

HAIR EXPC AWARDS

COLOUR TECHNICIAN
OF THE YEAR

2 0 1 9

DO YOU HAVE
THE GOLDEN TOUCH?

COLOUR TECHNICIAN OF THE YEAR

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

The winner of this category will be the person who demonstrates technical excellence and who has lifted the profile and education of the industry in terms of colour work and promotion of technical services. All photography must represent the true result of the colour service. This award is open to qualified hairdressers who actively practise hairdressing consistently in Australia or New Zealand for the entire awards period and are based in that same country.

The Photographic Collection for this category displays exceptional colour work and demonstrates technical excellence. Outstanding colour placement should be complemented by beautiful hair styling to create a total cohesive look.

CATEGORY SPECIFIC RULES: No colour manipulation of the photography is permitted. Please also note that no wigs, wefts, hairpieces or extensions are permitted – i.e the entry must only use and demonstrate colour work on the original natural hair of the model. If colour manipulation of photographs or use of any wigs, wefts, hairpieces or extensions is detected, the entrant will be disqualified.

PLEASE NOTE

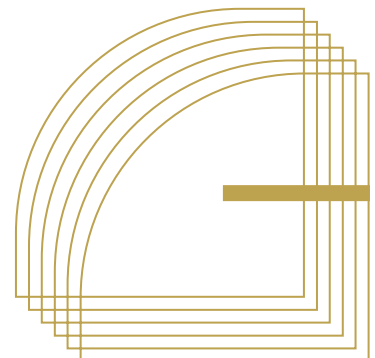
Judges will receive the following criteria on which to base their evaluation of photographic collections in this category:

Overall creative criteria for this category:

Exceptional colour work and colour placement, complemented by beautiful hair styling. NB: No colour manipulation of hair colour is permitted; entrants may be disqualified for doing so.

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

1. The total look of the collection as a whole is beautiful, the composition of the individual images is harmonious, and it delivers a wow-factor.
2. The entire collection is highly original and showcases innovation in the colour field.
3. Each image shows exceptional colour skills and placement, executed with the utmost technical excellence.



COLOUR TECHNICIAN 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 for each photo in the collection completed and signed by entrant – 6 in total (you are required to include a before photo and 2 'during' photos of each model as part of these forms)
- General Declaration form completed and signed by entrant (included below)

Post your photographic collection and the above mentioned forms to the address below by
Wednesday 20th March, 2019 (Office will close at 5pm)

Upload your photographic collection and the above mentioned form to the online Awards portal by
11.59pm Wednesday 20th 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 24th 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 Monday 20th 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. For Colour Technician of the Year entries **no colour manipulation of the photographs is permitted**. The Head Judge will vet each entry in this category and if required, will ask for further evidence to ensure this has not occurred. The collection photographer or models may be contacted to verify this. Violating this rule will result in disqualification.

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 colour work, and another hairdresser has completed the cutting and styling. The entrant will be the colourist only. However please include the cutter/stylists name in the photography credits.

N.B Australian Hairdresser of the Year and New Zealand Hairdresser of the Year must shoot their photographic collection exclusively for these respective titles and cannot include photos from any other category in their entry and vice versa.

The only exception to this is the Salon Team of the Year Category where Australian/New Zealand Hairdresser of the Year entrants may include two photos from their entry collection in their Salon Team of the Year entry collection.

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 in colour and portrait format. 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 (colourist, hairstylist, 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:

- Your collection must have been presented in black and white elsewhere, and entered in colour for your Hair Expo Awards Colour Technician 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 photos submitted must be taken from a NOTICABLY 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.

In the category of Colour Technician of the Year, wigs, hairpieces, wefts and extensions are **not permitted**. You must be applying colour to, and photographing only the natural hair of your model. In this category you will sign an additional statutory declaration to confirm no wigs, hairpieces, wefts or extensions have been used. Your models may be contacted to verify this. Violating this rule will result in disqualification.

The Head Judge will vet each entry in this category and if required, will ask for further evidence that only natural hair has been coloured. You **must** fill out the additional declaration forms in this document that show a model photo before colour is applied, and 2 photos of you applying the colour throughout the process.

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.

COLOUR TECHNICIAN OF THE YEAR GENERAL 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 the colour of the hair in my final collection photos. I understand my collection photographer or models may be contacted to verify this and that disqualification can occur if this has occurred.
- I declare that **no** wigs, wefts, hairpieces, and extensions have been used. I have only applied colour to the natural hair of my models. I understand that my models may be contacted to verify this and disqualification can occur if these items have been used.
- 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. Please also fill in the Statutory Declarations that follow (6 in total, 1 for each of your photographic collection) and the Model Release Form.

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).

STATUTORY DECLARATION – 1ST PHOTO

I acknowledge that the photography represents the true results of the colour service and that **NO** wigs, wefts, hairpieces or extensions have been used.

Three signatures are required:

1. By the colourist
2. By the modelling agency if professional models have been used or from the model (if independent)
3. By a witness

Please use one page per model. Include contact phone numbers for the modelling agency/ models being used for your collection.

Include a before shot of the model immediately prior to colouring the hair.

Include a photograph of yourself applying the colour on the model being used early in the process

Include a second photograph of yourself applying the colour on the model being used (later in the process than the previous one)

Name of Entrant: _____

Salon: _____

Signature: _____ Date: _____

Model/Modelling Agency: _____ Phone: _____

Signature: _____ Date: _____

Name of Witness: _____

Signature: _____ Date: _____

STATUTORY DECLARATION – 2ND PHOTO

I acknowledge that the photography represents the true results of the colour service and that **NO** wigs, wefts, hairpieces or extensions have been used.

Three signatures are required:

1. By the colourist
2. By the modelling agency if professional models have been used or from the model (if independent)
3. By a witness

Please use one page per model. Include contact phone numbers for the modelling agency/ models being used for your collection.

Include a before shot of the model immediately prior to colouring the hair.

Include a photograph of yourself applying the colour on the model being used early in the process

Include a second photograph of yourself applying the colour on the model being used (later in the process than the previous one)

Name of Entrant: _____

Salon: _____

Signature: _____ Date: _____

Model/Modelling Agency: _____ Phone: _____

Signature: _____ Date: _____

Name of Witness: _____

Signature: _____ Date: _____

STATUTORY DECLARATION – 3RD PHOTO

I acknowledge that the photography represents the true results of the colour service and that **NO** wigs, wefts, hairpieces or extensions have been used.

Three signatures are required:

1. By the colourist
2. By the modelling agency if professional models have been used or from the model (if independent)
3. By a witness

Please use one page per model. Include contact phone numbers for the modelling agency/ models being used for your collection.

<p>Include a before shot of the model immediately prior to colouring the hair.</p>	<p>Include a photograph of yourself applying the colour on the model being used early in the process</p>	<p>Include a second photograph of yourself applying the colour on the model being used (later in the process than the previous one)</p>
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Name of Entrant: _____

Salon: _____

Signature: _____ Date: _____

Model/Modelling Agency: _____ Phone: _____

Signature: _____ Date: _____

Name of Witness: _____

Signature: _____ Date: _____

STATUTORY DECLARATION – 4TH PHOTO

I acknowledge that the photography represents the true results of the colour service and that **NO** wigs, wefts, hairpieces or extensions have been used.

Three signatures are required:

1. By the colourist
2. By the modelling agency if professional models have been used or from the model (if independent)
3. By a witness

Please use one page per model. Include contact phone numbers for the modelling agency/ models being used for your collection.

Include a before shot of the model immediately prior to colouring the hair.

Include a photograph of yourself applying the colour on the model being used early in the process

Include a second photograph of yourself applying the colour on the model being used (later in the process than the previous one)

Name of Entrant: _____

Salon: _____

Signature: _____ Date: _____

Model/Modelling Agency: _____ Phone: _____

Signature: _____ Date: _____

Name of Witness: _____

Signature: _____ Date: _____

STATUTORY DECLARATION – 5TH PHOTO

I acknowledge that the photography represents the true results of the colour service and that **NO** wigs, wefts, hairpieces or extensions have been used.

Three signatures are required:

1. By the colourist
2. By the modelling agency if professional models have been used or from the model (if independent)
3. By a witness

Please use one page per model. Include contact phone numbers for the modelling agency/ models being used for your collection.

Include a before shot of the model immediately prior to colouring the hair.

Include a photograph of yourself applying the colour on the model being used early in the process

Include a second photograph of yourself applying the colour on the model being used (later in the process than the previous one)

Name of Entrant: _____

Salon: _____

Signature: _____ Date: _____

Model/Modelling Agency: _____ Phone: _____

Signature: _____ Date: _____

Name of Witness: _____

Signature: _____ Date: _____

STATUTORY DECLARATION – 6TH PHOTO

I acknowledge that the photography represents the true results of the colour service and that **NO** wigs, wefts, hairpieces or extensions have been used.

Three signatures are required:

1. By the colourist
2. By the modelling agency if professional models have been used or from the model (if independent)
3. By a witness

Please use one page per model. Include contact phone numbers for the modelling agency/ models being used for your collection.

Include a before shot of the model immediately prior to colouring the hair.

Include a photograph of yourself applying the colour on the model being used early in the process

Include a second photograph of yourself applying the colour on the model being used (later in the process than the previous one)

Name of Entrant: _____

Salon: _____

Signature: _____ Date: _____

Model/Modelling Agency: _____ Phone: _____

Signature: _____ Date: _____

Name of Witness: _____

Signature: _____ Date: _____

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 _____ Date _____

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 _____ Date _____

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 Monday 20th 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 Colour Technician of the Year” for 2019.

Question 2 – PDF upload only (15 points)

Please upload the inspiration for the colour work featured throughout your Photographic Collection. Please include the following in your answer:

- Your key objectives
- Collection name
- Styling (eg makeup/fashion/props etc)
- How the colour work complements the overall style/design
- How you envision your colour work will inspire consumers
- Photos/sketches/mood boards 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)

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

List up to 10 career highlights and activities/achievements during the Awards period as it relates to your colour work. (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)

Question 4 - Max 600 words (20 points)

How does your colour work contribute to:

- a) Salon Performance
 - b) Your Team and
 - c) Client experience
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Question 5 - Max 500 words (15 points)

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

Question 6 - Max 150 words (10 points)

Should you win “Hair Expo Awards Colour Technician of the Year” you will be an industry ambassador for colour technicians. Outline how would you use the opportunity presented from this award to educate, motivate and inspire the industry?