2027

AUSTRALIAN HAIR FASHION AWARDS

BUSINESS CATEGORY

DIGITAL INFLUENCER OF THE YEAR

RULES AND CRITERIA

AHFA Digital Influencer of the Year

AT A GLANCE	*Quick reference for entrants - full detail below.*
Category type	Business Category
Key dates	www.australianhairfashionawards.com
Who it's for	Digitally savvy individuals, businesses, or brands in Australia or New Zealand reshaping how communication takes place in the digital world.
What you submit	PDF document with written submission + 6 digital content examples + 2-minute piece-to-camera video + headshot + Statutory Declaration.
Judging weights	100% written submission with digital content evidence.
Entry fee	$AUD 400 (ex GST) per entry
Awards Period	Premium, Creative & Business Categories: 10 November 2025 - 18 January 2027
Submit via	www.australianhairfashionawards.com
Questions	Contact ahfa@mdivision.com.au

The AHFA Digital Influencer of the Year category recognises more than just your digital footprint - it also encompasses 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 take 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 - maximum 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
- A combination of 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. 1 x 2-minute Piece to Camera video in portrait format where you introduce yourself and explain why you deserve the title of Digital Influencer of the Year

(maximum file size 10MB).

3. 1 x High-Res PR / Headshot of Entrant

(max file size 20MB).

4. 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

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>

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 2027 Australian Hair Fashion Awards (AHFA) Awards Periods are:

Premium, Creative, and Business Categories: 10 November 2025 - 18 January 2027

Product Categories: 18 September 2025 - 2 November 2026

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 at least 80% of the Awards Period. This includes salons, educators, influencers, and other relevant entities eligible to enter any of the three Business Categories available.

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

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 2027 Australian Hair Fashion Awards must be submitted through our AHFA Awards Platform, available via 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.

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 Panel

This category is judged by a select panel of respected industry judges drawn from Australia, New Zealand and globally - a deliberate mix that brings both deep local market understanding and a broader international perspective to the assessment. Judges score independently in their own time, with all scores entered directly through Award Force, a globally recognised, third-party awards software platform used by competitions across many industries internationally. A judge's score cannot be overridden by anyone once they have entered it into the platform.

6) Finalists Announcement

For details on the Finalist Announcement, please see information at: www.australianhairfashionawards.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. Winners name - 2024 AHFA Digital Influencer of the Year.

This rule is set to respect all winners and finalists.

8) Copy Of Your Work

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

9) Entry Fees

Entry into the Digital Influencer of the Year Category is $AUD400 (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 for the entry deadlines.

In rare cases, a deadline extension may be considered - please apply by emailing ahfa@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 ahfa@mdivision.com.au