

**2020**

# **Australian Hair Fashion Awards**

Rules & Requirements



**Entries Close: 5pm Friday - 13<sup>th</sup> December 2019**

**Deadline Extension may be considered, please apply by emailing**

**[info@mdivision.com.au](mailto:info@mdivision.com.au)**

**(Reason for Extension to be stated in email)**

## **COMPETITION RULES – IMPORTANT: PLEASE READ CAREFULLY**

**ALL CONTENT AND IMAGERY SUBMITTED IN EVERY CATEGORY MUST HAVE BEEN CREATED WITHIN THE AWARDS PERIOD: 1<sup>st</sup> SEPTEMBER 2018 – 13<sup>th</sup> DECEMBER 2019**

### **1) ORIGINALITY**

Collections submitted for the Australian Hair Fashion Awards (AHFA) must not have been published in any format including consumer or trade media, or via any personal or business platforms. Images submitted for the AHFA must be brand new and totally 'unseen' in the marketplace.

Specifically, collections submitted for the AHFA must not have appeared via any form of PR, marketing promotion or advertising. Additionally, collections submitted for the AHFA must not have appeared on any Social Media platforms, this includes behind-the-scenes images that allow the identification of a model.

Collections submitted for the AHFA must NOT have been submitted to any other local or international competition.

***Note: This rule does NOT apply to AHFA Make-up Artist of the Year, AHFA Fashion Stylist of the Year, AHFA Session Stylist of the Year or Australian Hair Shot of the Year categories.***

### **2) 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.

***Note: The AHFA Avant Garde Hairdresser of the Year Category is an exception to this rule where wig, wefts, hairpieces, hair extensions and other sculptural devices may be used without affecting judging criteria.***

### **3) BEFORE SHOT REQUIREMENTS**

A before shot of each model featured within the collection must be supplied in JPG or PNG format, to allow judges to observe the creation process. Physical prints of before shots are not required. Smartphone shots are an acceptable format. This is a requirement of all categories with the exception of AHFA Hair Shot of the Year, AHFA Make-up Artist of the Year, AHFA Fashion Stylist of the Year and AHFA Session Stylist of the Year.

### **4) COLLECTION CO-CREATION 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. 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.

## 5) MODEL SPECIFICATION

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

**NOTE: The AHFA Apprentice of the Year Category is an exception to this rule. Given only three images are required to enter the category of Apprentice, three unique models must be used.**

## 6) PRINT SIZES AND SPECIFICATIONS

With the exception of AHFA Australian Hairdresser of the Year, all photographic collection prints must be A4. AHFA Australian Hairdresser of the Year entries must be printed on A3. Please consider general lighting of the photographic gallery when selecting photographic paper – i.e. Gloss, Lustre (Semi-Gloss) or Matte are more favourable options – these type of stock are not reliant on specific lighting conditions.

**Note: All photographic prints must be in portrait format.**

## 7) DIGITAL IMAGE SPECIFICATIONS

Hi Res jpeg images must not exceed **5MB** per image to ensure successful uploading.

## 8) PRINTS AND MOUNTING

Photographic prints must be mounted on cardboard or foam core no thicker than 5mm, with no border showing.

An identification label must be placed on the back of each photographic print, with full credits detailed as follows:

Details	Example
<b>Name of entrant:</b>	<i>Damien Rinaldo</i>
<b>Name of collection:</b>	<i>Fray</i>
<b>Category:</b>	<i>Australian Hairdresser of the Year</i>
<b>Hairdresser:</b>	<i>Damien Rinaldo</i>
<b>Colourist:</b>	<i>N/A</i>
<b>Photographer:</b>	<i>Andrew O'Toole</i>
<b>Make Up Artist:</b>	<i>Kylie O'Toole</i>
<b>Stylist:</b>	<i>Melissa Nixon</i>

Entries that do not comply with the print and mounting requirements will **not** be processed.

## 9) ENTRY INSTRUCTIONS

All entries must be submitted by the deadline – **Friday 13<sup>th</sup> December 2019 no later than 5pm.**

All entries must be paid online via [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

All categories entry fees are listed at [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

All press kits, statutory forms and digital images must be submitted online via Dropbox.

Details of the Dropbox link can be found at [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

Mounted photographic collection prints accompanied by an **AHFA OFFICIAL COVER SHEET** must be posted and arrive to the following address, no later than 5pm on Friday 13<sup>th</sup> December 2019:

*M Division Pty Ltd  
6/46 Balfour St  
Chippendale NSW 2008*

## 10) CONSECUTIVE CATEGORY WINS

The same entrant cannot win a category consecutively more than 3 times.

*EG: If an entrant wins AHFA NSW Hairdresser of the Year in 2015, 2016 and 2017 they cannot enter this category in 2018. If an entrant wins AHFA NSW Hairdresser of the Year in 2015 and 2017 they can enter this category in 2018.*

***Note: For Digital Influencer of the Year, the same entrant cannot win this category consecutively. The 2018 Winner of this category is therefore not permitted to enter in 2019.***

## 11) APPRENTICE OF THE YEAR

**---- ONLY THREE IMAGES REQUIRED ----**

As of this year, entrants into this category are only required to submit a collection of three images. Each image must feature a different model, i.e. three unique models must be used for this category.

Entrants into this category must be, or must have been, a Hairdressing Apprentices within the awards period (1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019).

## 12) RELEASING YOUR COLLECTION FOR PUBLICATION

Collections may be published as soon as the finalist announcements have been made.

The 2020 AHFA finalist announcement will be made on Monday 2nd March 2020.

A representation of all finalist collections will be published in the first issue of The Journal Mag in 2020. (On shelf late February 2020).

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

### **13) PR REQUIREMENTS FOR FINALISTS AND WINNERS**

In 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.: Damien Rinaldo - 2018 AHFA Australian Hairdresser of the Year.*

This rule is set to respect to all winners and finalists, and the integrity of the awards.

### **14) COPY OF YOUR WORK**

Please note that all collections and Press Kits submitted become property of The Australian Hair Fashion Awards / M Division and will not be returned. Entrants are advised to keep personal copies of their entries in both cases.

### **15) SUPPORTING DOCUMENTATION – CHECKLIST**

Please ensure that all relevant OFFICIAL AHFA DOCUMENTATION is submitted correctly. This includes signing and submitting 1 X AHFA OFFICIAL STATATORY DECLARATION FORM, 1 X MODEL RELEASE FORM AND 1 X PHOTOGRAPHY RELEASE FORM.

Entries will not be processed if this is not complete.

#### **Checklist**

- 1 x AHFA OFFICIAL COVER SHEET (sent with printed photographs)
- 1 x AHFA OFFICIAL STATATORY DECLARATION
- 1 x MODEL RELEASE FORM
- 1 x PHOTOGRAPHY RELEASE FORM
- 1 x PR / headshot of entrant – Hi Res 300 DPI
- 1 x THREE-PAGE AHFA PRESS KIT in word document format for all Photographic Categories (unless otherwise stated)

# AHFA Photographic Categories

---- THERE WILL BE 7 FINALISTS PER CATEGORY ----

**ALL IMAGES MUST HAVE BEEN CREATED DURING THE AWARDS PERIOD:  
1<sup>st</sup> SEPTEMBER 2018 to 13<sup>th</sup> DECEMBER 2019.**

## Entry Requirements

Photographic Category entries must contain:

A collection of six photographs that show six different looks. Photographic collections should look to present conceptual consistency, strong technical execution, and versatility with regards to hairdressing skills and techniques.

***Note: This rule does NOT apply to Apprentice Hairdresser of the Year, Australian Hair Shot of the Year, Makeup Artist of the Year, Session Stylist of the Year and Fashion Stylist of the Year. See individual category descriptors for more details.***

## Marks Weighting: 100%

An **AHFA OFFICIAL COVER SHEET** must accompany all photographic collections detailing the following information:

- Entrants name
- Entrants address
- Salon name
- Category entered
- Phone number
- Email

The **AHFA OFFICIAL COVER SHEET** is available for download at [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

## Print Specifications

AHFA Australian Hairdresser of the Year photographic collections must be printed size A3 (29.7 x 42 cm).

All other photographic categories must be printed size A4 (21 x 29.7cm).

All photographic prints must be mounted on cardboard or foam core (no thicker than 5mm), with no border showing.

An identification label must be placed on the back of each photographic print with full credits detailed as follows:

<b>Details</b>	<b>Example</b>
<b>Name of entrant:</b>	<i>Damien Rinaldo</i>
<b>Name of collection:</b>	<i>Fray</i>
<b>Category:</b>	<i>Australian Hairdresser of the Year</i>
<b>Hairdresser:</b>	<i>Damien Rinaldo</i>
<b>Colourist:</b>	<i>N/A</i>
<b>Photographer:</b>	<i>Andrew O'Toole</i>
<b>Make Up Artist:</b>	<i>Kylie O'Toole</i>
<b>Stylist:</b>	<i>Melissa Nixon</i>

**Note: This rule does NOT apply to Australian Hair Shot of the Year, Makeup Artist of the Year, Session Stylist of the Year and Fashion Stylist of the Year. i.e. no printing required**

### **Digital Image Specifications**

All digital images must be uploaded via a Dropbox link. The Dropbox link is available via [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

Please do not send any CDs or USB sticks.

Two digital image formats are required:

- 6 x High Res jpg images - 300 dpi (max 5MB per image)\*
- 6 x Low Res jpg images - (max 500KB per image)\*

**Note: image quantity variations exist for certain categories i.e. Australian Hair Shot of the Year, Apprentice of the Year, Makeup Artist of the Year, Session Stylist of the Year and Fashion Stylist of the Year.**

All images must be named using the following format:

Categoryname\_yourname\_lowres\_image number  
 Categoryname\_yourname\_hires\_image number

EG: *AustHairdresseroftheYear\_damienrinaldo\_lowres\_Image1*  
*AustHairdresseroftheYear\_damienrinaldo\_hires\_Image1*

Additional digital files to upload with collection image files:

- 1 x PR / headshot of Entrant – Hi Res, 300 dpi
- 1 x AHFA OFFICIAL STATATORY DECLARATION
- 1 x MODEL RELEASE FORM
- 1 x PHOTOGRAPHY RELEASE FORM
- 1 x THREE-PAGE AHFA PRESS KIT in word document format (unless otherwise stated)

## Press Kit for Photographic Entries

The AHFA Press Kit is a professionally presented information pack about you and your collection. It is for the purpose of media communication should you win. By preparing this document you also ensure you are personally 'press and promotion ready' should you wish to leverage your collection for profile development and other marketing opportunities once the finalist announcement is made.

The AHFA Press Kit should be professionally presented AND easy for the media to use. Each collection entered requires its own Press Kit.

Please note whilst there is no weighting to the AHFA Press Kit, it must be provided as a condition of entry. Entries without an AHFA Press Kit will not be considered.

## Press Kit Specifications

The AHFA Press Kit must be submitted in digital format - online only. No printed Press Kits are required.

The Press Kit must be a text only document. No images are to be included. No graphic typography or any other visual communication elements are to be included.

The Press Kit text must be completed in Arial font size 12.

The 3-page AHFA Press Kit must contain:

- 1 x cover page, detailing the entrant's full name, salon name and category being entered
- 1 x inspiration page, detailing the inspiration / stimulus behind your collection, inclusive of your collection title and collection credits
- 1 x biography page - Please include the following in your biography:
  - Your full name and salon name
  - Your age
  - Any career highlights, experiences and accolades, including achievement dates

**Note: AHFA Artistic Team entries may submit 1 page biography per team member eg: If there are 4 members in the Artistic Team, this will equate to a 6-page press:**

- 1 x Cover Page + 1 x Inspiration page + 4 x Biography pages = 6 pages

**Note: Content requirements vary for the following categories:**

- **Australian Hair Shot of the Year**
- **Fashion Stylist of the Year**
- **Make-up Artist of the Year**
- **Session Stylist of the Year**

**Please refer to following pages for descriptors for each of these categories and their requirements. Australian Hair Shot of the Year entries only require a single page bio and image credits only.**



## AHFA International Judging Process 2020

In the continued pursuit of a totally independent competition platform and judging process, the 2020 Australian Hair Fashion Awards will once again be judged in London by a select group of international leaders in Hair Fashion. The judging panel are carefully selected based on their individual and independent merit, often with multiple accolades of recognition and achievement and themselves regarded as international leaders within hair fashion.

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

Judging is completed anonymously and there is a zero tolerance of dialogue during the judging process in relation to score comparison.

The upload of score sheet data is cross checked first by a member of The British Fellowship and then again by an independent legal firm.

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

**Judges are provided with the category descriptions below as the key criteria to allocate scoring against.**

## AHFA Australian Hairdresser of the Year

This award recognises a hairdresser whose collection shows fashion forward and innovative hairstyling with a strong invention gene. The winner will be identified as a worthy leader for Australian Hair Fashion on a world stage as a result of their unrivalled 'newness' in creativity and stand out execution.

The photographic collection is judged for its creative direction, inspirational effect, superb imagery and conceptual originality. The winner of this award will represent the top echelon of Australian image making in Hair Fashion.

### **\*\* NEW ENTRY CRITERIA \*\***

Entry is strictly limited to ANY ONE of the following 4 criteria:

- Previous winner of AHFA Australian Hairdresser of the Year
- Finalist of AHFA Australian Hairdresser of the Year in last 3 years (2017/2018/2019)
- Must have won AHFA State Hairdresser of the Year at least TWICE
- By Special Invitation

Please include the year that you won or made finalist in the press kit – please include details.

## AHFA Artistic Team of the Year

This award recognises the outstanding creative direction of Australia's hottest hair fashion artistic team. A new, unpublished collection by the Artistic Team is required for this category.

The AHFA Press Kit for this category must detail biographical information on all team members via the AHFA Press Kit.

## AHFA Men's Hairdresser of the Year

This award recognises the most creative Men's Hairdresser in Australia, who can demonstrate the impending future of men's hair fashion trends, whilst showcasing executional prowess for precision cutting, barbering and male grooming.

## AHFA Creative Colourist of the Year

This award recognises the most innovative colour use in Australia. Fashion forward style and technical skill are considered in this category.

## AHFA Hair Fashion Video of the Year

This category awards creatively presented directional hair fashion at its best. Video production must be as professional and creative as the hairdressing that it promotes. The high quality of Australian Hair Fashion is to be apparent in the video.

The video must be in mp4 format with a minimum length of 45secs and maximum length of 120 seconds (2 minutes).

**Please do NOT include video credits on the showreel as judging must remain anonymous.**

Upload the mp4 file via Dropbox link on [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

Please note that educational videos and behind the scenes video capture are not relevant to this category.

**Note: Press kit requirements differ for AHFA Hair Fashion Video of the year and include:**

- **1 x biography page**
- **1 x inspiration page about the video + full creative production credits including:**
  - **Creative Production and Assistant**
  - **Hairdresser and / or Colourist**
  - **Make Up**
  - **Stylist**

## AHFA Newcomer of the Year

This award recognises early career hairdressers emerging as top performing salon stylists demonstrating a true creative fashion edge. Hairdressers who have been qualified for minimum of 1 year or more may enter. (This is not an Avant Garde category).

## AHFA (State) Hairdresser of the Year (NSW/ACT, VIC, SA/TAS, QLD, WA/NT)

These awards recognise the best hairdressers in each State for their exceptional level of creativity, skill, precision and fashion forward style.

## AHFA Avant Garde Hairdresser of the Year

This award recognises Avant Garde hair at its best, which is designed to inspire and trigger the creative edge in all of us. Acknowledging true artisans within the craft of hairdressing, this collection should be inventive and experimental. It should capture a conceptual thought process and execution that uses hair to explore elements of art and or culture.

## AHFA Hair Shot of the Year

**ALL SUBMITTED IMAGES MUST HAVE BEEN CREATED DURING THE AWARDS PERIOD 1<sup>ST</sup> SEPTEMBER 2018 – 13<sup>TH</sup> DECEMBER 2019.**

This award is open to every hairdresser in Australia and is about demonstrating the ultimate wow factor. It's a **single image entry**, so it is not necessary to submit a full collection.

The submitted image should represent your best or signature work and should be a stand-out look. It can be a previously seen image or a brand new shot.

Multiple entries are permitted per person. Images previously entered into other industry competitions can also be used here.

Images submitted into any other AHFA 2019 categories CANNOT be resubmitted here.

### Notes:

- *Entrants required to submit ONE single digital image: no need to print*
- *The single digital image entered can be a previously seen image, or a new image*
- *Images submitted into any other AHFA 2019 categories CANNOT be resubmitted here however any images taken from an AHFA 2019 shoot that are NOT included in the entrant's final collection CAN be entered into this category*
- *Images entered into OTHER industry competitions / awards CAN also be entered here*
- *Entry images must be provided in two formats – Hi Res jpg (300dpi, max 5MB per image) and Lo Res jpg (max 500KB per image)*
- *Entrants can submit as many images as they like*
- *Press Kit requirements limited to 1-page Bio + Image Credits only (i.e. no inspo required)*
- *Unlike other AHFA categories there will be TEN finalists for this award*

## AHFA Apprentice of the Year

This award recognises the most talented apprentice hairdresser in Australia. Entrants' collections will be judged on their demonstration of technical skill and consideration of creative concept.

### Notes:

- **AHFA Apprentice of the Year is a FREE ENTRY category and only **THREE IMAGES** are required**
- **To enter this category, you must be, or have been, a hairdressing apprentice within the awards period 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019**

## AHFA Make-Up Artist of the Year

This award recognises Australia's premier make-up artist. Make-up entries will be judged for their ability to develop new trends and translate existing international trends. An outstanding level of skill, creative direction and consumer credibility must be demonstrated.

Entrants must submit **THREE** images created in the awards period 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019 showing technical excellence via the following:

1. An image that demonstrates the utmost creativity
2. An example of a natural look image
3. A high fashion image

### Notes:

- **Images entered into other AHFA categories may be entered into this category**
- **No printed images required – digital images only to be uploaded**
- **Press kit requirements for this category differ and include:**
  - **1 x biography page**
  - **1 to 3 x page(s) detailing inspiration / overview for each submitted image + credits**

## AHFA Fashion Stylist of the Year

This award recognises Australia's best Fashion Stylist. The winner should demonstrate an authentic knowledge of season trend evolution with creative and commercial prowess.

Fashion Stylist entries **MUST** contain 3 stories, collections that provide evidence of creative collaboration created in the awards period 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2018.

Each story or collection must include 3 images. These can include, but are not exclusive to, editorial campaigns, celebrity, hair or beauty shoots, and advertising campaigns. This is a total of 9 images per entry.

Each example provided must detail the following: (To be uploaded via Dropbox)

1. Name of person/organisation issuing the brief
2. Succinct outline of the brief provided
3. A short description of how the Session Stylist has interpreted the brief

**Notes:**

- **AHFA Fashion Stylist of the Year is a FREE ENTRY category and no printed images are required**
- **Images entered into other AHFA categories may be entered into this category**
- **Press kit requirements for this category differ and include:**
  - **1 x biography page**
  - **1 to 3 x page(s) responding to points 1, 2 and 3 above + image credits**

## **AHFA Session Stylist of the Year**

This award recognises Australia's best Session Stylist. The winner should demonstrate an authentic knowledge of seasonal trend evolution with creative and commercial prowess.

Session Stylist entries MUST contain 3 stories or collections that provide evidence of creative collaboration created in the awards period 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019.

Each story or collection MUST include 3 images. These can include, but are not exclusive to, editorial campaigns, celebrity, hair or beauty shoots, and advertising campaigns.

This is a total of **9 images per entry**.

Each example provided must detail the following: (To be uploaded via Dropbox)

1. Name of person/organisation issuing the brief
2. Succinct outline of the brief provided
3. A short description of how the Session Stylist has interpreted the brief

**Notes:**

- **AHFA Session Stylist of the Year is a FREE ENTRY category and no printed images are required**
- **Press kit requirements for this category differ and include:**
  - **1 x biography page**
  - **1 to 3 x page(s) responding to points 1, 2 and 3 above + image credits**

## **AHFA Transformation Stylist of The Year**

**\*\*CRITERIA CHANGE\*\***

**This is no longer ONLY a Hair Extension specialist category. This category will also include tranformation Cuts, Colour, Extensions or a combination of any or all three.**

**10 (TEN) Finalists** will be announced for this category.

Entry Fee is \$150

Social media engagement thrives on transformation videos and in the spirit of Digital Disruption the AHFA desires to recognise this digital savvy hairdresser by awarding the most effective transformation via a 1 minute video entry:

**The Judging criteria is as follows:**

Is the look achievable 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?

All videos must not be longer than 1 min in length

Any video submission may have been previously published and posted on any platform

All video submissions must be shot in the salon chair

Multiple entries ARE permitted, individuals may submit more than one entry in this category

Video entries must have been shot within the 2020 AHFA awards period.

Music is optional.

**The Judging criteria will NOT include:**

The amount of likes or views the video has had on social media

The quality or type of camera (smart phones are more than adequate)

**Written submission:**

1. 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 (b) your objective when creating the transformation video.

## AHFA Business Categories

**ALL CONTENT REFERENCED MUST HAVE BEEN CREATED AND / OR EXECUTED DURING THE AWARDS PERIOD: 1<sup>st</sup> SEPTEMBER 2018 to 13<sup>th</sup> DECEMBER 2019.**

Please submit your AHFA Business Submission online in PDF format via Dropbox at [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

### AHFA Digital Influencer of the Year

AHFA Digital Influencer of the Year is an award that celebrates digital savvy individuals, businesses or brands that are reshaping the way business and communication takes place through the power of the digital world. This spans the whole realm of Internet related activity, including but not limited to social media platforms, websites, ecommerce, YouTube etc.

In digital terms, the winner will be selected based on ability to:

- Consistently deliver original, innovative content with authenticity and positivity
- Inspire, educate and motivate your target audience (industry and / or consumer) to ultimately take desired action
- Harness audience engagement to deliver positive growth and commercial gain for your business, brand and / or personal profile
- Influence the digital strategies of others and the way in which digital content is curated

#### **Notes:**

- **AHFA Digital Influencer of the Year is a FREE ENTRY category and no printed images or documents are required**
- **Entry Format - Please upload a PDF document of up to 10 x A4 pages MAX, combining written explanation and visual supporting documentation of the digital impact you have demonstrated during the awards period**
- **Entrants must include 6 digital content examples that demonstrate audience engagement based on identified personal, brand and / or business strategies and objectives**
- **The same entrant cannot win this category consecutively. The 2019 Winner of this category is therefore not permitted to enter in 2020**

### AHFA SALON BUSINESS OF THE YEAR

This category is open to independent salons and salons that are part of a franchise or a salon group.

The content presented within this submission must have been conducted between 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019.

The answer to each question must be provided within 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.

### Questions:

#### 1. Salon Business Overview (300 words)

Please provide a brief introductory overview of your salon business in relation to the following:

- a) Salon name
- b) Description of geographical location
- c) Years of trade
- d) Number of employees
- e) Target Market/s
- f) Your mission statement/ brand essence

#### 2. Business Achievements (500 words)

What are the main business achievements of your salon, making it worthy of winning this award? You may like to consider the following:

- a) Financial success
- b) Individual and team achievements and accolades

#### 3. Customer Service and Satisfaction (500 words)

Please provide an overview of how you monitor customer service and client satisfaction

#### 4. Client Testimonials (250 words per testimonial)

Please provide two client testimonials that provide evidence of your salon delivering customer service resulting in positive customer satisfaction.

#### 5. Education and Training (500 words)

- a) Please provide an overview of your in-salon training and development programme
- b) Please provide a list of all external courses, seminars or workshops attended by your Salon Team during the awards period. Please include the following details within your list:
  - (i) The name of the course/seminar/workshop
  - (ii) The date of the course
  - (iii) The person / people who attended



## **6. Career Development (300 words)**

Using a case study of one member of your salon team demonstrate how you have developed and implemented a positive career development plan in line with your performance review process.

## **7. Marketing – 1 Page Chart / Table Format**

Please provide a copy of your in-salon marketing plan detailing

- i) The objective of activity
- ii) An overview of the activity execution
- iii) The investment
- iv) The result in relation to the defined objective

## **8. Digital Engagement (300 words)**

Provide examples of the ways in which your salon business has engaged digital platforms to deliver on your salon brand or business objectives (e.g. new client acquisition, brand awareness and image). You may like to consider:

- a) Web
- b) Social Media
- c) Digital affiliates

## **9. Sustainability and Environmental Consciousness (300 words)**

Provide examples of the ways in which your salon business embraces Sustainability and Environmental Consciousness. You may like to consider:

- a) Waste reduction
- b) Energy Efficiency
- c) Salon environment and fit out
- d) Local community

## **AHFA EXCELLENCE IN EDUCATION**

This category is open to salon-based educators, RTO/ TAFE Educators, Product Company Educators or Private Education Company Educators.

The content presented within this submission must have been conducted between 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019.

The answer to each question must be provided within 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.

## Questions:

### 1. Educator Overview (300 words)

Please provide a brief introductory overview of your role as an Educator in relation to the following:

- a) Which category of educator you fall into (RTO/ TAFE Educator, Product Company Educator or Private Education Company Educator)
- b) Name of education entity you operate under
- c) The number of years you have been educating
- d) Your education mission statement
- e) Geographical coverage
- f) Core educational offering (i.e. Colour Training/ Long Hair/ Session Styling)
- g) 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:

- a) Growth and expansion
- b) Individual achievements and accolades

### 3. Education Calendar

Please provide a copy of your education calendar

### 4. Marketing (300 words)

Provide examples of the way in which you market your educational offering. You may like to consider:

- a) Advertising
- b) PR
- c) Digital Media
- d) 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.

### 6. Feedback and Evaluation (300 words)

Provide examples of how you monitor student feedback and the action that has been taken in direct response to this feedback.

### **7. Testimonials (250 words per testimonial)**

Provide **two testimonials** to validate your provision of excellence in education. Below are some suggestions of testimonial subjects:

- a) An industry professional e.g. product company or respected hairdressing expert
- b) A past student who has attended you class during the awards period
- c) 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 skill set 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:

- a) Educating the next generation
- b) New technologies
- c) Trends

# AHFA Product Categories

Please enter by:

1. Submitting your entry online via Dropbox via [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

2. Submitting your product(s) samples by post to:

*M Division Pty Ltd  
6/46 Balfour St  
Chippendale NSW 2008*

## AHFA BEST NEW PROFESSIONAL HAIR CARE PRODUCT

This category will be awarded to the company with the best new individual professional product or range, launched in Australia between 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019.

Entered products will be sent to a selection of the Australian Beauty Media to judge over a four week testing period and will be evaluated according to a strict set of criteria including performance, ease of application, aroma, functionality and value for money.

### ENTRY REQUIREMENTS

Enter either a single product or a pair of products (e.g. shampoo and conditioner) into AHFA Best New Professional Hair Care Product.

This category is strictly limited to professional hair care products available for purchase in hairdressing salons only. **Colouring and styling products are not permitted in this category.**

### SUBMISSION REQUIREMENTS

- (1) 8 x individually wrapped samples to M Division. If a pair of products are being entered, please submit 8 x product pairs, e.g. 8 x set of Shampoo and Conditioner
- (2) 8 x printed Press Releases + 1 in PDF format to be uploaded online via Dropbox. The press release must include a description of the product, instructions for use and RRP
- (3) A high res jpg image (300dpi) and low-res image (72 dpi) of the product / pair of products to be uploaded online via Dropbox

## AHFA BEST NEW PROFESSIONAL HAIR STYLING PRODUCT

This category will be awarded to the company with the best new professional hair styling product, launched in Australia between 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019.

Entered products will be sent to a selection of the Australian Beauty Media to judge over a four week testing period and will be evaluated according to a strict set of criteria including performance, ease of application, aroma, functionality and value for money.

### ENTRY REQUIREMENTS

Please submit one single product into AHFA Best New Professional Hair Styling Product; product pairs and ranges are not eligible in this category.

This category is strictly limited to professional hair care styling products available for purchase in hairdressing salons only. **Hair care and treatment products are not permitted in this category.**

### SUBMISSION REQUIREMENTS

- (1) 8 x individually wrapped samples to M Division
- (2) 8 x printed Press Releases + 1 in PDF format to be uploaded online via Dropbox. The press release must include a description of the product, instructions for use and RRP
- (3) A high res jpg image (300dpi) and low-res image (72 dpi) of the product / pair of products to be uploaded online via Dropbox.

## AHFA MOST INNOVATIVE HAIR TOOL

This category will be awarded to the company with the most innovative hair tool launched in Australia between 1<sup>st</sup> September 2018 – 13<sup>th</sup> December 2019.

Entered products will be sent to the Australian Beauty Media to be judged over a four week testing period. Entries will be evaluated according to a strict set of criteria, **largely weighted on the innovative nature of the tool**, but also inclusive of performance, design, user-friendliness, functionality and value for money – **all** of which **MUST** be outlined in the accompanying Press Release which plays a fundamental role to the judging process for this category.

### ENTRY REQUIREMENTS

A single product (e.g. hot tool, blow dryer, comb, brush) may be entered into AHFA Most Innovative Professional Hair Care Tool.

This category is strictly limited to professional hair care tools available for purchase in professional outlets.

### SUBMISSION REQUIREMENTS

- (1) 8 x individually wrapped samples to M Division
- (2) 8 x printed Press Releases + 1 in PDF format to be uploaded online via Dropbox. The press release must include a description of the product, instructions for use and RRP, and
- (3) A high res jpg image (300dpi) and low-res image (72 dpi) of the product