AUSTRALIAN HAIR FASHION AWARDS 23

PRODUCT GROUP CATEGORY

BEST NEW PACKAGING AND DESIGN

RULES // CRITERIA

RULES

1) AWARDS PERIOD

The 2023 Australian Hair Fashion Awards (AHFA) Awards Period is between **12th August 2022 to 11th August 2023***. All images and content submitted/referenced in the Creative, State, Business and Product Categories MUST have been created during the Awards Period.

***Note: This rule does not apply to AHFA Best New Packaging and Design**

2) NEW ZEALAND HAIRDRESSERS

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

3) ORIGINALITY

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*.

To be eligible for submission, collections submitted must NOT have appeared in any form of PR, marketing promotion or advertising. Additionally, collections submitted for the AHFA must not have appeared on any Social Media platforms - this includes behind-the-scenes images that 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 categories.**

4) DIGITAL SUBMISSIONS

All Creative, State, and Business Group Category submissions are digital only. Entrants are not required to print and submit their physical collection/s. **All** (including the Product Group Category) entries into the 2023 Australian Hair Fashion Awards must be submitted through our AHFA Awards Platform, 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 1MB per image)*

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

***Note: Image quantity variations exist for certain categories i.e., Hair Shot of the Year, Apprentice of the Year & Editorial Stylist of the Year. Please check the criteria for your category to confirm the number of images required to submit.**

All images must be named using the following format:
highres_number e.g. highres_1
lowres_number e.g. lowres_1

Note: Do not forget to complete and submit all Supporting Documentation (i.e. release forms, stat decs) with your collection. Please refer to your Submission Checklist outlined in your category's criteria.

6) 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. This is a requirement for all categories, except for Hair Shot of the Year.

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) 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. 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.

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 twice within the collection. Therefore, a minimum of three models must be used in your collection of six images.

***Note: The Apprentice of the Year Category is an exception to this rule. Given only three images are required to enter the category of Apprentice, three unique models must be used.**

10) INTERNATIONAL JUDGING

In the continued pursuit of a wholly independent competition platform and unbiased judging process, the 2023 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 Hair Fashion industry onto the global stage. The very process of presentation looks to position Australia 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).

11) FINALISTS

The 2023 AHFA finalist announcement will take place after entries close – the date will be announced on 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 M Division digital platforms after the finalist announcement.

13) 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. Renya Xydis - 2022 AHFA Hairdresser of the Year

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

14) 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.

15) ENTRY FEES

Entry fees into the 2023 AHFA are as follows:

Creative and State categories are $250 (ex gst) per entry*
Business and Product categories are $350 (ex gst) per entry

***Note: The following categories have different entry fees:**
AHFA Apprentice of the Year category is a FREE ENTRY
AHFA Hair Shot of the Year category is $150 (ex gst) per entry
AHFA Editorial Stylist of the Year category is $150 (ex gst) per entry
AHFA Transformation Stylist of the Year category is $150 (ex gst) per entry

16) ENTRY DEADLINE

Please refer to www.australianhairfashionawards.com for entry deadline into the 2023 Australian Hair Fashion Awards.

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, THE ABOVE RULES ARE A GENERAL OVERALL GUIDE TO THE AUSTRALIAN HAIR FASHION AWARDS COMPETITION. FOR MORE CATEGORY SPECIFIC RULES & CRITERIA PLEASE REFER TO THE CATEGORY YOU ARE ENTERING.

AHFA Best New Packaging and Design

This category will be awarded to the company with the best new packaging and design of a professional tool, hair care product or styling product launched in Australia/New Zealand. **For this first year of this category being offered, you may enter packaging that was launched anywhere from January 2020 - July 2023.**

Entries will be evaluated on aesthetic presence, including brand visual identity, functionality, shape, colour and labelling, with a significant weighting on sustainability.

Entered products will be sent to the Australian Beauty Media and select industry experts for judging.

A single product or pair of products (e.g. Shampoo & Conditioner) or a full range may be entered into AHFA Best New Packaging and Design.

This category is strictly limited to professional hair care products, hair styling or hair tools available for purchase in professional outlets.

Entry into this category is a two-part process:
1. Uploading all submission and necessary documentation onto the AHFA Awards Platform, and
2. Sending your product(s) samples by post to:

M Division Pty Ltd
20-40 Meagher St,
Chippendale NSW 2008

Please check the Submission Checklist below to ensure you have completed all steps.

All products MUST be received on/or before entries close.

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. 8 x individually wrapped samples sent via post to M Division (address provided above). If a pair of products is being entered, please submit 8 x product pairs, e.g., 8 x set of Shampoo and Conditioner.

2. 1 x Press Kit in **PDF format** (max file size 5MB & max 4 pages - you will upload this separately on the AHFA Awards Platform). The Press Kit must have the following topic headings with information on each topic underneath:

- Introduction to the brand and product
- How the design and packaging pertains to the ethos of the brand
- How the design is captivating, clear, and easy to read/understand
- Packaging ease of use
- Packaging sustainability e.g. is it “green”, recyclable/reusable etc
- Branding accreditation/certification e.g. organic, vegan, paraben free
- What makes this product stand out in its relevant category

3. The same 8 x Press Kits are to be **printed** and sent with the individually wrapped samples via post to M Division (address provided above).

4. 1 x High Res Jpeg Image of the product/s (max file size 20MB per image - you will upload this separately on the AHFA Awards Platform. You have the option to upload up to 3 photos).

5. The same 1 x Low Res Jpeg Image of the product/s (max file size 1MB per image - you will upload this separately on the AHFA Awards Platform. You have the option to upload up to 3 photos).

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

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