HAIR EXPO AWARDS

APPRENTICE/ STUDENT OF THE YEAR

2019

DO YOU HAVE THE GOLDEN TOUCH?

APPRENTICE/STUDENT OF THE YEAR

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

The winner of this category is the apprentice or student in Australia or New Zealand who is a stand out representative of new generation talent, working in a salon and attending TAFE or a government approved private institution. Quality of work and consistency in salon performance combined with initiative and innovation are key drivers to be the best.

Hairstyles represented by the Photographic Collection should be commercial and reflect current and emerging hair and fashion trends.

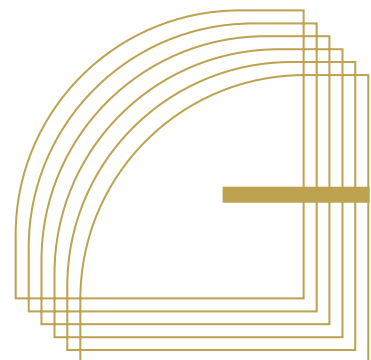You must be an apprentice or student in Australia or New Zealand for approximately 70% of the awards period.

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:

Creative and commercially relevant hairdressing, reflecting contemporary and emerging hair and fashion trends.
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.

APPRENTICE/STUDENT OF THE YEAR CATEGORY RULES

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

- Photographic Collection of 4 x Printed and Mounted A4 Photos
- 4 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 20th 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 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.

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 4 x A4 photos with a minimum of 3 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).

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.

APPRENTICE/STUDENT OF THE YEAR CATEGORY RULES

Provide the official start date of your apprenticeship or student traineeship.

Official Start date: _____

☐ I declare that I have personally completed the haircut, colour and hairstyling depicted on the models in my photographic collection that is submitted as part of my entry.

☐ I declare that I am/have been an Apprentice or Student in Australia or New Zealand for 70% of the awards period (March 2018 – March 2019)

☐ 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 4 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 Employer as a 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).

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 _____

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 Apprentice Student of the Year" for 2019.

Question 2 - Max 150 words (0 points)
What is your: **a)** Salon Position **b)** How long have you been in the industry?

Question 3 - PDF Upload only (15 points)
Please upload a creative brief similar to one 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)

Question 4 - Max 500 words (20 points)
How do you contribute to your:
- a) Salons Performance
- b) Team and
- c) Client experience

Question 5 - 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)

Question 6 - Max 250 words (10 points)
Excluding the RTO Cert III, what other Education courses and seminars have you attended? Explain how you felt these were of benefit to the development of your hairdressing career.
Attach certificates where relevant.

Question 7 - Max 150 words (5 points)
Please provide a testimonial from your employer outlining your performance and contribution over the Awards period. (March 2018 – March 2019)

Question 8 - Max 250 words (10 points)
What are your personal and professional goals for the next 12 months?