



# INFORMATION DOCUMENT

The **ABIA (Australian Beauty Industry Awards)** which also incorporates the **AMIA (Australian Make Up Industry Awards)** were launched in 2011 to provide the Australian Beauty and Make Up Industry a much needed and often requested benchmark of excellence in business and creative ability on a state by state basis. With 31 categories including the ABIA Australian Salon Business of the Year large and small and the AMIA Make Up Artist of the Year, these awards culminate in an annual gala event in August following the Sydney Beauty Expo. The awards were launched due to industry demand and are judged by an independent panel of judges, media, PR and business specialists.

## THE ABIA CATEGORIES

- Beauty Therapist of the Year
- Salon/Spa Director/Owner of the Year
- Salon Manager of the Year
- Salon Team of the Year
- Best Customer Care Award
- Best Salon Design
- Best Marketing Award
- Best In Salon Training Award
- Best Industry Educator Individual
- Best Industry Educator Organisation
- Best Cosmetic Tattooist
- Tanning Salon of the Year
- Business Performance of the Year (non-salon)
- Best Eco Salon/Spa of the Year

## STATE CATEGORIES

- NSW/ACT Beauty Salon/Spa of the Year – 4 Treatment rooms or Less
- NSW/ACT Beauty Salon/Spa of the Year – 5 Treatments rooms or more
- VIC /TAS/SA Beauty Salon/Spa of the Year – 4 Treatment rooms or Less
- VIC /TAS/SA Beauty Salon/Spa of the Year – 5 Treatments rooms or more
- WA/NT Beauty Salon/Spa of the Year – 4 Treatment rooms or Less
- WA/NT Beauty Salon/Spa of the Year – 5 Treatments rooms or more
- QLD Beauty Salon/Spa of the Year – 4 Treatment rooms or Less
- QLD Beauty Salon/Spa of the Year – 5 Treatments rooms or more

## NOMINATED CATEGORIES

- Hall of Fame
- Mocha Angels Humanitarian Award

## VOTED CATEGORY

- State and National Wholesaler of the Year

## THE AMIA CATEGORIES

- Bridal/Formal Make Up Artist of the Year
- High Fashion/Editorial Make Up Artist of the Year
- Fantasy Make Up Artist of the Year
- AMIA Make Up Artist of the Year

## **PRIZES INCLUDE**

- Beautiful Trophy presented on the night of the ABIA's
- Use of the Title of winning category for 12 months
- Coveted PR in leading trade magazine Beauty Biz, PR campaign for EVERY winner And more...
- Additional prizes



## **IMPORTANT DATES**

**Open for Entry online 13<sup>th</sup> January 2020**

**Entry Deadline 15<sup>th</sup> May 2020**

**Finalists Announced 22<sup>nd</sup> June 2020**

**Winners Announced at the Gala Awards – 23<sup>rd</sup> August 2020**

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## **ONLINE SUBMISSIONS**

Each entry will require specific information to be written and uploaded directly into the awards site. Please keep a separate copy of the information uploaded for your records, however you will be able to download all or part of your entry at any time. You are welcome to Start an Entry which gives you access to the actual information required and should you decide not to continue with this entry, you can delete it. You may edit your entry after submitting, up until the entry deadline.

## Dates

- Entry deadline: 15th May 2020 at 11PM EST
- Please note the entry deadline, this date is final and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.
- Finalists announced: 22nd June 2020
- Awards gala dinner: Sunday 23rd August 2020

## General Information

- \* An Entry fee of \$175 per entry will apply to ABIA
- \* Entry fees are not required until you have completed your entry.
- \* A full list of judges will be published in BEAUTY BIZ magazine and on the ABIA and BEAUTY BIZ Facebook Pages.
- \* The independent panel of 20+ judges is made up of business coaches, trade and consumer media, key independent figures within the industry and non-industry business experts.
- \* Judging decision is final and no correspondence will be entered into.
- \* 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 are eligible to enter more than one category, as long as the work submitted meets the criteria and an entry fee is paid.
- \* Entry fees may be paid by credit card or PayPal only and must be paid online at time of completing submissions. If your submissions have not been paid for at close of entry they may not be included for judging.
- \* PLEASE NOMINATE YOUR CHOICE FOR THE 2020 ABIA HALL OF FAME BY SIMPLY CLICKING THE RELEVANT CATEGORY BOX. THERE IS NO CHARGE FOR THIS NOMINATION

## IMPORTANT INFORMATION ABOUT YOUR ENTRY AND JUDGING PROCESS

1. Read each content block requirement carefully
2. The judges will look at all entries in full and give an overall rating score taking into consideration criteria content and attachments.
3. Rating scores will be added by an independent auditor and from that the highest rated entrants will be named as finalists in each category.
4. The winner of each category is determined based on the highest score and in the event of a draw a secondary round of judging of finalists will be carried out.

## IMPORTANT INFORMATION REGARDING UPLOADS

1. For multiple images required upload one single multi-paged pdf file. Maximum file size is 5MB per piece.
2. For individual images upload high res JPEG or PDF files. Maximum file size is 5MB per piece.
3. For additional text information upload .doc .docx or pdf file
4. For link or video upload please provide the url link to your website or a youtube or vimeo file.
5. A maximum of ten pieces can be uploaded with your entry.

## Support

If you have any questions on the entry process, please contact the organisers by email to [mail@mochapublishing.com.au](mailto:mail@mochapublishing.com.au) or call 07 5580 5155

**ON THE FOLLOWING PAGES YOU WILL FIND A DUPLICATE OF WHAT IS REQUIRED ON THE ONLINE AWARD SITE FOR EVERY CATEGORY INCLUDING INFO ON ALL QUESTIONS, ATTACHMENTS AND HINTS.**

THIS DOCUMENT IS SPLIT INTO THE FOLLOWING CATEGORIES:-

- **ABIA EDUCATOR CATEGORIES**
- **ABIA INDIVIDUAL CATEGORIES**
- **AHIA SPECIALIST CATEGORIES**
- **AHIA STATE SALON/SPA CATEGORIES**
- **FREE NOMINATED CATEGORIES**
- **VOTED CATEGORY**
- **AMIA CATEGORIES**

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## ABIA EDUCATOR CATEGORIES

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### BEST INDUSTRY EDUCATOR INDIVIDUAL

This award is given to an individual that has shown excellence in education and whose training and commitment to the industry has been demonstrated through the growth and skill level of others during the period of April 19 - March 20. This category is open only to independent/individual educators representing themselves, a product company or training institution within Australia. Educators representing product companies would need to demonstrate training over and above that of their products alone.

#### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain what makes you unique in the field of education. Why you are passionate about educating in the beauty industry. What you feel your strengths are and how you measure your success.

**Career History:** Include CV style information on your Career History to date

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Contribution to the Beauty Industry:** Give details of how you have contributed to the beauty industry continually in a positive light through every channel available to you, within your work environment, the local area and in the beauty industry at large.

**Programs and Seminars:** Give details of the training programs/seminars that you offer or have been involved in during the period of April 19 - Mar 20

**Training Audience:** Give details of who you have trained and companies/salons you may have worked with in terms of your educating.

**Evaluation and Resources:** What evaluation systems do you have in place for your students/attendees and what resources do you offer over and above personal training and education

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Photograph:** Please supply a photograph of yourself

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications

**Education Calendar:** Supply a calendar of events of your full training program for the award year from April 19 - Mar 20

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## BEST INDUSTRY EDUCATOR ORGANISATION

This award is given to an organisation that has shown excellence in education and whose training and commitment to the industry has been demonstrated through the growth and skill level of others during the period of April 19 - March 20. This category is open to a product company or training institution within Australia. Product companies would need to demonstrate training over and above that of their products alone.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain what makes your organisation unique in the field of education. What does your organisation offer the beauty industry. Why are you passionate about educating in the beauty industry. What are your strengths and how do you measure your success.

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Contribution to the Beauty Industry:** Give details of how you have contributed to the beauty industry continually in a positive light through every channel available to you, within your work environment, the local area and in the beauty industry at large.

**Full Description:** Give a full description of your educational organisation including any relevant history, size, number of staff, demographic of clientele, services and any other information that supports your entry.

**Programs and Seminars:** Give details of the training programs/seminars that you offer or have been involved in during the period of April 19 - Mar 20

**Training Audience:** Give details of who you have trained and companies/salons you may have worked with in terms of your educating.

**Evaluation and Resources:** What evaluation systems do you have in place for your students/attendees and what resources do you offer over and above personal training and education

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Business Logo:** Supply your business logo

**Education Calendar:** Supply a calendar of events of your full training program for the award year from April 19 - Mar 20

**Photos of Organisation:** Upload a multi page pdf to include photos of your institution and your teaching staff

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## ABIA INDIVIDUAL CATEGORIES

### BEAUTY THERAPIST OF THE YEAR

This award is given to the Best Beauty Therapist of the Year who shows excellence in the application of beauty treatments specifically relating to improving a person's appearance such as facials, hair removal and skincare. Skills can also include excellence in improving health, body shape and wellbeing such as massage, manipulative bodywork and alternative healing therapy.

**\*\*NEW RULE TO 2020. THIS CATEGORY IS ONLY OPEN TO NON-SALON BUSINESS OWNERS. BUSINESS OWNERS ARE ENCOURAGED TO ENTER THE BUSINESS OWNER/DIRECTOR CATEGORY**

**INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Name the salon where you work or own and explain what skills and attributes you feel you have to make you the ABIA Beauty Therapist of the Year.

**Career History:** Include CV style information on your Career History to date

**Training and Abilities:** Give a detailed list of your Therapy Skills and tell us what training you have undertaken. How do you keep yourself up-to-date with the latest techniques, product development and technology.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Photograph:** Please supply a photograph of yourself

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications

**Salon/Spa Environment:** Upload a multi page pdf of photograph(s) of the salon/spa including interior and exterior.

**Testimonial:** Supply a multi-page pdf including 2 different testimonials by clients

**Case Study 1:** As a multi page pdf include:-

- Description of the client you have chosen to be a case study
- Why this client was selected for the case study
- A short explanation on how you treated the client and why you chose this method
- Aftercare suggested and how this was monitored
- How successful do you feel the results were
- Before and After photos of your client treatments

**Case Study 2:** As a multi page pdf include:-

- Description of the client you have chosen to be a case study
- Why this client was selected for the case study
- A short explanation on how you treated the client and why you chose this method
- Aftercare suggested and how this was monitored
- How successful do you feel the results were
- Before and After photos of your client treatments

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 18 - March 19 that will support your entry

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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**SALON MANAGER OF THE YEAR**

This award is given to the Best Salon/Spa Manager/Co-ordinator who can demonstrate excellence in the day to day running and organisation of the salon/spa.

**This award is restricted to an employee who is not an owner/director of the business.**

**INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain your general day to day duties within the salon and why you believe yourself to be an asset by assisting in the smooth running of the business.

**Career History:** Include CV style information on your Career History to date

**Duties:** Give a detailed list of your duties and responsibilities

**Photograph:** Please supply a photograph of yourself

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications

**Salon/Spa Environment:** Upload a multi page pdf of photograph(s) of the salon/spa including interior and exterior.

**Testimonial:** Please provide a testimonial/reference from your employer

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## SALON/SPA DIRECTOR/OWNER OF THE YEAR

This award is given to the Best Salon/Spa Director/Owner who can demonstrate excellence in motivation of individuals and the team, interpersonal skills, business acumen, marketing, innovation and management style.

**This award is restricted to an individual(s) who owns a beauty salon(s) or spa(s).**

**INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Name The Salon that you own/co-own or you are a director of and give details of your day to day role within the salon and what makes you the business director/owner of the year. Include the goals and ambitions you have for the future both for you personally and for your business.

**Career History:** Include CV style information on your Career History to date

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Business Success:** Explain the success your business has enjoyed during the period April 18 - March 19

**Contribution to the Beauty Industry:** Give details of how you have contributed to the beauty industry continually in a positive light through every channel available to you, within your work environment, the local area and in the beauty industry at large.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Photograph:** Please supply a photograph of yourself

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications

**Salon/Spa Environment:** Upload a multi page pdf of photograph(s) of the salon/spa including interior and exterior.

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## BEST COSMETIC TATTOOIST

This award is given to the Best Cosmetic Tattooist of the Year who has been working as a qualified artist for more than 2 years, is proficient in a variety of skills and shows excellence in customer service, maintaining good business practice. Entrants must be proficient in at least 3 out of 4 categories not restricted to but including Brows, Lips, Eye and Paramedical (can include Areola and or Camouflage/Scarring.)

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Give details of your role either as an employee or self employed contractor. Include goals and ambitions you have for the future either for you personally or for your business.

**Career History:** Include CV style information on your Career History to date

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Customer Experience:** What do you offer your customers to make their experience the best that it can be?

**Performance Success:** Provide information on the success you have achieved in the period of April 19 - Mar 20. For example:-

- average number of clients per month
- individual/business financial success

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Recent Qualifications (optional):** What additional qualifications and/or completion of courses have you achieved in the period from April 19 - Mar 20

**Photograph:** Please supply a photograph of yourself

**Testimonials:** Supply a multi-page pdf including different testimonials by clients

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications showing that you have been a qualified cosmetic tattoo artist for more than 2 years

**Good business practice:** Upload a multi page pdf that explains how you maintain good business, health and safety practice with the services offered.

**Proof of Work:** Upload a multi page pdf to show proof of work in at least 3 out of 4 categories not restricted to but including Brows, Lips, Eye and Paramedical (can include Areola and or Camouflage/Scarring.) Must show before and after images including 1 month after healed photo

**Advertising and Marketing (optional):** Include copies of any advertising or marketing during the period of April 19 - Mar 20 that will support your entry

**Press Coverage (optional):** Supply a multi page pdf and show examples of any relevant press coverage you have enjoyed during the period of April 2019 - March 2020 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 18 - March 19 that will support your entry



**Industry Association Membership (optional):** Please show a multi page pdf if you belong to any industry associations or groups that you feel would be relevant to your submission

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## ABIA SPECIALIST CATEGORIES

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### BUSINESS PERFORMANCE OF THE YEAR (NON-SALON)

This award is given to a non-salon business that can demonstrate the best performance and overall Business Service to the Australian Beauty Industry. This can include Business Coaches or Consultants, Industry associations, Salon Management Software Companies, Product Companies or any other Business Service or Product Provider.

**INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Provide a general overview of what your core business is, the service or products you offer and how it/they can assist the salon and salon owner

**Full Description of Service or Products:** Give specific details of the Business Service or Products you provide. Include information on your business' history, what sets you apart and why a salon or individual hairdresser should partner with you in their business.

**Business Performance:** Give details of the exceptional business performance you have enjoyed for the awards period of April 18 - Mar 19 and why you believe you should be awarded with the Best Business Performance of the Year. Show specific examples of business success and growth.

**Expertise:** Give details of any relevant qualifications you hold and/or individual or business expertise that assists you in delivering your service and/or products.

**Goals Reached in Awards Period:** Explain what goals you set yourself for your business plan for the period of April 19 - Mar 20 and what you did to achieve and exceed these goals

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Business Logo:** Supply your business logo

**Financial Success:** Please supply graph or bullet points as a pdf showing growth in percentage or preferably in \$\$\$ value, of business during the award period of April 19 - Mar 20. Demonstrate why this year has been successful for you

**Testimonials:** Supply 2 Testimonials from Clients/members regarding your Business Service or Products

**Photograph:** Please supply a photograph if the entrant is an individual

**Press Coverage (optional):** Supply a multi page pdf and show examples of any relevant press coverage you have enjoyed during the period of April 2019 - March 2020 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 19 - March 20 that will support your entry

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## BEST ECO SALON/SPA OF THE YEAR

Entrants may be a hotel-based beauty salon, individual boutique-style beauty salon, a single salon within a privately-owned group of salons or franchised salon.

This award is given to the beauty salon or spa that shows the highest excellence in overall sustainability and can demonstrate environmental responsibility through areas such as recycling, the harnessing of renewable energy sources and the use of 'clean', green products.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** State why your beauty salon or spa should be awarded as the Best Eco Salon of the Year and how you have demonstrated excellence in this area.

**Full Description:** Give a full description of your salon/spa including any relevant history, size, position, number of staff, demographic of clientele, services and any other information that supports your entry.

**Green Policy:** Explain more about your green policy within the salon and what you do to care for the environment on a regular basis.

**Sustainability and Recycling:** What do you do in the salon to assist with recycling and sustainability of all waste material and goods

**Involvement of Staff, Clients and Community:** Explain how you involve your staff, clients and community in your eco activity. What do you do to promote what you do and how do you maintain this

**Success and Goals:** What do you believe you have already achieved in terms of real results being an eco salon and what are your future goals?

**Keeping Up to Date:** Explain how you keep up-to-date to ensure that you are at the forefront of sustainability and eco activity.

**Unique Activity (optional):** Give details of anything additional and unique that you do which contributes to the overall sustainability or eco friendly status of the salon that makes you stand out with a point of difference.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Photographic Evidence:** Upload a multi page PDF showing evidence of your activity in terms of being an eco sustainable salon

**Photo of Salon/Spa:** Provide a photo of your salon work environment.

**Press Coverage (optional):** Supply a multi page pdf and show examples of any relevant press coverage you have enjoyed during the period of April 2019 - March 2020 that will support your entry

### **Supporting documents & images**

Include any additional photos or documentation that you feel is required to support your entry

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## BEST SALON DESIGN

This award is given to the beauty salon or spa that has undergone a significant renovation or has opened as a new salon during the period of April 19 - March 20.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain the main features of your salon design, why they were chosen and what influence the design has had on your salon success.

**Branding and Identity:** Give a brief synopsis of your creative identity and branding and how this translates to your salon through your website, signage, stationery and imagery.

**Financials:** Give itemised details of the budget and final spend for the design and shop fit-out.

**Aesthetics:** Explain the inspiration behind your design, how and why you chose the furniture, essentials and decorating items required to achieve the look you were after.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Business Logo:** Supply your business logo

**Photos of salon/spa:** Upload a multi page pdf to show three-six photographs of the interior of the salon/spa after completion to include:- a) Reception. b) Main area. c) Treatment room(s). Plus a photograph of the exterior of the salon

**Mood Board (optional):** Supply any mood boards used in the inception of your design

**Renovated Salon/spa (optional):** Provide before and after photos of the salon if renovated

### **Supporting documents & images**

Include any additional photos or documentation that you feel is required to support your entry

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## **SALON TEAM OF THE YEAR**

This award is given to a beauty salon or spa with three or more employees that can demonstrate excellence in teamwork and who have collectively contributed to the business success of the salon or spa.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** State why you think your team deserves this award including the team's strengths and what makes your team special.

**Description of Team:** State how many people are in your team, their individual roles and what they contribute to the team.

**Team Activities:** What team building activities and/or initiatives have you put in place to ensure team integration and motivation during the period of April 19 - Mar 20.

**Team Culture:** Explain the team culture in the salon such as how they work together, what they do to assist each other and how they contribute as a team to the overall success of the salon.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Business Logo:** Supply your business logo

**Team Photo:** Upload a photo of your team

**Press Coverage (optional):** Supply a multi page pdf and show examples of any relevant press coverage you have enjoyed during the period of April 2019 - March 2020 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 19 - March 20 that will support your entry

### **Supporting documents & images**

Include any additional photos or documentation that you feel is required to support your entry

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## **BEST CUSTOMER CARE AWARD**

This award is given to the Salon/Spa who can demonstrate excellence in the area of customer care.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain what practices and procedures you implement in your salon or spa to make you an award winner.

**Description:** Give a full description of your unique customer care service and what sets you apart. Include an explanation of how you look after your customers before, during and after a visit to your salon or spa.

**Facilities:** Give a full description of your salon/service facilities and what you see as your point of difference

**Full Description:** Give a full description of your salon/spa including any relevant history, size, position, number of staff, demographic of clientele, services and any other information that supports your entry.

**Real Examples:** Give some real examples of how you offer superior customer care.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Mission statement/philosophy:** Give details of the ethos and culture of your business

**Business Logo:** Supply your business logo

### **Testimonials**

Select file

Supply a multi page pdf including 2 different testimonials by clients.

**Salon Service Menu and Pricelist:** Upload your service menu showing what services you offer and prices charged

**Photographic Evidence:** Supply a multi page pdf showing a minimum of four treatments, areas or services which back up your entry to show customer care practices/services or environment

**Press Coverage (optional):** Supply a multi page pdf and show examples of any relevant press coverage you have enjoyed during the period of April 2019 - March 2020 that will support your entry

### **Supporting documents & images**

Include any additional photos or documentation that you feel is required to support your entry

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## **BEST MARKETING AWARD**

This award is given to the salon or spa that shows excellence and success in their marketing activity during the period of April 2019 - March 2020. The winner will have demonstrated innovative and distinct marketing with proven results.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** State why your marketing policy and activity sets you apart from the competition giving general details of your marketing plans, success and strategy.

**Full Description:** Give a full description of your salon/spa including any relevant history, size, position, number of staff, demographic of clientele, services and any other information that supports your entry.

**Details of your marketing plan/campaign:** Give specific details of what your marketing plan/campaign included for example:- a) impact and relevance to the target audience and time frames to be implemented. b) use of media and/or distribution methods of information/services. c) what was used in your presentation i.e. copy, illustration, animation, use of technology etc.

**Objectives and Goals:** Explain in full the objectives and goals of your strategy/campaign and if these were met in terms of ROI, dollar value and overall success.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Business Logo:** Supply your business logo

**Salon Service Menu and Pricelist:** Upload your service menu showing what services you offer and prices charged

**Visual Evidence:** Provide a multi page pdf showing visual proof of your marketing plan/campaign i.e. include copies of letters, advertisements, social media posts, gift vouchers etc or any items that represent your marketing activity

#### **Supporting documents & images**

Include any additional photos or documentation that you feel is required to support your entry

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## **BEST SALON TRAINING AWARD**

This award is given to the salon/spa or privately owned group of salons/spas who show excellence in training for staff and management during the period of April 2019 - March 2020

#### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain why salon training and education is important to you and your salon and how you identify areas of training for you and your staff.

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Full Description:** Give a full description of your salon/spa including any relevant history, size, position, number of staff, demographic of clientele, services and any other information that supports your entry.

**Training Specifics:** Give details of specific product or service training programs you and/or your staff have completed in the period from April 19 - Mar 20. State who you have worked with in terms of your training and why. Include information on whether this has been conducted on or off site and why.

**Qualifications:** What additional qualifications and/or completion of courses have you and/or your staff achieved in the period from April 19 - Mar 20.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Business Logo:** Supply your business logo

## Supporting documents & images

Include any additional photos or documentation that you feel is required to support your entry

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# TANNING SALON OF THE YEAR

This award is given to the tanning salon or beauty salon that shows the highest excellence in environment, customer care, services, menu and training. This award is aimed at tanning salons or beauty salons that offer a tanning service. If the salon offers services other than tanning, the entry details must relate only to their tanning service and not other general beauty services, environment etc.

## INFORMATION REQUIRED ON THE ENTRY SITE IS:-

**Opening Statement:** State why your establishment should be awarded as the Best Tanning Salon/Service of the Year and how you have demonstrated excellence.

**Facilities:** Give a full description of your salon/service facilities and what you see as your point of difference

**Business Success:** Explain the success your business has enjoyed during the period April 18 - March 19

**Green Policy:** Explain more about your green policy within the salon and what you do to care for the environment on a regular basis.

**Customer Experience:** What do you offer your customers to make their experience the best that it can be?

**Staff and Training:** What training do you offer your staff both on and off site, what incentives do you offer and what additional activities do you have in place help them be the best that they can be.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Mission statement/philosophy:** Give details of the ethos and culture of your business

**Business Logo:** Supply your business logo

**Salon/Spa Environment:** Upload a multi page pdf of photograph(s) of the salon/spa including interior and exterior.

**Testimonials:** Supply a multi page pdf including 2 different testimonials by clients.

**Salon Service Menu and Pricelist:** Upload your service menu showing what services you offer and prices charged

**Financials:** Supply a pdf including graph(s) or bullet points showing growth in business over the last year (April 19 - March 20) covering: financial growth, increase in clients and growth of repeat business

**Press Coverage (optional):** Supply a multi page pdf and show examples of any relevant press coverage you have enjoyed during the period of April 2019 - March 2020 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 19 - March 20 that will support your entry

## Supporting documents & images

Include any additional photos or documentation that you feel is required to support your entry

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# ABIA STATE SALON/SPA CATEGORIES

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## STATE SALON/SPA OF THE YEAR

**State Salon/Spa of the Year Categories are split into 2 sections of 4 Treatment rooms or less and 5 Treatment rooms or more. They are also split into the following States: NSW/ACT, VIC/TAS/SA, WA/NT and QLD**

Entrants may be a hotel-based beauty salon/spa or individual boutique style beauty salon/spa offering beauty treatments including but not limited to facial, aesthetic, body work, aromatherapy, manicure/pedicure, waxing, massage and skin health. Services can also include water, steam or other heat experiences in addition to relaxation areas and treatment rooms. This award is given to the beauty salon or spa that shows the highest excellence in facilities, environment, customer care, services, menu and training.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** State why your salon/spa should be awarded as the Best State Salon/Spa of the Year and how you have demonstrated excellence.

**Business Success:** Explain the success your business has enjoyed during the period April 19 - March 20

**Full Description:** Give a full description of your salon/spa including any relevant history, size, position, number of staff, demographic of clientele, services and any other information that supports your entry.

**Green Policy:** Explain more about your green policy within the salon and what you do to care for the environment on a regular basis.

**Customer Experience:** What do you offer your customers to make their experience the best that it can be?

**Staff and Training:** What training do you offer your staff both on and off site, what incentives do you offer and what additional activities do you have in place help them be the best that they can be.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Business Logo:** Supply your business logo

**Salon/Spa Environment:** Upload a multi page pdf of photograph(s) of the salon/spa including interior and exterior.

**Testimonials:** Supply a multi page pdf including 2 different testimonials by clients.

**Salon Service Menu and Pricelist:** Upload your service menu showing what services you offer and prices charged

**Financials:** Supply a pdf including graph(s) or bullet points showing growth in business over the last year (April 19 - March 20) covering: financial growth, increase in clients and growth of repeat business

**Advertising and Marketing (optional):** Include copies of any advertising or marketing during the period of April 19 - Mar 20 that will support your entry

**Press Coverage (optional):** Supply a multi page pdf and show examples of any relevant press coverage you have enjoyed during the period of April 2019 - March 2020 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 19 - March 20 that will support your entry

**Industry Association Membership (optional):** Please show a multi page pdf if you belong to any industry associations or groups that you feel would be relevant to your submission

### **Supporting documents & images**

Include any additional photos or documentation that you feel is required to support your entry

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## **NOMINATED CATEGORIES**

### **HALL OF FAME**

This nominated award is given to a person who has made an outstanding contribution to the Australian Beauty Industry throughout his or her career. Please nominate your recommendation for this award on the entry website. Click Submit. There is no Charge for this nomination

### **MOCHA ANGELS HUMANITARIAN AWARD**

This nominated award is given to a person who has made outstanding philanthropic contributions throughout his or her career. Please nominate your recommendation for this award on the entry website. Click Submit. There is no Charge for this nomination

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## **VOTED CATEGORY**

### **STATE AND NATIONAL WHOLESALER**

This is a voted award where salons can vote for their favourite wholesaler of the year. Voting can be made online through our website or social media pages.

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## **THE AMIA CATEGORIES**

### **Bridal/Formal Make Up Artist of the Year**

This award is given to the Best Make Up Artist of the Year who shows excellence in the field of Bridal and/or Formal Make Up. This category is judged on a collection of work as well as written information showing career history, work completed, promotional and industry activity during the period of April 2019 - March 2020. Judging is based on written content as well as imagery provided.

#### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain what skills and attributes you feel you have to make you the AMIA Bridal/Formal Make Up Artist of the Year

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Career History:** Include a simple CV style information on your Career History to date



**Your Involvement in the Make Up Industry and Your Achievements:** Give details of how you have been involved in the industry, contributed to it in a positive light and what you see as your main achievements and future goals.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Photograph:** Please supply a photograph of yourself

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications

**Photographic Work:** Supply a multi page pdf showing six photographs, which provide a good representation of your work which have been produced during the period of April 2019 -March 2020. You can include a brief and written explanation of each photograph. Photos can be individual or be part of a collection but must be from work carried out during the period stated.

**Advertising and Marketing (optional):** Include copies of any advertising or marketing during the period of April 18 - Mar 19 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 19 - March 20 that will support your entry

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## High Fashion/Editorial Make Up Artist of the Year

This award is given to the Best Make Up Artist of the Year who shows excellence in the field of High Fashion/Editorial Make Up. This category is judged on a collection of work as well as written information showing career history, work completed, promotional and industry activity during the period of April 2019 - March 2020. Judging is based on written content as well as imagery provided.

### INFORMATION REQUIRED ON THE ENTRY SITE IS:-

**Opening Statement:** Explain what skills and attributes you feel you have to make you the AMIA High Fashion/Editorial Make Up Artist of the Year

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Career History:** Include a simple CV style information on your Career History to date

**Your Involvement in the Make Up Industry and Your Achievements:** Give details of how you have been involved in the industry, contributed to it in a positive light and what you see as your main achievements and future goals.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Photograph:** Please supply a photograph of yourself

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications

**Photographic Work:** Supply a multi page pdf showing six photographs, which provide a good representation of your work which have been produced during the period of April 2019 -March 2020. You can include a brief and

written explanation of each photograph. Photos can be individual or be part of a collection but must be from work carried out during the period stated.

**Advertising and Marketing (optional):** Include copies of any advertising or marketing during the period of April 18 - Mar 19 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 19 - March 20 that will support your entry

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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## Fantasy Make Up Artist of the Year

This award is given to the Best Make Up Artist of the Year who shows excellence in the field of Fantasy Make Up. Definition of Fantasy Make up for this category is non commercial, avant garde, creatively unique make up and can include Body Painting. This category is judged on a collection of work as well as written information showing career history, work completed, promotional and industry activity during the period of April 2019 - March 20. Judging is based on written content as well as imagery provided.

### INFORMATION REQUIRED ON THE ENTRY SITE IS:-

**Opening Statement:** Explain what skills and attributes you feel you have to make you the AMIA Fantasy Make Up Artist of the Year.

**Keeping Up to date:** Explain how you keep up-to-date to ensure that you are at the forefront of your profession when it comes to skills. Include what plans you have for future training.

**Career History:** Include a simple CV style information on your Career History to date

**Your Involvement in the Make Up Industry and Your Achievements:** Give details of how you have been involved in the industry, contributed to it in a positive light and what you see as your main achievements and future goals.

**Challenges:** Describe challenges that were met in the awards period of April 19 - Mar 20 and what was done to overcome these, with successful and positive outcomes and results

**Photograph:** Please supply a photograph of yourself

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications

**Photographic Work:** Supply a multi page pdf showing six photographs, which provide a good representation of your work which have been produced during the period of April 2019 -March 2020. You can include a brief and written explanation of each photograph. Photos can be individual or be part of a collection but must be from work carried out during the period stated.

**Advertising and Marketing (optional):** Include copies of any advertising or marketing during the period of April 18 - Mar 19 that will support your entry

**Awards and accolades (optional):** Include information on any awards or accolades you or your team have enjoyed during the period of April 19 - March 20 that will support your entry

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry.

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# AMIA Make Up Artist of the Year

The winner of each AMIA category will be automatically placed in the running for the **AMIA Artist of the Year** determined on points from online judging.

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If you have any questions on the entry process, please contact the organisers by email to [mail@mochapublishing.com.au](mailto:mail@mochapublishing.com.au) or call 07 5580 5155

**PLEASE NOTE:-**

**THE AWARD SITE WILL NOT OPEN FOR ENTRY UNTIL 13<sup>TH</sup> JANUARY 2020**

**[CLICK HERE TO GO TO THE OFFICIAL ABIA AND AMIA ENTRY SITE](#)**

## **FOLLOW THE STEPS BELOW**

1. Register an account or log in if you have already used the award force platform before. If you cannot remember your password click the link to reset.
2. Choose your category/categories and start your entry/entries
3. Save as you go and re-visit as often as you like to complete your entry/entries
4. Submit your entry to be in the running.

Best of luck!

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