

HAIR EXPC AWARDS

MASTER CUTTER
OF THE YEAR

2 0 1 9

DO YOU HAVE
THE GOLDEN TOUCH?

MASTER CUTTER OF THE YEAR

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

The winner of this category will be a highly passionate hairdresser that demonstrates outstanding technical cutting skills through their creative and seamless work. It recognises and honours the incredible craft of cutting.

Judges are looking for the most talented cutter from Australia or New Zealand with a collection of 3 stand-out looks that focus predominantly on the cut and show-off precision, knowledge and client skills. Colour can be used to enhance the total look, but the cut will be the focal point for Judging.

This brand new category in the Hair Expo Awards has a strong focus on skilfully executed commercial hair that is specifically suited to the face shape of the models chosen. Unlike many of the existing categories in the Hair Expo Awards, in this category it is important to note that no wefts, wigs, extensions, hairpieces or other materials of any kind can be used in your creations.

This award is open to all hairdressers at any level. The only pre-requisite is that entrants have a regular client column in either Australia or New Zealand.

The collection should reflect contemporary and emerging hair and fashion trends.

PLEASE NOTE

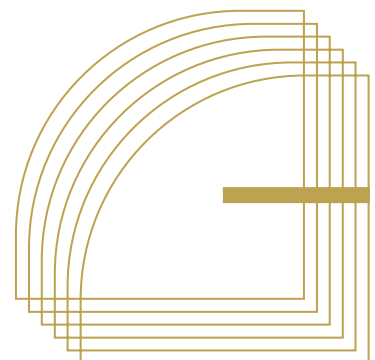
Judges will receive the following criteria on which to base their evaluation of photographic collections in this category:

Overall creative criteria for this category:

Skilfully mastered hair cutting reflecting commercially relevant styles.

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

1. Each haircut makes a strong statement, while at the same time complimenting the model.
2. The haircuts provide creative inspiration for the Hair Industry.
3. The collection shows a broad range of outstanding haircutting skills, executed with technical excellence.



MASTER CUTTER OF THE YEAR CATEGORY RULES

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

There is nothing further to submit for Round 2 in this category:

- Photographic Collection of 3 x Printed and Mounted A4 Photos
- 3 x Raw Photos that show your collection prior to any photo retouching, editing, or manipulation
- Model Release form with all signatures completed
- Declaration form completed and signed by entrant
- Declaration form for each photo in the collection completed and signed by entrant – 3 in total (you are required to include a before photo of each model as part of these forms)
- Answers to the following 2 questions:

Question 1 - Max 150 words

- Tell us about the inspiration behind your collection

Question 2 - Max 200 words

- What is it that you love the most about being a hairdresser?

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 forms and your 2 answers via 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.

You can enter this category regardless of any other category/s you are entering.

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 There is no requirement to submit anything in Round 2 for this category (unlike all other creative categories that have a full written submission due from all Finalists in Round 2).

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 using photos from this entry, they **MUST** carefully check that categories rules first.

Your collection is made up of 3 x A4 photos with a minimum of 3 models (no more than 1 face in each photo). Your models can be male and/or female. 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 1 row of 3).

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).

Wigs, hairpieces, wefts, extensions or any other materials are **not permitted**. You must be cutting, styling, colouring and photographing only the natural hair of your model. In this category you will sign additional statutory declarations to confirm no wigs, hairpieces, wefts, extensions or any other materials have been used. Your models may be contacted to verify this. Violating this rule will result in disqualification.

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 photos 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 _____

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 _____ Date _____

MASTER CUTTER 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 3 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 no wigs, wefts, hairpieces, extensions or any other materials have been used. I have cut, styled, coloured and photographed only 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 (3 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, extensions or any other materials have been used.

Three signatures are required:

1. By the Entrant
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 cutting the hair.

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, extensions or any other materials have been used.

Three signatures are required:

1. By the Entrant
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 cutting the hair.

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, extensions or any other materials have been used.

Three signatures are required:

1. By the Entrant
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 cutting the hair.

Name of Entrant: _____

Salon: _____

Signature: _____ Date: _____

Model/Modelling Agency: _____ Phone: _____

Signature: _____ Date: _____

Name of Witness: _____

Signature: _____ Date: _____