

HAIR EXPC AWARDS

AUSTRALIAN
HAIRDRESSER
OF THE YEAR

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DO YOU HAVE
THE GOLDEN TOUCH?

AUSTRALIAN HAIRDRESSER OF THE YEAR

Category definition for the Awards period of March 2018 – March 2019.

The winner of this category is an outstanding representative of the Australian hairdressing Industry.

They will be the person who demonstrates excellence in creativity and leadership, team work, business acumen, client management, industry development and are recognised amongst peers. This award is open to qualified hairdressers who actively practise hairdressing consistently in Australia for the entire awards period, and are based in Australia.

When creating your Photographic Collection, keep in mind this category represents the top honours. You are looked up to as an Industry leader and your collection should provide creative direction for the industry, whilst displaying the artistry and excellence that this level of professional hairdressing stands for. You must submit a stand-out collection that is cohesive as well as each photo standing alone, demonstrating world-class forward thinking hairdressing. Your written submission should also demonstrate your commitment to the hair industry and the reasons why you are recognised as an inspiration to other hairdressers at the highest level.

It is imperative you speak with our Head Judge (see Rules and Regulations for details) if you need clarification on whether this is the correct category for you. The Head Judge will make recommendations for entries that do not appear to meet the above criteria and may request that you move to another more appropriate category.

PLEASE NOTE

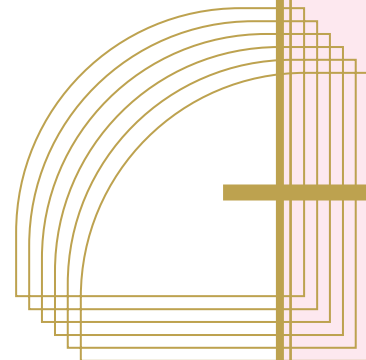
Judges will receive the following criteria on which to base their evaluation of photographic collections in this category.

Overall creative criteria for this category:

The collection provides creative direction for the industry, whilst displaying the highest possible artistry and excellence in professional hairdressing.

Judging will be marked out of 10 on each of the following 3 key criteria to create your overall score:

1. The collection as a whole is striking and delivers a wow-factor whilst remaining commercial.
2. The collection is original, creative and proves the entrant's emerging talent.
3. The collection shows a broad range of excellent hairdressing skills, executed with technical precision.



AUSTRALIAN HAIRDRESSER OF THE YEAR CATEGORY RULES

Summary of what you need to submit in Round 1 (see below for further details):

- Photographic Collection of 6 x Printed and Mounted A4 Photos
- 6 x Raw Photos that show your collection prior to any photo retouching, editing, or manipulation
- Model Release form with all signatures completed (included below)
- Declaration form completed and signed by entrant (included below)

Post your photographic collection and the above mentioned forms to the address below by Wednesday 6th March, 2019 (Office will close at 5pm)

Upload your photographic collection, raw photos (see below) and the above mentioned forms to the online Awards portal by **11.59pm Wednesday 6th March, 2019**: hairexpo.awardsplatform.com

Ensure your collection photos are high resolution RGB JPEG format, keeping in mind the maximum accepted uploaded file size is 5MB. You may be asked to provide different formats if you are a Finalist. Please note that we cannot take responsibility for a variance in image colours depending on the medium used e.g print vs online. The images may be used for promotion of Hair Expo Australia/ Reed Exhibitions Australia, altered or in original form.

Post:

Hair Expo Awards 2019
Locked Bag 7777, Chatswood DC
NSW 2067, Australia

Courier:

Hair Expo Awards 2019
Tower 2, Level 1,
475 Victoria Ave Chatswood,
NSW 2067, Australia.

For entry enquiries please contact the Head Judge:

Julie Piantadosi: 0431 577 969 or julie@totalsalonsolutions.com

Finalists will be announced from Wednesday 10 April, 2019.

N.B You will only need to submit your written submission if you become a finalist. Finalist written submissions are uploaded via the Awards online platform and are due Wednesday 15 May, 11.59pm. It is mandatory for Creative Category finalists to submit this to retain their finalist placing

RAW PHOTOS

As an entrant in this category you must include the following with your Photographic Collection:

- Unedited/raw images for each of the final images in your collection that are the same as your "final" images prior to any photo retouching, editing, or manipulations.
- You will be asked to upload your raw/unedited images as well as your final images in the online entry portal, but the raw photos do not need to be printed. Your entry can be disqualified if the raw/unedited photos have not been uploaded, or if they have been manipulated in any way. The Head Judge reserves the right to question any raw photos which appear to be enhanced or changed in any way.
- If the raw file is too large to upload, you can take a screenshot – Please note if the Judges raise any concern with the raw photos uploaded, your photographer will be requested to supply the full raw file.
- Unedited images are used for judging purposes only and will not be released in any way. They provide context for the judges if they feel there has been over-manipulation of the photograph, and specifically the hair, during post production. Judges accept some use of Photoshop and all other similar programs on the model's skin or wardrobe and the background or the odd flyaway hair – however it is not to be used to alter the hair in any way including creating volume, filling in texture and changing the length or the style.

PHOTOGRAPHIC COLLECTION RULES

The photographs must be produced within the Awards period March 2018 to March 2019.

You may enter this category where you have completed the cutting and styling, and another hairdresser has completed the colour work. The entrant will be the stylist only, however please include the colourist's name in the photography credits.

PLEASE NOTE that Australian Hairdresser of the Year must shoot their photographic collection exclusively for this category and cannot include photos from any other category in their entry and vice versa. For example if the entrant uses a colourist, then the colourist cannot enter the collection in Colour Technician of the Year. The only exception to this is the Salon Team of the Year Category where Australian Hairdresser of the Year entrants may include a maximum of two photos from their entry collection in their Salon Team of the Year entry collection.

If you enter Australian Hairdresser of the Year, you cannot enter any of the State categories.

Your collection is made up of 6 x A4 photos with a minimum of 4 models (no more than 2 faces in one photo). Your models can be male and/or female. The collection should represent a variation in styling throughout the six shots to form a collection. Images do not have to be head and shoulders, but they do need to focus on the hair, especially in terms of lighting and model pose.

All photographs must be portrait in format. Photographs may be black and white or colour.

Professional photographers, makeup artists and stylists may be used.

ALL photos must be mounted on mount cardboard (approx. 3-4mm thick) with no borders, and clearly marked on the back with all artist and photography credits (hairstylist, colourist, makeup artist and photographer used), as well as the order you prefer them to be displayed (they are displayed 8-10 June, 2019 at the Hair Expo Gallery and most likely in 3 rows of 2 photos).

Please DO NOT use foam core to mount your photos as this damages easily (See suggested supplier in the General Rules & Regulations if you need help with printing/mounting).

Prior to the finalist announcement, the collection must not have been used for any other purpose other than the Hair Expo Awards. And the images submitted as part of your Awards submission and/or images of you working on your collection must not have been published anywhere prior to Finalists being announced including, but not limited to: print, online or video.

It is your responsibility to package your photographic collection properly so that it is not damaged in the courier or postage system. Hair Expo Australia accepts no responsibility for submissions which may become lost in the mail and will not be liable for any loss or damage to submissions. Photographic collections will not be returned, however you are welcome to pick them up from the Hair Expo Gallery at 4pm on the 10th June (ICC Darling Harbour).

As the photography is judged anonymously, no branding is permitted in the photograph.

Entrants must strongly consider the category brief and judge's criteria above - they do vary per category and provide the key creative direction for entries.

MODEL RELEASE FORM

I (as listed below)* agree upon, receipt of which is hereby acknowledged, consent that Hair Expo Australia/ Reed Exhibitions Australia and media authorised by Hair Expo Australia/Reed Exhibitions Australia, may use the photographs and/or digital files submitted for the Hair Expo Awards for the purpose of promotion and publication in whole or part thereof.

I have also read the conditions of entry and agree to abide by them.

*Signature of Modelling Agency on behalf of Model will also suffice.

Model 1 Name _____ Signature _____

Model 2 Name _____ Signature _____

Model 3 Name _____ Signature _____

Model 4 Name _____ Signature _____

Model 5 Name _____ Signature _____

Model 6 Name _____ Signature _____

Hairstylist Name _____ Signature _____

Photographer Name _____ Signature _____

Date of Shoot _____

Entrant Name _____

Entrant Signature _____

Consent by Parent or Guardian if persons are less than 18 years of age.

As Parent or Guardian of the above named person, I consent to the above release and signature thereto and to potential usage as set out above.

Name _____

Parent or Guardian Name _____

Signature _____

AUSTRALIAN HAIRDRESSER OF THE YEAR DECLARATION

- I declare that I have personally completed the work where stated on the models in my photographic collection that is submitted as part of my entry. All work occurred during the Awards Period of March 2018 – March 2019.

- I declare that I have uploaded 6 unaltered/raw images from my photographer, which are the same as the finished product as seen in my final photographic collection submitted. I declare there has been no photo retouching, editing, or manipulations to these photos.

- I declare that I have read and understood the general Rules and Regulations in addition to those that apply specifically to my category.

- I declare that I have not, and will not, approach any current Hair Expo Judges in relation to the specifics of my entry, including showing them any visuals related to my Photographic Collection prior to either round of Judging. Nor will I approach them for post judging feedback at any time (the anonymous online feedback system replaces the need to approach judges, and represents all judges for a well rounded and fair source of feedback for each entrant).

Please tick all declarations above to ensure your entry is valid.

Name: _____

Salon: _____

Signature: _____

Date: _____

Name of Witness: _____

Signature: _____

Date: _____

In case you become a finalist, what would you most like us to share about you when we promote this achievement? Please share something we can use in our PR in 50 words or less (we will contact you if further information is required).

FINALIST WRITTEN SUBMISSION QUESTIONS

Please Note:

- Please ensure you read your category rules and the General Rules and Regulations document before commencing any part of your entry. Your answers must describe activities within the current awards period: March 2018 – March 2019 (not adhering to this will impact your scores).
- You are not required to submit the written submission below, unless you are announced as a Finalist
- The online Awards platform will provide final details on word count and attachment limits where relevant – please use the below as a guide to the questions you will be required to answer via the online portal should you become a Finalist.
- The online portal will re-open after the Finalist announcement and the below will be due 11.59pm Wednesday 15th May, 2019 via the online portal at: hairexpo.awardsplatform.com

Question 1 - Max 150 words (10 points)

Describe why you deserve to be awarded the title “Hair Expo Awards Australian Hairdresser of the Year” for 2019.

Question 2 - PDF Upload only (15 points)

Please upload a creative brief similar to one you would create for yourself, your photographer and makeup artist demonstrating the vision behind your collection. Photos/sketches/mood boards etc can be attached as visuals where appropriate.

Please include the following in your answer:

- Your key objectives
- Collection Name
- The inspiration and thinking behind the collection
- Styling (eg makeup/fashion/props etc)
- Please include your final photographic collection as part of this document, with all 6 photos on one page in order of preference

NB: Your upload can be up to a 5 page PDF (maximum file size of 4MB)

Question 3 - Max 500 words summary + PDF Upload (30 points)

List up to 10 career highlights and activities/achievements during the Awards period.
(March 2018 – March 2019)

NB: You may also support your answer with a maximum 10 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 5MB)

Question 4 - Max 600 words (20 points)

What have you done to Educate, Motivate and Inspire the Hair Industry?

Question 5 - Max 500 words (15 points)

What have you done to promote Hairdressing to the general public
(locally and/or nationally and/or internationally)?

Question 6 - Max 150 words (10 points)

Should you win “Hair Expo Awards Australian Hairdresser of the Year” you will be an industry ambassador. Outline what commitment’s you will make to further the growth of the Australian Hair Industry.