



Schwarzkopf
PROFESSIONAL

**HAIR
EXPC
AWARDS**

The Complete Picture

OUR DNA

is to make you the best you can be!

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**HAIR
EXPC**
AUSTRALIA
THE FESTIVAL OF HAIR

AND SO THE JOURNEY BEGINS

Welcome to the 2017 Schwarzkopf Professional Hair Expo Awards!

HAIR EXPO AWARDS – TO MAKE YOU THE BEST YOU CAN BE IS IN OUR DNA!

Let's say it from the top - we know the Hair Expo Awards are one of the most challenging to enter in the world - because the Hair Expo Awards are about the beauty and the brains.

They not only celebrate your artistic genius through your photographic collection, but of equal value, your written submission marks the depth of your passion and success. It takes something special to deliver this winning combination.

Your collection is the expression of your creative vision and proof of your exceptional skills.

Your written submission is only required once you have been voted a finalist based on your collection. It describes your entire body of work throughout the year: career highlights, scope of work, inspiring people, giving back and raising industry standards.

THE HAIR EXPO AWARDS REPRESENT THE **COMPLETE PICTURE** OF WHAT EXCEPTIONAL HAIRDRESSING IS.

WHAT CAN THIS DO FOR YOU?

If you look into the submission questionnaires at the beginning of the awards year, you will find they will inspire you to grow your business, grow your team and grow your passion for the industry we know you love. Which in turn should supercharge your success on so many levels, not just our Awards! Whether you win or not, the decision to enter challenges you to become what it takes to win, regardless of the outcome.

AND WHAT'S IN IT FOR THE INDUSTRY?

The Hair Expo Awards have been created as the first Australian and NZ industry awards over 30 years ago – by hairdressers for hairdressers. The balance between what you achieve, think and give back throughout the year and your creative vision has been the Awards' DNA from the very beginning.

The Awards' purpose is simple, but all the more ambitious: to inspire the industry's leaders to excel in their craft, business, and strive for integrity – and through that improve the industry as a whole.



2016 Hair Expo Awards Gala: A red carpet affair.



THE FACTS:



▶ ANONYMOUS JUDGING

All photographic collections are judged anonymously. Only after the photos are judged do the finalists enter their written submissions with their names. We know you value transparency, so we will share who the 2017 judges are before entries are due. The Judges are not to be contacted pre or post judging.



▶ INTERNATIONAL JUDGES

We've split the judging panel evenly with 12 local judges (Australia and NZ) and 12 international judges from all over the world. The panel will be rotated annually.



▶ STATE CATEGORIES

Our state categories propel talent in the regions, and create more good PR for the industry! Make sure you consider entering Hairdresser of the Year for

- ✦ NSW-ACT
- ✦ QLD
- ✦ SA-TAS
- ✦ VIC
- ✦ WA-NT

THE NEWS:

So..you've been telling us what is most important to you and we've been listening. Over the coming weeks and months, we'll be sending you updates and helping you on this incredible journey.

Here's what you need to know for now:

▶ NOW YOU CAN ENTER IMAGES FROM AN EXISTING PHOTOSHOOT*

Would you like to get more bang for your buck when organising a photo shoot? For the first time ever, your Hair Expo Awards collection can be created within a photo shoot that is also being used for another purpose, i.e. creating a second collection. However, your images must have a different treatment to those images used for other purposes. The minimum points of difference are:

- ✦ If elsewhere the collection is colour, then it must be changed to black and white or vice versa for the Hair Expo Awards entry
- ✦ You must use a different background
- ✦ The photo must be taken from a different angle
- ✦ You can't publish these fresh images anywhere (online or otherwise) prior to the Hair Awards Finalist Announcement
- ✦ The hair, model and clothing can be the same as long as the above conditions are met – this could allow you to complete two collections from one photo shoot!

*Please note: The above does **not** apply to the categories of Australian Hairdresser of the Year and New Zealand Hairdresser of the Year.

▶ MORE TIME FOR YOUR ENTRY

Deadline for the first round of entries is 5pm Friday 7 April 2017

- ✦ Photographic collections only for all creative categories.
- ✦ Written submissions only for the business category entries.

▶ MORE PRIZES

We'll have some fresh new prizes for all categories including sponsorship of your post-win PR campaign should you be a lucky winner – we want you to get the most out of your Awards experience!

▶ APPRENTICES NOW SUBMIT ONLY FOUR PHOTOS

For the Apprentice category (which has no entry fee), you will now only need to submit four photos for your entry collection (instead of six as per previous years).



2016 Australian Hairdresser of the Year, Frank Apostolopoulos



Our 2016 Hair Expo Awards winners: Let's celebrate!

2017 CREATIVE CATEGORIES

- Apprentice/Student of the Year
- Australian Hairdresser of the Year
- Best Salon Design
- Colour Technician of the Year
- Men's Hairdresser/Barber of the Year
- New Creative Force
- New Zealand Hairdresser of the Year
- NSW-ACT Hairdresser of the Year
- QLD Hairdresser of the Year
- Salon Team of the Year
- SA-TAS Hairdresser of the Year
- Session Stylist of the Year
- VIC Hairdresser of the Year
- WA-NT Hairdresser of the Year

2017 BUSINESS CATEGORIES

- Education Business of the Year
- Educator of the Year
- Industry Business Performance of the Year
- Salon Business of the Year

VIEW THE 2017 RULES AND REGULATIONS NOW AT

www.hairexpoaustralia.com

WE'LL BE WITH YOU EVERY STEP OF THE WAY

– We can't say it enough

We are here to answer your questions and give you all the details you need. Remember it's important to check in with the 2017 Rules and Regulations at www.hairexpoaustralia.com. These are your guide for making sure you give your entry the best chance.

Please feel free to contact our Awards Producer:

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ARE YOU READY FOR THE HAIR EXPO AWARDS? LET US BE BY YOUR SIDE FOR YOUR BEST YEAR YET.

HAIR EXPO AWARDS

is proudly sponsored by

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