



AHA
AUSTRALIAN
HAIR FASHION
AWARDS

CREATIVE GROUP CATEGORY

**NEWCOMER
OF THE YEAR**

RULES // CRITERIA

AHFA Newcomer of the Year

This award recognises early career hairdressers in Australia or New Zealand emerging as top performing salon stylists while demonstrating a true fashion edge. Your collection must demonstrate and express your innovative and creative flair. Hairdressers who have been qualified for a minimum of 1 year or more may enter.

Submission into AHFA Newcomer of the Year must include a collection of six photographs showcasing six 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.

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. 6 x Collection Jpeg Images in High Res (max file size 20MB per image) - Please upload these in the order of 1-6, naming them like the following example without your name in the file names:

- HighRes_1
- HighRes_2

2. The same 6 x Collection Jpeg Images in Low Res (max file size 5MB per image) - Please upload these in the order of 1-6, naming them like the following example without your name in the file names:

- LowRes_1
- LowRes_2

3. 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

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- 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

4. 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 Photography Release Form
- 1 x Statutory Declaration

5. Collection 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). Collection credits should include:

- Your Name
- Collection Name
- Stylist/Colourist (if required)
- Photographer
- Makeup Artist
- Fashion Stylist
- Model (add as necessary)
- 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) 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.

For example, they MUST NOT have appeared or been used/seen in:

- Consumer or trade media, or via any personal or business platforms or any form of PR, marketing promotion or advertising
- Any Social Media platforms - this includes 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

4) 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

5) DIGITAL IMAGE SPECIFICATIONS

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

6 x High Res jpeg images (up to 20MB per image)

6 x Low Res jpeg images (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

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

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
- Photography Release Form
- Statutory Declaration

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

7) BEFORE SHOT REQUIREMENTS

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

8) 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.

9) COLLAB COLLECTION BY COLOURIST AND STYLIST

A hairdresser may enter a collection where he/she has completed the cutting and styling, and 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). The colourist may enter

the same collection into the AHFA Creative Colourist of the Year category, where styling credits are attributed to the other hairdresser (with the entrant only being the Colourist).

10) MODEL SPECIFICATION

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

11) INTERNATIONAL 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 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.

Photographic collection judging is completed anonymously with a zero tolerance for internal dialogue during the judging process or score comparison.

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).

12) 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

13) 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.

14) 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.

15) 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.

16) ENTRY FEES

Entry into the Newcomer of the Year Category is \$250 (ex gst) per entry which is payable upon successfully submitting your entry into the 2024 Australian Hair Fashion Awards through the Awards Platform.

17) 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