

2027

AA
AUSTRALIAN
HAIR FASHION
AWARDS



CREATIVE CATEGORY

COMMERCIAL COLOURIST OF THE YEAR

RULES AND CRITERIA

AHFA Commercial Colourist of the Year

AT A GLANCE	Quick reference for entrants - full detail below.
Category type	Creative Category
Key dates	www.australianhairfashionawards.com
Who it's for	Australian or New Zealand-based colourists creating wearable, salon-ready commercial colour work.
What you submit	4-look smartphone collection (portrait mode, smartphone only) + before shot of each model + press kit + headshot + collection credits + Statutory Declaration. Previously published work allowed.
Judging weights	100% photographic collection (no written component).
Entry fee	\$AUD 285 (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

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.

This category is open to qualified hairdressers across every business setting - salon-employed, salon owners, chair-renters, suite operators, freelance, and independent operators alike.

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.

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. *NB Must be shot on a smartphone for your entry to qualify.
2. Four (4) 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.

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. 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:

- HighRes_1
- HighRes_2

2. Before shot of each model

A clear, before image must be provided for each of the four looks (max file size 2MB per image).

3. Press Kit as a PDF Document

(up to 2 pages - max file size 10MB) which includes: (Please note, Press Kits are not for judging purposes)

- 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. 1 x High Res PR / Headshot of Entrant

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 (if required)
- Photographer
- Makeup Artist
- Fashion Stylist
- Any other credits

6. 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 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 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

Entrants in Commercial Colourist of the Year must have lived and worked as a hairdresser in Australia or New Zealand for at least 80% of the Awards Period. This ensures the award reflects contributions to the local hairdressing industry.

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) 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 Submission

This category only requires a digital submission. Your entry must be submitted through the Awards Platform, available via www.australianhairfashionawards.com.

5) Digital Image Specifications

Your collection must be submitted in A4 Portrait Format Only and provided in two digital image formats:

4 x High Res jpeg image (up to 20MB per image) 4 x Low Res jpeg image (up to 5MB per image)

All images must be named using the following format: Highres_number e.g. highres_1 Lowres_number e.g. lowres_1

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

6) 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.

7) 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.

8) Collab Collection by Colourist and Stylist

A hairdresser may enter a collection where he/she has completed the cutting and styling, and another hairdresser has completed the colour work, however the colourist's name must be included within the credits (with the entrant only being the Cutter/Stylist). The colourist may enter the same collection into the AHFA Creative Colourist of the Year category, where styling credits are attributed to the other hairdresser (with the entrant only being the Colourist).

9) 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.

10) 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 (4) models must be used in your collection of four (4) images.

11) 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.

12) Finalists Announcement

For details on the Finalist Announcement, please see information at: www.australianhairfashionawards.com

13) Releasing Your Collection for Publication

Collections may be released in any form 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.

14) 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 Australian Hairdresser of the Year.

This rule is set to respect all winners and finalists.

15) 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.

16) Entry Fees

Entry into the Commercial Colourist of the Year Category is \$AUD285 (ex GST) per entry, which is payable upon successfully submitting your entry on the AHFA Awards Platform.



17) 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