

2024 MILLINERY AUSTRALIA DESIGN AWARD

TERMS & CONDITIONS

ELIGIBILITY TO ENTER:

Entry is open to current paid Fellow and Hall of Fame Members of The Millinery Association of Australia. All entrants must register* and pay their entry fee by Tuesday, 21st May 2024.

Payment must be made via the Eventbrite link at the time of registration. Only one entry per person is permitted.

*Information about entries is not required at this time, this will be requested later as part of the entry submission process.

ENTRY FEE:

Entrants are required to pay a non-refundable entry fee of \$95.

This will be a contribution towards costs, such as the photoshoot and related expenses.

Millinery Australia is also contributing funds to this project.

COMPETITION THEME & REQUIREMENTS:

Millinery Australia's Design Award aims to showcase innovative design and high-quality millinery skills.

The 2024 theme is **PEARL**.

Entrants are welcome to explore this theme as they wish.

Each entry must be:

- created exclusively for this competition
- the Entrant's own design
- made by the Entrant
- without any label, mark or symbol that identifies the Entrant

JUDGING CRITERIA:

SCORE OF 100%

THEME INTERPRETATION & DESIGN (50%)

- Theme suitability 15
- Theme interpretation 10
- Written explanation of theme inspiration 5
- Innovation/originality of design 10
- Visual impact 5
- Visual balance 5

SKILL LEVEL / WORKMANSHIP (30%)

- Quality of construction 10
- Stability of construction 5
- Overall finish 5
- Degree of difficulty 5
- Variety of techniques used 5

WEARABILITY (20%)

- Comfort 5
- Security (head fittings) 5
- Balance/weight 5
- Durability 5

JUDGING:

All entries will be blindly judged.

Name/brand/label tags in/or on an entry are not allowed and will be reason to disqualify an entry.

The panel of judges will make the final decision on the success of the Entrants using the judging criteria.

Our 2024 Judges are:

- TBC

The People's Choice vote will open when the on-line gallery goes live on the Millinery Australia website.

The Top 10 will be sent to Stephen Jones OBE to choose his 2024 Patron's Pick.

ENTRY INFORMATION FORM:

All Entrants must complete an Entry Information Form for their entry.

Information requested includes: name of entry; materials used; and a description of how the entry addresses the competition theme (max 100 words).

This information will be provided to the judges and will contribute to an Entrant's overall score. It will also be used to create an exhibition label at the Gala display.

Entry information forms will be emailed to each Entrant. They will also be available in the Members' Section of the Millinery Australia website.

Completed Entry Information Forms should be emailed to designaward@millineryaustralia.org

Additionally, to completing the form electronically, Entrants are requested to include a printed copy of their entry form inside the box with their entry.

ENTRY DELIVERY:

Each entry must be packed securely in a sturdy box.

Please use the smallest box possible and use only tissue paper and/or bubble wrap for internal packaging.

Do not wrap the outside of the shipping box with wrapping paper/packing paper, etc. Use a box that can be securely closed with packing tape.

Note: all entries will be judged in the condition they arrive in.

Each entry must include in the box:

- the entered hat/headpiece
- a printed copy of the Entry Information Form
- an A4 page showing front and back views of how the hat should be worn on a mannequin head
- a return address label with the Entrant's name and postal address

All entries must be posted to:

Penelope Gervaise
Millinery TAFE NSW
Building E, Level 2
Mary Ann Street
ULTIMO NSW 2007

The closing date for entries to arrive is Friday 21st June 2024 at 5pm.

At the end of the competition each entry will be returned in the box in which it was delivered. Millinery Australia will pay the cost of return postage.

ENTRY PHOTOGRAPHY:

Each entry will be photographed on a female model suitable for a 57cm head size.

These photographs will be used to create a gallery on the Millinery Australia website and for exhibition promotion.

Each Entrant will be electronically sent professional print quality photographs of their entry.

TOP 10 & WINNERS ANNOUNCEMENTS:

The Top 10 will be announced, alphabetically, on Millinery Australia's social media channels on Saturday 14th July 2024, additionally all Members will be sent an email on Saturday 14th July with the Top 10 announcements.

First Place, Second Place, Third Place, People's Choice, Patron's Pick and Packing Room will be announced at our Gala Evening in Sydney on Friday 26th July 2024.

ENTRY RETURN:

All entries will be returned to Entrants using the packaging provided by each Entrant at delivery.

All Entrants must provide a return address label with their entry.

Millinery Australia will cover the cost of return postage for all Entrants or Entrants are able to collect their entry at the end of gala event in Sydney on 26th July 2024.

Entrants are requested to advise on the Hat Information Form if they intend to collect their entry personally after the competition.

INSURANCE AND RISK:

Millinery Australia will handle all entries with care and attention, however participation in the competition is at an Entrant's own risk. Millinery Australia's public liability insurance covers the participation of Millinery Australia Members in this project.

PROMOTION:

Entries must not be published on social media, the internet or elsewhere until after the 2024 Design Award gallery goes live on the Millinery Australia website. All Entrants will be advised when the gallery goes live.

Entrants must support Millinery Australia to promote the 2024 Design Award.

Information provided by Entrants in their Hat Information Form will be used to create promotional materials such as an on-line gallery, social media posts and display labels. Millinery Australia may request additional information from Entrants.

Entrants are requested to provide at least six images of their entry under construction. These photographs will form part of the Millinery Australia promotional campaign. More information about the promotional campaign will be shared with Entrants after entry registration closes.

Millinery Australia will promote the competition and Entrants through its website and social media channels and will work to identify other promotional opportunities.

Entrants are also encouraged to promote their entry through their own networks, friends, contacts and social media.

PRIZES:

First Place:

Millinery Australia:

Certificate

Millinery Australia:

\$1500 in credit for purchase of goods/services from Millinery Australia's Associate Members

Louise Macdonald:

Rosette

Honey's Pearls:

String of pearls, princess length, with a 9ct gold clasp (retail value \$1350)

Haute Dog Calendar:

Featured month in 2025 calendar

Richard Shaw Photography:

A 2-3 hour photo shoot (at a Melbourne location) including photography of 8 headpieces

The Trimming Company:

\$500 gift voucher

Hat Academy Studio+

12 months' subscription to Studio+:

The Hat Magazine:

1 year subscription of The Hat Magazine

Cherry Ribbon:

Petersham 25mm x 1 roll

millinery.info:

Podcast Interview (if the winning milliner has already had a feature interview this will pass to another entrant of their choice)

Second Place:

Millinery Australia:

Certificate

Millinery Australia:

\$1000 in credit for purchase of goods/services from Millinery Australia's Associate Members

Louise Macdonald:

Rosette

Hat Blocks Australia:

\$300 Hat Blocks Australia gift voucher

M&S Schmalberg:

Assortment of flowers valued at US\$180

NL Hat Association:

1 year membership

Hatlines Magazine:

1 year (4 issues) of Hatlines Magazine

Cherry Ribbon:

Petersham 25mm x 1 roll

Third Place:

Millinery Australia:

Certificate

Millinery Australia:

\$500 in credit for purchase of goods/services from Millinery Australia's Associate Members

Louise Macdonald:

Rosette

The Fabric Store:

\$300 voucher

Cherry Ribbon:

Petersham 25mm x 1 roll

Lynda's Millinery Supplies:

Hat Block

People's Choice:

Millinery Australia:

Certificate

Louise Macdonald:

Rosette

Galina Kofod:

Signed copy of "Divine Flowers - leather flower making techniques" by Galina Kofod

Patron's Pick:

Millinery Australia:

Certificate

Louise Macdonald:

Rosette

Stephen Jones:

Signed copy of "Hats an Anthology" by Stephen Jones OBE

Packing Room:

Millinery Australia:

Certificate

Louise Macdonald:

Rosette

Sydney Wearable Art:

2 x VIP tickets to Sydney's Wearable Art Gala at Enmore Theatre on Thursday 28th November 2024.

Top 10:

Millinery Australia:

Certificate

Louise Macdonald:

Rosette

Cherry Ribbon:

Petersham 25mm x 1 roll

Governor of Victoria:

The top 10 of the Design Award will receive an invitation to accompany the 2024 Committee to the Victorian Governor General's Melbourne Cup Eve function at Government House.

All Entrants:

Millinery Australia:

Photos of headpieces. All entrants will receive six professional print quality photos of their competition piece, taken by a professional photographer, on a model - inclusive of hair, makeup, wardrobe, studio and postproduction.

Hatlines Magazine and the VRC will be running feature articles on the winning pieces.

Any prizes awarded are not transferable and not exchangeable for cash.