

2027



BUSINESS CATEGORY

EDUCATOR OF THE YEAR

RULES AND CRITERIA

AHFA Educator 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	In-salon educators, private educators, and private education company educators based in Australia or New Zealand.
What you submit	PDF document with written submission + supporting evidence + Statutory Declaration.
Judging weights	100% written submission with supporting 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

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 a PDF Document

(maximum 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 Entrant

(max file size 20MB).

3. 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

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 (e.g., 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:

- 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

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 - 2027 AHFA Educator 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 Educator 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