

# AAA AUSTRALIAN HAIR FASHION AWARDS

2025/2026



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BUSINESS  
CATEGORY

SALON  
OF THE YEAR

RULES AND CRITERIA

## AHFA Salon of the Year

This category is open to independent salons and/or salons that are part of a franchise or salon group in Australia or New Zealand.

The winner should demonstrate exemplary performance in salon business achievement/s, employee education and training, customer service and satisfaction, career development and opportunity, digital engagement and marketing, and salon sustainability.

Each answer must adhere to the word count specified. Please note, there are different word count specifications per question. An additional two pages of supporting evidence may be provided directly after each question. Supporting evidence may include, but is not limited to, magazine clippings, photos, graphs, and charts.

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. Your entry must be a **PDF Document** (maximum file size 20MB) which includes:
  - 1 x Cover/Bio Page detailing the salon name, category being entered, email address, contact number, and social media handles
  - Written Submission Answers (Questions 1-9, below) – please adhere to the word count/page limitations per question.
2. **1 x High-Res Jpeg Image of Salon** (max file size 20MB)
3. **Statutory Declaration** (Stat Dec) - this is an online form you will complete on the Awards Platform to confirm (no printing required):
  - All work is original, accurate, and meets category criteria
  - Permissions from models, photographers, and contributors are secured where relevant

Please see Written Submission Questions on the following page.

## WRITTEN SUBMISSION

### 1. Salon Business Overview (300 words)

Please provide a brief introductory overview of your salon business in relation to the following:

- Salon name
- Description of geographical location
- Years of trade
- Number of employees
- Target Market/s
- Your mission statement/brand essence

### 2. Business Achievements (500 words)

What are the main business achievements of your salon that make it worthy of winning this award? You may like to consider the following:

- Financial success
- Individual and team achievements and accolades

### 3. Customer Service and Satisfaction (500 words)

Please provide an overview of how you monitor customer service and client satisfaction.

### 4. Client Testimonials (250 words per testimonial)

Please provide two client testimonials that provide evidence of your salon delivering exceptional customer service resulting in customer satisfaction.

### 5. Education and Training (500 words)

a) Please provide an overview of your in-salon training and development program(s).

b) Please provide a list of all external courses, seminars, or workshops attended by your Salon Team during the awards period. Please include the following details within your list:

- The name of the course/seminar/workshop
- The date of the course
- The person/people who attended

### 6. Career Development (300 words)

Using a case study of one member of your salon team, demonstrate how you have developed and implemented a positive career development plan in line with your performance review process.

### **7. Marketing – 1 Page Chart / Table Format**

Please provide a copy of your in-salon marketing plan detailing:

- The objective of activity
- An overview of the activity execution
- The investment
- The result in relation to the defined objective

### **8. Digital Engagement (300 words)**

Provide examples of the ways in which your salon business has engaged digital platforms to deliver on your salon brand or business objectives (e.g., new client acquisition, brand awareness, and image). You may like to consider:

- Web
- Social Media
- Digital affiliates

### **9. Sustainability and Environmental Consciousness (300 words)**

Provide examples of the ways in which your salon business embraces Sustainability and Environmental Consciousness. You may like to consider:

- Waste reduction
- Energy Efficiency
- Salon environment and fit-out
- Local community

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

[https://www.ilovepdf.com/compress\\_pdf](https://www.ilovepdf.com/compress_pdf)

**Please ensure you read this entire document, which covers ALL the Rules and Criteria specific to this category. See General Rules below.**

# RULES

## 1) AWARDS PERIOD

The 2025/2026 Australian Hair Fashion Awards (AHFA) Awards Periods are:

**Creative and Business Categories: 26th July 2024 to 18th August 2025**

**Product Categories: 26th July 2024 to 7th July 2025**

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

Business Category Entrants must have an operational base, headquarters, or primary place of business in Australia or New Zealand for the 12 months preceding the entry deadline. This includes salons, educators, influencers, and other relevant entities eligible to enter any of the three Business Categories available.

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

## 3) SUBMITTING YOUR ENTRY

All entries into the 2025/2026 Australian Hair Fashion Awards must be submitted through our AHFA Awards Platform, available via [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

Your entry must be presented in the form of a PDF Document with the following guidelines:

Portrait Orientation

Font size 12

Easy to read font type

Maximum file size 20MB

Please check the category criteria above for a detailed outline of what to include in your PDF Document.

Please reference the Submission Checklist above for a complete list of what is required to successfully complete your entry.

# RULES

## 4) STATUTORY DECLARATION

You will find this section as a simple online form pre-loaded on the Awards Platform **(no printing required)**. As you go through the process of completing your entry, you will be directed to sign and submit it online. You will be confirming that all work, details, and materials submitted as part of your entry are your original work and are true and accurate, and meet the specific criteria for the category/s you are entering. It also includes your confirmation that you have the appropriate permissions from models, photographers and any other suppliers that have contributed to your entry.

*\*Please note that your entry is not valid until this online form has been completed.*

## 5) JUDGING

AHFA Business Categories are judged by a select group of local Australian and New Zealand Hair leaders and icons.

The recruitment of the AHFA judging panel is an intrinsic part of M Division's ongoing commitment to providing a fluid gateway for the Australia and New Zealand Hair Fashion industry onto the global stage.

Judges are provided with category descriptions as the key criteria to base their decisions. (Please refer to each specific category description for an outline on criteria).

## 6) FINALISTS ANNOUNCEMENT

For details on the Finalist Announcement, please see information coming soon at: [www.australianhaifashionawards.com](http://www.australianhaifashionawards.com)

## 7) 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. Richi Grisillo - 2024 AHFA Australian Hairdresser of the Year.

This rule is set to respect all winners and finalists.

# RULES

## 8) COPY OF YOUR WORK

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

## 9) ENTRY FEES

Entry into the Salon of the Year Category is \$AUD350 (ex gst) per entry, which is payable upon successfully submitting your entry on the AHFA Awards Platform.

## 10) ENTRY DEADLINE

Please refer to [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com) for the entry deadlines.

In rare cases, a deadline extension may be considered – please apply by emailing [info@mdivision.com.au](mailto: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. If an extension is possible, it is unlikely to be more than a few days extra.

\*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 general information or questions regarding entry into this category, please email [christelle@mdivision.com.au](mailto:christelle@mdivision.com.au)***