

AAA AUSTRALIAN HAIR FASHION AWARDS

2025/2026



BUSINESS
CATEGORY

DIGITAL INFLUENCER
OF THE YEAR

RULES AND CRITERIA

AHFA Digital Influencer of the Year

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

AHFA Digital Influencer of the Year

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 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

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

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 Digital Influencer 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 for the entry deadlines.

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. 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