



AAA
AUSTRALIAN
HAIR FASHION
AWARDS

BUSINESS GROUP CATEGORY

**EDUCATOR
OF THE YEAR**

RULES // CRITERIA

AHFA Educator of the Year

This category is open to Australia or New Zealand individual Educators OR *Education teams. They can be salon-based educators, RTO/TAFE/Academy educators, private educators, and private education company educators. It showcases those who educate and inspire the hairdressing industry, providing valuable training and up-skilling using their own unique understanding and knowledge of hair disciplines during the Awards Period.

*Education Teams from Hairdressing Industry Brands are not eligible to enter this category, however individual Brand Educators are eligible to enter.

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 exclusive to, magazine clippings, photos, graphs and charts.

All content utilised within this submission must have been created within the Awards Period, including but not limited to, social media posts, BTS and action images of education events or the educator at work. The only exceptions are existing logos and company advertising campaigns with usage licensed for the Awards Period.

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 one **PDF Document** (max 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.

AHFA Educator of the Year

2. 1 x High Res Jpeg Image 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.

WRITTEN SUBMISSION

1. Educator Overview (300 words)

Please provide a brief introductory overview of your role as an Educator in relation to the following:

- Which category of educator you fall into (e.g., RTO/ TAFE Educator, Private Educator or Private Education Company Educator)
- Name of education entity you operate under
- The number of years you have been educating
- Your education mission statement and values
- Core educational offering (i.e., Colour Training/Long Hair/Session Styling)
- Target Market/s

2. Achievements (250 words)

What have been your main achievements within your role as an educator that makes you worthy of winning this award? You may like to consider the following:

- Growth and expansion
- Individual achievements and accolades
- Innovation in education content and/or delivery systems

3. Education Calendar

Please provide a copy of your education calendar

4. Marketing (300 words)

Provide examples of the way in which your educational offering comes to life over a broad spectrum of media and connects with your target market. You may like to consider:

AHFA Educator of the Year

- Overarching marketing strategy - why should people attend your curriculum?
- Advertising
- PR
- Digital Media
- Direct Marketing

5. Education Innovation (300 words)

Provide examples of ways in which you have implemented innovative education methods that have responded to your target market. How have you grown attendee skill sets and mindsets to foster a better standard in the industry?

6. Feedback and Evaluation (300 words)

Provide examples of how you monitor attendee feedback and the action that has been taken in direct response to this feedback.

7. Testimonials (250 words per testimonial)

Provide **three testimonials** to validate your provision of excellence in education. Below are some suggestions of testimonial subjects:

- An industry professional e.g., product company or respected hairdressing expert
- A past student who has attended your class during the awards period
- A Salon Owner who has engaged you as a professional educator for their salon team

8. Personal Development (250 words)

Provide examples of how you have invested in your own personal development and education to maintain skillset evolution and motivation as well as keeping up to date with new teaching methodologies.

9. Industry Sustainability (250 words)

Provide examples of the ways in which your role in education contributes to industry sustainability. You may like to consider:

- Education innovation that directly improves salon business
- New technologies and methods
- Investing in young student education
- Investing in stylist to client education methods
- Trends

AHFA Educator of the Year

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/companies/businesses 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 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
- 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 Educator 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.

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