2027

AUSTRALIAN HAIR FASHION AWARDS

CREATIVE CATEGORY

TRANSFORMATION STYLIST OF THE YEAR

RULES AND CRITERIA

AHFA Transformation Stylist of the Year

AT A GLANCE	*Quick reference for entrants - full detail below.*
Category type	Creative Category (video-based)
Key dates	www.australianhairfashionawards.com
Who it's for	Australian or New Zealand based hairdressers who can transform an individual's look through cut, colour, extensions, or any combination - and capture it on video. Open to any qualified hairdresser.
What you submit	1 x 60-second transformation video (High Res + Low Res copy, portrait orientation, smartphone only) + side-by-side before/after image + 500-word written submission + press kit + headshot + Model Release Form + Statutory Declaration.
Judging weights	Judged on the transformation video, supported by the before/after image and the 500-word written submission. Previously published / posted videos are permitted.
Entry fee	$AUD 175 (ex GST) per entry
Awards Period	Premium, Creative & Business Categories: 10 November 2025 - 18 January 2027
Submit via	https://ahfa.awardsplatform.com
Questions	Contact ahfa@mdivision.com.au

Social media engagement thrives on transformation videos, and in the spirit of digital disruption, AHFA recognises the digitally savvy hairdresser by awarding the most effective hair transformation through a 1-minute video entry.

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

This category recognises the most innovative transformation in Australia or New Zealand. The winner should demonstrate a fresh transformation displaying cuts, colour, hair extensions, or a combination of any or all three. Your entry must demonstrate the ability to transform, enhance, and complement an individual's look.

It is essential that the complete transformation is executed by the one individual - i.e. if the transformation involves cut, colour & styling, the entrant is responsible for executing the whole transformation.

Transformation videos must be shot in portrait mode only and should be no longer than 1 minute (60 seconds) in length. Submission videos may have been previously published or posted on any platform. Music is optional, and you will not be assessed on the number of likes or views the video has garnered on social media. Smartphones are more than adequate for your video submission.

Entrants may submit more than one entry in this category.

Criteria

Things to consider when creating your transformation:

- Is the look genuinely achievable and repeatable in salons?
- Does the transformation have consumer appeal?
- Does the transformation demonstrate an up-to-date understanding of current trends and effective techniques?
- How effective and large a contrast is the transformation?
- Is the finished look styled, finished, suitable, and beautiful?

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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. 60-second Transformation Video - High Res

1 x 60-second video in High Res (max file size 30MB), titled: HighRes video. *NB Must be shot on a smartphone for your entry to qualify.

2. 60-second Transformation Video - Low Res

The same 1 x 60-second video in Low Res (max file size 20MB), titled: LowRes video.

3. Side-by-side Before/After Image

1 x side-by-side before and after JPEG image of the model showcasing both the before and completed transformation. Provided in JPEG format (max file size 5MB).

4. Written Submission

In 500 words or less, please explain:

- (a) how your video demonstrates an up-to-date understanding of current trends and the use of effective and salon-friendly techniques to create the desired transformation; and
- (b) your objective/inspiration when creating the transformation video and why it works for your client.

You will be answering 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 online entry.

5. Press Kit as a PDF Document

(this will not be scored by Judges)

(up to 3 pages - max file size 10MB) which includes:

- 1 Page detailing the entrant's full name, salon name if relevant, category being entered, email address, contact number and social media handles.
- Please also include the same 500 words from your Written Submission in Point 4. above

6. Headshot of Entrant

Upload 1 x High Res PR / Headshot of Entrant

7. Video 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 online entry. Credits should include the following where applicable:

- Your Name
- Videographer (if not you)
- Makeup Artist
- Fashion Stylist
- Any other relevant credits

8. 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, videographers, and contributors etc are secured where relevant

TIP: If you are having trouble compressing your PDF document to fit the max file size upload, here is a free tool: 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 Transformation Stylist 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) Digital Submission

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

4) Digital Specifications

Your video must be submitted in portrait format only and provided in two versions:

- 1 x High Res mp4/mov video (up to 30MB per video)
- 1 x Low Res mp4/mov video (up to 20MB per video)

All videos must be named using the following format:

- HighRes video
- LowRes video

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

5) Before/After Shot Requirement

As part of your submission into Transformation Stylist of the Year, a side-by-side before and after photo must be included. Smartphone shots are an acceptable format.

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, videographers, 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 the judging criterion is heavily based on realistic presentation including believable formation and movement of the hair.

8) 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.

9) Finalists Announcement

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

10) 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.

11) 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 Transformation Stylist of the Year.

This rule is set to respect all winners and finalists.

12) Copy Of Your Work

Please note that all videos/photos and information submitted become property of The Australian Hair Fashion Awards / MDivision Pty Ltd. Entrants are advised to keep personal copies of their entries.

13) Entry Fees

Entry into the Transformation Stylist of the Year Category is $AUD 175 (ex GST) per entry, which is payable upon successfully submitting your entry on the AHFA Awards Platform.

14) 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 adjust 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