

**2025  
RULES & REGS**

**CURATE**


**A W A R D S**

**KEY DATES**

Competition Deadline 11.59pm (AEST) 2nd February 2025

Finalists Announcement 2nd March 2025

Winners Announcement 13th April 2025



# COMPETITION OVERVIEW

CURATE is a new and unique competition platform to discover and celebrate Australia's and New Zealand's freshest 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**

### AUSTRALIAN CATEGORIES

COLOUR & STYLE - REGIONAL AUSTRALIA

CUT & COLOUR - REGIONAL AUSTRALIA

COLOUR & STYLE - URBAN AUSTRALIA

CUT & COLOUR - URBAN AUSTRALIA

### NEW ZEALAND CATEGORIES

\*NEW - COLOUR & STYLE - NEW ZEALAND\*

\*NEW - CUT & COLOUR - NEW ZEALAND\*

## **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) 2nd February 2025\*\*

Finalists Announcement 2nd March 2025

Winners Announcement 13th April 2025

Full-day photo shoot workshop 26th June 2025

Hair Festival 29th & 30th June 2025

AHIA Creative Awards Gala 30th June 2025

*\* Financial assistance with flights and accommodation will be provided by CURATE Awards 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 Australia or New Zealand, in part or in full, during the awards period of July 2024 to June 2025. You must also have documentation of your qualifications if required and have that available on request.

Please note, this excludes previous CURATE winners who are unable to enter again.

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

Australian categories are split into 'Urban Australia' and 'Regional Australia' entries.

New Zealand categories include all New Zealand entries / entrants from all areas of New Zealand.

### AUSTRALIAN CATEGORIES

COLOUR & STYLE - REGIONAL AUSTRALIA

CUT & COLOUR - REGIONAL AUSTRALIA

COLOUR & STYLE - URBAN AUSTRALIA

CUT & COLOUR - URBAN AUSTRALIA

### NEW ZEALAND CATEGORIES

\*NEW - COLOUR & STYLE - NEW ZEALAND\*

\*NEW - CUT & COLOUR - NEW ZEALAND\*

## WHICH AREAS ARE INCLUDED IN 'URBAN AUSTRALIA' AND 'REGIONAL AUSTRALIA'?

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 relevant categories, and you can enter each a maximum two times. A different model must be used for each of your entries if you enter multiple times.

## **HOW DO I ENTER?**

Entries are all to be submitted via the Awardsforce online platform at [www.curate.awardsplatform.com](http://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.

## **CAN I USE WIGS, WEFTS, HAIRPIECES, AND HAIR EXTENSIONS?**

Yes you can, however you must show your use of these on camera including any colouring, cutting, styling and application.

## **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 36 Finalists will be selected in total (6 per category), 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 2nd March 2025 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 six categories.

Winners will be announced on the CURATE social media platforms on 13th April 2025 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 2025 period, CURATE may make reference 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 /CurateAwardsForApprentices

## **HAVE MORE QUESTIONS?**

Pop us an email on [info@curateawards.com](mailto:info@curateawards.com)

## **HOW TO NAIL YOUR VIDEO ENTRY**

Every entry is comprised of a video which showcases either your Cut & Colour or Colour & Style skills on a live model. For Cut & Colour we want to see evidence of your cutting technique and colour application in detail. For Colour & Style we want to see evidence of your colour application and styling creativity in detail.

### **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.*

*For Cut & Colour entries, judges need to see evidence of your cutting technique and colour application in detail.*

*For Colour & Style entries, need to see evidence of your colour application and styling creativity in detail.*

*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 the 2024 Winners' entries online at [curateawards.com](https://curateawards.com). All 2024 Finalists' entries can be seen on the CURATE Awards instagram account.



## ***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 AUSTRALIAN URBAN or REGIONAL categories, or the NEW ZEALAND CATEGORIES (see 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](http://curateawards.com) and on the entry portal
3. Head to Curate's online entry portal [www.curate.awardsplatform.com](http://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.

