



2025 DESIGN AWARD Terms and Conditions

Eligibility:

- Entry is open to current paid Fellow and Hall of Fame Members of Millinery Australia
- All entrants must register* and pay their entry fee by **Friday, April 11, 2025**
- Registration is via [Humanitix](#)
- One entry per person

**information about entries can be added to the entry form at a later date*

Entry Fee:

- Entry fee **\$105** (non refundable)
- Option to purchase an editorial 'fashion' photo **\$20**
- Option to purchase 'behind the scenes' photos and video **\$10**
- Handling fee applies to online bookings

Competition Theme and Requirements:

- Theme for the 2025 Design Award is **CELEBRATION**
- The Design Award aims to showcase innovative design and high-quality millinery skills
- Entrants are welcome to explore the theme as they wish

Each entry must:

- Have been created exclusively for this competition
- Not have previously featured in any social media campaigns or in print media
- Be the milliner's original design
- Have been made entirely by the entrant
- Be sent without any label, tag or mark that identifies the entrant (grounds for disqualification)
- Indicate size of headfit if applicable (you are free to make to a size that you prefer)

Judging Criteria: score out of 100

- **Theme Interpretation and Design (50% of overall score)**
 - Theme interpretation...mark out of 20
 - Innovation/originality of design...mark out of 15
 - Visual impact...mark out of 10
 - Written explanation of inspiration...mark out of 5
- **Skill Level / Workmanship (30% of overall score)**
 - Quality of construction...mark out of 10
 - Overall finish...mark out of 10
 - Degree of difficulty...mark out of 10
- **Wearability (20% of overall score)**
 - Comfort...mark out of 10
 - Security / stability when worn...mark out of 5
 - Balance / weight...mark out of 5

Judging:

- **Our 2025 Judges are:** Louise Macdonald, Michele Cameron and Alicia Marshall
- All entries will be judged in the condition in which they arrive
- All entries will be judged blindly using the criteria outlined on Page 1
- Judges' decision is final
- No written feedback will be provided
- Winners will be announced at the Millinery Australia Gala Evening

Entry Form:

- All entrants must complete the online Google [Design Award Entry Form](#)
- Your entry form can be altered / added to at anytime after you register for the Design Award
- Information requested includes: name of entry, a description of how the entry addresses the competition theme (125 words), materials used and a short bio (50 words)
- This information will be provided to the judges during judging
- Information provided may also be used to create an exhibition label at the Gala display
- In addition to completing the entry form electronically, entrants are requested to include a printed copy of the form inside the box with their entry

Important Dates:

- **Registration Opens:** Saturday, March 8, 2025
- **Registration Closes:** Friday, April 11, 2025 by 5pm
- **Due Date for Entries:** Thursday, May 22, 2025 by 5pm
- **Judging:** Wednesday, May 28, 2025
- **Photos:** Thursday, May 29, 2025 (and Friday, May 30, 2025 if required)

Announcements:

- **Top 10:** Saturday, June 7, 2025 on Millinery Australia's social pages and via email
- **People's Choice:** Monday, June 16 - Friday, June 20, 2025
- **Winners:** Friday, June 27, 2025 at our Gala Evening in Melbourne (static posts, no LIVE feed)

Entry and Delivery:

- Entries must be mailed, no local drop off or courier delivery is permitted
- Please mail your entry in a sturdy box that can be securely closed with packing tape
- Include a pre-paid postage label for return of entry **or** collect your entry at the Gala
 - Please indicate which option you have chosen on your [Design Award Entry Form](#)

Include in the box:

- Hat or headpiece
- A4 page showing front, back and side views on a mannequin head
- Return address label with the entrant's name and postal address (if applicable)
- At the end of the competition each entry packed back in the box in which it was delivered

All entries to be posted to:

Georgia Skelton

Oakleigh BP Parcel Locker 10181 32947

164 Warrigal Road

Oakleigh, VIC, 3166

Photography:

- Each entry will be photographed using a light background and a dark background for contrast and variety
- 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
- Entrants will be electronically sent 'behind the scenes' photos and videos if option purchased
- Entrants will be electronically sent editorial 'fashion' photo if option purchased
- All entrants will receive an email with a Media Pack including:
 - social media handles for credit
 - suggested hashtags

Entry Return:

- Entries will be returned using the packaging provided by each entrant at delivery
- All entrants must provide a return address label with their entry
- Please include a pre-paid postage label (if you're not personally collecting entry)
- Entrants are requested to advise on the [Design Award Entry Form](#) if they intend to collect their entry at the Gala

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
- Entrants may wish to purchase insurance at the time of posting
- Millinery Australia's public liability insurance covers the participation of Millinery Australia Members in this project

Promotion:

- Entries **may not** be published on social media, the internet or elsewhere until **after** the 2025 Design Award gallery goes live on the Millinery Australia website
- Entrants must support Millinery Australia to promote the 2025 Design Award
- Information provided by entrants on 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
- 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, clients, business contacts and social media platforms

Prizes:

- Prizes are not transferable and cannot be exchanged for cash
- Prizes must be claimed within 12 months (from July 2025)

First Place: TBA

Second Place: TBA

Third Place: TBA

Patron's Pick: TBA

Packing Room: TBA

People's Choice: TBA



THANK YOU FOR ENTERING