



AHA
AUSTRALIAN
HAIR FASHION
AWARDS

CREATIVE GROUP CATEGORY

COMMERCIAL
COLOURIST OF THE YEAR

RULES // CRITERIA

AHFA Commercial Colourist of the Year

Welcome to the AHFA Commercial Colourist of the Year category, a prestigious recognition celebrating the artistry and skill of salon-friendly hair colouring. This category is dedicated to showcasing your mastery in creating stunning, wearable colour looks suitable for clients, salon ambassadors, influencers, or models.

ENTRY REQUIREMENTS:

1. Smartphone Photography: Embrace the power of technology by capturing your colour creations using a smartphone in portrait mode. This approach reflects the modern, social media-driven landscape where exceptional hair colour is frequently shared and admired.

2. Four Unique Looks: You are required to submit a quartet of distinct colour looks. Each of these looks should be a testament to your expertise and creativity, highlighting:

- *Technique*: Demonstrate your technical prowess and precision in hair colouring.
- *Placement*: Show your strategic approach to applying colour, enhancing the overall look.
- *Trend Awareness*: Reflect current trends in hair colour, showcasing your ability to stay ahead in the fashion world.
- *Style*: Let your artistic vision shine through each look, creating an appealing and cohesive style.

Colour work can showcase a variety of the same colour palette i.e. four different shades of blonde looks.

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:

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1. 4 x Collection Jpeg Images (max file size 2MB per image) - Please upload these in the order of 1-4, naming them like the following example without your name in the file names:

- image_1
- image_2

2. For each of the four looks, a before shot image of the models must be provided (max file size 2MB per image)

3. Press Kit as a **PDF Document** (up to 2 pages - max file size 10MB) 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
- 1 x Inspiration Page outlining the trend direction of the looks and why they work for your clients

4. Official Entry Documentation (you will upload each of the below separately on the AHFA Awards Platform):

- 1 x High Res PR / Headshot of Entrant
- 1 x Model Release Form
- 1 x Photography Release Form
- 1 x Statutory Declaration

5. Collection credits (You will be providing this in the SUBMISSION REQUIREMENTS TAB on the AHFA Awards Platform - a text box has been labelled for you to copy and paste your answer directly into your entry). Collection credits should include:

- Your Name
- Collection Name
- Stylist/Colourist
- Photographer
- Makeup Artist
- Fashion Stylist
- Model (add as necessary)
- Any other credits

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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 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) VISIBILITY

Distinct from many other AHFA Creative Categories, entries for the Commercial Colourist of the Year Category can have been previously showcased in any format. This encompasses appearances in both consumer and trade publications, participation in other awards competitions, and exposure through personal or business platforms, including social media, public relations, marketing campaigns, or advertisements.

It is important to note, though, that the submitted collection must have been created during the AHFA Awards Period.

4) DIGITAL SUBMISSIONS

All Creative Category submissions into the Australian Hair Fashion Awards are digital only. Entrants are not required to print and submit their physical collection/s. **All** entries into the 2024 Australian Hair Fashion Awards must be submitted through the Awards Platform, available via www.australianhairfashionawards.com

5) DIGITAL IMAGE SPECIFICATIONS

Your collection must be submitted in Portrait Format Only and provided in the following image format:

4 x Jpeg images (2MB per image)

All images must be named using the following format:
image_number e.g. image_1

All digital images must be submitted through our Awards Platform, available via www.australianhairfashionawards.com

6) OFFICIAL DOCUMENTATION

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

- Model Release Form
- Photography Release Form (if you are the photographer, then please note this on the form and still upload where requested on the Awards Platform)
- Statutory Declaration

Do not forget to print and have the necessary parties sign the appropriate Forms.

7) BEFORE SHOT REQUIREMENTS

As part of your submission into Commercial Colourist of the Year, a before shot of each model featured within the collection **must be included**. Smartphone shots are an acceptable format.

8) HAIR ENHANCEMENT

Wigs, wefts, hairpieces, and hair extensions are permitted for use, however, please note that the judging criterion is heavily based on realistic presentation including believable formation and movement of the hair.

9) MODEL SPECIFICATION

You may use a combination of male and/or female models in your collection, however an individual model may only be used once within the collection. Therefore, a minimum of four models must be used in your collection of four images.

10) 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 select group of international and local leaders in Hair Fashion. The judging panel will be carefully selected based on their individual and independent merits (often with multiple accolades of recognition and achievement), each delegate regarded as an international leader within the hair fashion sphere.

Categories that require core competency appraisal i.e., Creative Colourist, are judged by leaders within each particular field, ensuring technical skill, application and execution are fully recognised and considered.

The recruitment of the AHFA judging panel is an intrinsic part of M Division's ongoing commitment to providing a fluid gateway for the Australian and New Zealand's Hair Fashion industry onto the global stage. The very process of presentation looks to position Australia and New Zealand as international industry leaders; connecting members of our national community with those deemed true innovators, authentic inventors, and world leading icons.

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).

11) 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

12) RELEASING YOUR COLLECTION FOR PUBLICATION

Collections may be published as soon as the Finalist Announcement has been made.

A representation of all finalist collections will be published on www.thejournalmag.com once finalists are announced.

Non-finalists' collections may also be published across M Division digital platforms after the finalist announcement.

13) 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.

14) ENTRY FEES

Entry into the Commercial Colourist of the Year Category is \$250 (ex gst) per entry which is payable upon successfully submitting your entry into the 2024 Australian Hair Fashion Awards through the Awards Platform.

15) 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