further information or questions regarding entry into this category please email christelle@mdivision.com.au