



AAA
AUSTRALIAN
HAIR FASHION
AWARDS

BUSINESS GROUP CATEGORY

**DIGITAL INFLUENCER
OF THE YEAR**

RULES // CRITERIA

AHFA Digital Influencer of the Year

The AHFA Digital Influencer of the Year category has been reimagined to recognise more than just your digital footprint and encompass the overall influence you have as a hairdresser in Australia or New Zealand.

AHFA Digital Influencer of the Year is an award that celebrates digitally savvy individuals, businesses or brands that are reshaping the way business and communication takes place in the digital world. This spans the whole realm of internet related activity, including but not limited to social media platforms, websites, e-commerce, YouTube etc.

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.

CRITERIA

In digital terms, the winner will be scored on their ability to:

- Consistently deliver original, innovative content with authenticity and positivity
- Inspire, educate and motivate their target audience (industry and/or consumer) to ultimately take desired action
- Harness audience engagement to deliver positive growth and commercial gain for their business, brand and/or personal profile
- Influence the digital strategies of others and the way in which digital content is curated

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** (up to 10 pages - max file size 20MB) 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

AHFA Digital Influencer of the Year

- Combining written explanation and visual supporting documentation of the digital impact you have demonstrated during the awards period (consider the Criteria above)
- 6 x Digital content examples that demonstrate audience engagement based on identified personal, brand and/or business strategies and objectives

2. High Res PR / Headshot of Entrant (you will upload this separately on the AHFA Awards Platform - max file size 20MB).

3. Official Documentation (you will upload this separately on the AHFA Awards Platform):

- 1 x Statutory Declaration

This can be found under Rules & Criteria on our website.

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

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 based individuals, businesses, brands to compete within this category. 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 Business Category submissions into the Australian Hair Fashion Awards are digital only. Entrants are not required to print and submit their physical submission. **All** entries into the 2024 Australian Hair Fashion Awards must be submitted through the Awards Platform, available via www.australianhairfashionawards.com

Please reference the Submission Checklist, under *Criteria*, for a complete list of what is required to successfully complete your entry.

4) PDF DOCUMENT GUIDELINE

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
- Up to 10 pages
- Maximum file size 20MB

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

5) OFFICIAL DOCUMENTATION

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

- Statutory Declaration

6) 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 prestigious panel of impartial industry experts and esteemed representatives from the Australian Beauty Media. These judges, renowned for their discerning eye and deep understanding of the Hair Fashion and Beauty industry, bring a wealth of experience and knowledge to the evaluation process.

Through their discerning evaluations, these respected judges play a crucial role in recognizing excellence and innovation within the Australian and New Zealand Hair Fashion and Beauty industry, guiding the competition towards its mission of celebrating outstanding products and advancements.

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).

7) 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

8) 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.

9) ENTRY FEES

Entry into the Digital Influencer of the Year Category is 350 (ex gst) per entry which is payable upon successfully submitting your entry into the 2024 Australian Hair Fashion Awards through the Awards Platform.

10) 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.

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