



AAA
AUSTRALIAN
HAIR FASHION
AWARDS

BUSINESS GROUP CATEGORY

**SALON
OF THE YEAR**

RULES // 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 exclusive 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** (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.
2. 1 x High Res Jpeg Image of Salon (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.

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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

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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 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 based salons/companies/businesses 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
- 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 Salon 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