

**RULES
& REGS**

CURATE


A W A R D S

KEY DATES

Competition Deadline 11.59pm (AEST) 25th March 2024*

Finalists Announcement 29th April 2024

Winners Announcement 27th May 2024



COMPETITION OVERVIEW

CURATE is a new and unique competition platform to discover and celebrate Australia's freshest urban and regional Apprentice talent through the delivery of exciting hair vision and creativity.

Created by AHIA Australian Hairdresser of the Year 2023, Justin Pace, CURATE challenges Apprentices to push themselves to new heights while having fun and experimenting with this industry-backed initiative.

CURATE CATEGORIES

CUT & COLOUR - URBAN

CUT & COLOUR - REGIONAL

COLOUR & STYLE - URBAN

COLOUR & STYLE - REGIONAL

THE BIG PRIZES INCLUDE:

- Full-day photo shoot workshop for all four winners with AHIA Creative Hairdresser of the Year 2023*
- Ticket to the AHIA Creative Awards Gala*
- Single-day pass to Hair Festival*
- Coverage in HAIRBIZ magazine and across Mocha Hair digital platforms
- Professional biography created in conjunction with Lily Blue Communications
- Prize packs courtesy of CURATE Supporters
- Winner's trophy

IMPORTANT DATES FOR THE DIARY:

Competition Deadline 11.59pm (AEST) 25th March 2024**

Finalists Announcement 29th April 2024

Winners Announcement 27th May 2024

Full-day photo shoot workshop 27th June

Hair Festival 30th June - 1st July

AHIA Creative Awards Gala - 1st July

**flights and accommodation included if required*

***This is the absolute cut off time for entries - no extensions can be given due to knock on effect.*

CURATE
AWARDS



IMPORTANT ENTRY INFORMATION

WHO CAN ENTER?

CURATE is open to anyone who has been in training as an Apprentice, in part or in full, during the awards period of January - December 2024.

You must also have documentation of your qualifications if required and have that available on request.

HOW DO I KNOW IF I ENTER AS 'URBAN' OR 'REGIONAL'?

Regional vs Urban entries are based on designated regional area postcodes for your place of work or study (NOT where you were born or live).

Please refer to the table below to determine which category you are eligible to enter based on the postcode for your place of work or study.

If at all in doubt as to which category you are permitted to enter, please contact us to confirm at info@curateawards.com

Designated URBAN vs REGIONAL postcode splits have been assigned by Australia Post.

STATE OR TERRITORY	CATEGORY	POSTCODES
New South Wales	Urban	2000-2234; 2555-2790
	Regional	All postcodes in New South Wales other than the above
Victoria	Urban	3000-3207; 3340-3341; 3750; 3755-3757
	Regional	All postcodes in Victoria other than the above
Queensland	Urban	4000-4209; 4215-4221; 4226-4227
	Regional	All postcodes in Queensland other than the above
Western Australia	Urban	6000-6214
	Regional	All postcodes in Western Australia other than the above
South Australia	Urban	5000-5171
	Regional	All postcodes in South Australia other than the above
Tasmania	Urban	None
	Regional	All postcodes in Tasmania other than the above
Australian Capital Territory	Urban	2600-2620
	Regional	All postcodes in Australian Capital Territory other than the above
Northern Territory	Urban	None
	Regional	All postcodes in Northern Territory
Norfolk Island	Urban	None
	Regional	All postcodes in Norfolk Island
Other Territories	Urban	None
	Regional	All postcodes in a Territory other than ACT, NT or Norfolk Island



HOW MANY CATEGORIES AND TIMES CAN I ENTER?

You can enter both of your Urban or Regional categories, and you can enter each a maximum two times.

HOW DO I ENTER?

Entries are all to be submitted via the Awardsforce online platform at www.curate.awardsplatform.com.

All entries are to be comprised of a 2-minute maximum portrait video which YOU will solely create and YOU will solely edit to showcase your work on a live model.

Professional videographers and editors are not permitted; however video editing apps are recommended.

Entrants must also upload a 2 x hi res head shots of your finished model (5MB MAX per image) to the entry portal. One front facing, one side profile. This is to be shot on your mobile device also, with no use of filters and / or graphics.

You will also be required to provide a hi res head shot of yourself as part of your entry (5MB MAX per image) and provide some personal details. Please make sure all your personal details are entered accurately, including contact details, as this will be used in the awards presentation if selected as a finalist.

You will also need to complete and submit in the portal a:

- Talent and Video Release form to be signed by both you and your model
- Declaration form to be signed by you and your Salon Manager / Salon Owner / Trainer, declaring that the entry has been completed SOLELY by yourself and that you are or have been an apprentice in awards period.

HOW MUCH DOES IT COST TO ENTER?

The entry fee is \$50 and is to be paid at the time of submitting your online entry.

WHO WILL BE JUDGING MY ENTRY?

A full list of industry judges will be released across the CURATE digital platforms.

Up to 24 Finalists will be selected in total, based on compiling the scores of all judges.

There will be one round of judging only, where judges will score all entrants individually based on the specified criteria and points system.

HOW WILL I KNOW IF I AM A FINALIST?

Finalists will be announced on the CURATE digital platforms on 29th April 2024 and communicated to the industry with an official press release and hi res head shot of each Finalist.



HOW WILL I KNOW IF I AM A WINNER?

There will be one winner for each of the four categories.

Winners will be announced on the CURATE social media platforms on 27th May 2024 and communicated to the industry with an official press release and hi res head shot of each Winner.

The CURATE team will then be in touch to arrange your prizes.

Please note, when promoting the winners of CURATE for the 2024 period, CURATE may make reference to the to the salon or training academy you were aligned with at the time of your entry, even if you move to a different salon or training academy.

WHERE CAN I FIND ALL THE LATEST INFORMATION ABOUT CURATE?

Jump onto our digital platforms:

Curateawards.com
Instagram @curateawards
Facebook /curateawards

HAVE MORE QUESTIONS?

Pop us an email on info@curateawards.com

HOW TO NAIL YOUR VIDEO ENTRY

Every entry is comprised of a video which showcases either your Cut & Colour or Cut & Style skills on a live model.

VIDEO REQUIREMENTS:

Create a 2-minute maximum portrait video which YOU will solely create and YOU will solely edit to showcase YOUR work on a live model.

You are the only person able to create the hair look, no assistance at any point can be provided.

Professional videographers and editors are not permitted; however video editing apps are recommended.

In case the judges need to review, you must keep the full video of your hair demonstration (i.e. all footage pre-edit).

When editing your video entry, you can use either Voiceovers or Text Overlays to provide the required information throughout the video. You can also include effects, but hair must remain the core focus.

Your video can be filmed at a location of your choice but ensure that the model and the look can be seen clearly.

Do not use this content across any personal or salon social media channels until Finalists have been announced.

Check out our example entries online at curateawards.com.



EACH ENTRY MUST INCLUDE, AND WILL BE JUDGED UPON:

1. INTRODUCTION [0 POINTS]

- Your name
- Your Salon Name / where you train
- How long you have been an apprentice for / when you finished your apprenticeship

2. INSPIRATION [10 POINTS]

- Your inspiration for your look

3. HANDS-ON COMPONENT [20 POINTS]

- Create and present to camera your look on a live model
- Include reference to techniques, colours and products used during creation and presentation

4. FINISHED RESULT [20 POINTS]

- Show a 360 degree view of your final look with reference back to your inspiration.

5. VIDEO QUALITY [20 POINTS]

- This will be allocated for the quality of your video presentation, production and edit, all of which **MUST** be conducted by you only.
- Please note professional videos produced by a third party **CANNOT** be submitted.

ENTRY CHECKLIST

- 2-minute video (hair and video edit created solely by entrant)
- Hi res finished model head shot - front facing (5MB MAX)
- Hi res finished model head shot - side profile (5MB MAX)
- Talent and video release form signed by entrant and model
- Declaration form signed by entrant and manager / salon owner
- Hi res head shot of entrant (5MB MAX)
- Completed personal information in entry portal



SOME ENTRY TIPS FROM JUSTIN:

- Make sure you shoot in Portrait Mode only.
- The focus should always be on the hair so keep it simple and make sure you have great lighting so we can see your work clearly.
- Practice setting up your camera on a tripod or stable area to ensure you have the correct angles to capture all your work. We want to see as much of the action as possible including you at work so you may need to move yourself, your model or the camera throughout.
- Keep the background simple and uncluttered.
- Some great video editing apps include: CAPCUT, VivaVideo and WeVideo.
- Your model can be anyone suitable to complete your look and can be a friend, client or co-worker etc. Try to have them dressed in something simple to not detract from your work.
- Make sure your final look ties in with your inspiration.
- Make sure that you highlight any key products that you use.
- Keep any required information included in overlays or voiceovers simple and straightforward.
- Most importantly stay true to who you are and let the real you shine through!

FOLLOW THE STEPS BELOW TO ENTER THE AWARD FORCE PLATFORM

1. Check if you are eligible to enter the URBAN or RURAL categories (see above table on page 2 of this RULES & REGS document)
2. Download all necessary forms that must accompany your entry which can be found on the website, curateawards.com and on the entry portal
3. Head to Curate's online entry portal www.curate.awardsplatform.com
4. Register an account or log in if you have already created one. If you cannot remember your password click the link to reset
5. Choose your category/categories and start your entry/entries
6. Save as you go and re-visit as often as you like to complete your entry/entries
7. Submit your entry before the entry deadline to be in the running to win

GOOD LUCK!



THE FINE PRINT

All work is accepted in good faith and any entrants found not meeting the stipulated criteria will be requested to either:

- a) Update incorrect information that appears to have been a genuine error if there is time to do so.
- b) The entrant may be contacted by CURATE to seek clarification and/or request updates to your entry. You may also be asked to move your entry to a more appropriate category if it is deemed the entry does not adequately meet the stipulated criteria. This is at the discretion of CURATE.
- c) The entry can be disqualified. Any entrant who is disqualified will be notified by CURATE. Any entrant with current criminal proceedings pending is unable to enter. Any entrant with criminal proceedings determined against them must disclose this to CURATE prior to entering. Failure to do so could result in disqualification. Entry is accepted solely at the discretion of mocha group who maintain authority to disqualify.

CURATE will check each and every entry to ensure specific criteria, rules and regulations have been met before our judging commences. Please note that CURATE will contact entrants where further information or clarification is required for an entry prior to judging, with the purpose of ensuring submissions are genuine and meet the stipulated criteria. If the criteria is not met or adequate clarification is not able to be evidenced, the CURATE decision is final and disqualification is possible.



THANK YOU

*A special thank you to all
CURATE Collaborators*

MAJOR PARTNER



ACCESS
24/7 DIGITAL EDUCATION HUB



OFFICIAL MEDIA PARTNER



PROUD SUPPORTERS



SUSTAINABILITY PARTNER

