

# HAIR EXPC AWARDS

CREATIVE FORCE  
OF THE YEAR

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DO YOU HAVE  
THE GOLDEN TOUCH?

# CREATIVE FORCE OF THE YEAR

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

The winner of this category is a growing force in the Industry with a passion for delivering ground breaking work whilst achieving professional and creative recognition. You must be a qualified hairdresser who has not exceeded 10 years' experience beyond the conclusion of your apprenticeship and actively practise hairdressing consistently for the entire awards period in Australia or New Zealand, and are based in that same country.

This Photographic Collection is your chance to fully express your creativity. It provides the scope to present visionary work in line with your growing role in the industry, keeping in mind that your collection should be innovative as well as visually beautiful hair.

You can win this category a maximum of three times (does not have to be consecutive) at which point we encourage you to select another category to enter.

### PLEASE NOTE

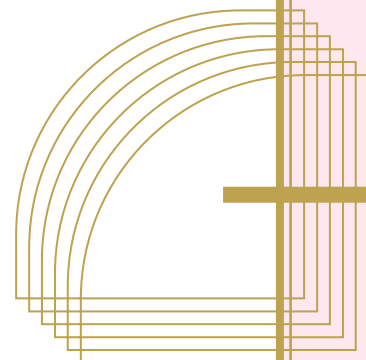
**Judges will receive the following criteria on which to base their evaluation of photographic collections in this category.**

### Overall creative criteria for this category:

*Visionary, creative and innovative, while at the same time visually beautiful hair, in line with their growing role in the industry.*

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.
2. The collection showcases visionary creativity that proves the entrant's scope of innovation.
3. The collection shows a broad range of outstanding hairdressing skills, executed with technical excellence.



## CREATIVE FORCE 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](http://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.

You can no longer enter Creative Force of the Year once you have won that category three times (does not have to be consecutive). We encourage you to choose another category if that happens - the Head Judge is happy to help with this.

### **Post:**

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

### **Courier:**

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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](mailto: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.

N.B. If the Colourist is planning on entering Colour Technician of the Year with this entry, they MUST carefully check that categories rules first.

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).

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, with the following special exception:

### **SPECIAL EXCEPTION**

Your photographic collection can originate from a photo shoot that has been, or is being used, for another purpose, for example, entering other Awards. However you must meet ALL of the following guidelines in order for your entry to qualify:

- If elsewhere the collection has been presented in colour, then it must be changed to black and white or vice versa for the Hair Expo Awards entry.
- You must use a background that is NOTICEABLY different to the background you have previously used. A small change will not be considered adequate.
- All photo's submitted must be taken from a NOTICABLEY different angle to how they are being used elsewhere.

The hair, model and clothing can be the same as long as the above conditions are ALL fully met to the satisfaction of the Head Judge.

It is ideal to plan your original photoshoot with these requirements in mind. By meeting these guidelines, you have the opportunity to complete two collections from one photo shoot. The intention of this exception is to create greater opportunities for entrants.

You cannot publish this fresh version of your collection or anyone working on it anywhere (as per above), prior to the Hair Awards Finalist Announcement.

**IF YOU ARE UNSURE IF YOUR RE-WORKED COLLECTION MEETS THE CRITERIA ADEQUATELY, YOU MUST CONTACT THE HEAD JUDGE FOR CLARIFICATION BEFORE ENTERING. We highly recommend you do this to ensure you are not in breach of the rules or face possible disqualification.**

Please note: The above does not apply to the categories of Australian Hairdresser of the Year and New Zealand Hairdresser of the Year. Entrants in these categories must enter a collection that is exclusively for the Hair Expo Awards that has not been seen or used anywhere.

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).

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

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

## 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 \_\_\_\_\_

## CREATIVE FORCE OF THE YEAR DECLARATION

- I declare that I am a qualified hairdresser who has not exceeded 10 years' experience beyond the conclusion of my apprenticeship and actively practise hairdressing consistently in Australia or New Zealand for the entire awards period. All work occurred during the Awards Period of March 2018 – March 2019.
- I declare that I have provided evidence of the date I completed my apprenticeship (please post with your photographic collection).
- 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.
- 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 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: \_\_\_\_\_

Description of evidence supplied. \_\_\_\_\_  
Please also attach. \_\_\_\_\_

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).

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## 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](http://hairexpo.awardsplatform.com)

### **Question 1 - Max 150 words (10 points)**

Describe why you deserve to be awarded the title “Hair Expo Awards Creative Force of The Year” for 2019.

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### **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 3 page PDF (maximum file size of 2MB)**

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### **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 5 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 3MB)**

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### **Question 4 - Max 600 words (20 points)**

**How do you contribute to your:**

- a) Salons Performance
  - b) Team and
  - c) Client experience
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### **Question 5 - Max 500 words (15 points)**

With career development in mind, outline the activities you undertook to develop/enhance your profile within the industry and meet your personal and professional goals during the awards period. (March 2018 – March 2019)

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### **Question 6 - Max 150 words (10 points)**

Should you win “Hair Expo Awards Creative Force of the Year”, outline how would you use the opportunity presented from this award to educate, motivate and inspire the industry?