

BT Emerging Fashion Designer Award 2017

Competition criteria and process

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Overview

The BT Emerging Fashion Designer Award was established in 2013 with the goal of identifying emerging designers and providing support in the form of financial support, advice and mentoring.

BT is proud to foster and encourage new design talent with the BT Emerging Fashion Designer Award to help one of fashion's rising stars prepare for their best future in an industry that helps others to prepare for their best.

BT has been helping Australians and their fashion icons establish and grow their businesses since 1969. It has supported its fashion clients by helping them become better investors, showing them how to grow and protect their wealth and to prepare for the best.

The Process

The Awards are open for application, refer appendix A – entry form, terms and conditions. Appendix A outlines the criteria and needs for entry.

The applications received will be vetted by an appointed fashion industry body (the Australian Fashion Chamber). This will include confirming all applicants meet the terms and conditions of entry. Using professional industry experience it will select a list of five semi-finalists based upon the applicants' experience, design style, business vision, manufacturing quality and marketing/presentation.

A judging panel of two to five fashion industry professionals (media, designers, retailers, and beyond) will be brought together annually as the judging panel for the BT Emerging Fashion Designer Award. One of the members will be appointed as head judge. Refer appendix B – past and present judges for the BT Emerging Fashion Designer Award.

The semi-finalists applications will be provided to the judging panel, which will score the applications. Refer appendix C – Score Form.

Based on the scores received the semi-finalists will be placed 1st to 5th.

The top three will be contacted by the appointed fashion industry body to confirm their participation at the BT Runway for Success event held by BT.

The head judge will be present at the BT Runway for Success event to validate the first place decision by the judging panel; the head judge reserves the right to change the decision on the first place position based on the catwalk presentation.

First place will be announced at the BT Runway for Success event.

BT will liaise directly with the winner to award the prize.

The Prize

- > A \$10,000 (including GST) cash grant provided by BT
- > The services of a BT financial planner for two years
- > Accounting and business advisory services for one year provided by Bentleys NSW
- > Two return premium economy class flights to New York provided by Qantas Airways
- > A one year subscription to new media content business, Flaunter
- > Two mentoring sessions with two fashion industry icons provided by Australian Fashion Chamber
- > TONI&GUY Australia will proudly sponsor your hairdressing needs including:
 - access to their National Artistic Team for two major fashion events
 - two look book or editorial shoots
 - three months-worth of hairdressing at TONI&GUY's Head Office

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Appendix A – Entry form

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Please complete the following application form in full, attach supporting documentation and email to the following address to be received no later than 31 January 2017. Please upload images to Dropbox www.dropbox.com if they are too large for email transmission.

BT Emerging Fashion Designer Award 2017

Gabriella Somerville

Australian Fashion Chamber

info@australianfashionchamber.com

M 0401 026 263

All applications must include:

- Completed application form
- Five photos of the key looks from your last two collections and five photos from your next season
- A one page resume, including a photo of yourself and a 200 word biography.

In the event that you are chosen as a finalist, you will be required to be at the Royal Hall of Industries, Moore Park, Sydney for 27 April 2017 (9am – 12 midnight), to oversee the presentation of your next season's collection for the runway event and other presentations as required by the organisers. The cost of travel is not included.

- Please confirm that you will be available and will cover the cost of travel, if any.

General information

Application date			
Business name			
ABN		Year business established	
Australian label/brand name		Year label established (if different)	
Contact person			
Mobile		Landline	
Email			
Website			
Facebook			
Twitter		Instagram	
Registered business address			
Postal address			

Provide an overview of your manufacturing and operations; what is your capacity; what key design elements are you known for?	
Tell us about your team – how many people do you employ; which agencies do you work with?	
Please provide two business references	

Sales

What was your sales turnover 2015/16?

< AUD \$500K AUD \$501K–\$1 Million AUD \$1 –2 Million > AUD \$2 Million

What percentage of your sales turnover for 2015/16, was generated through ONLINE sales? _____%

What percentage of your sales turnover for 2015/16, was generated through EXPORT sales? _____%

Did you make a profit in 2015/16? Yes No Comments

What do you expect your sales turnover to be in 2016/17?

< AUD \$500K AUD \$501K–\$1 Million AUD \$1 –2 Million > AUD \$2 Million

Social media

As at date of application:

Facebook likes _____ **Twitter followers** _____ **Instagram followers** _____

Other social media mediums _____

Distribution

Total number of stockists/retailers	
Top stockists/retailers (by sales turnover)	1. 2. 3. 4.
Key agents/distributors	1. 2. 3. 4.

Marketing

List your most successful PR and marketing activities for the past year, including media, PR initiatives and trade events	1. 2. 3. 4.
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Where do you see the best opportunity to further your business in the immediate future?	
Where is your label heading next year?	
Tell us about the sustainable aspects of your brand/business operations from a social and environmental perspective	
What funding avenues have you investigated to finance the growth of your business?	

If you were to win the **BT Emerging Fashion Designer Award**, how would you utilise the award – runway show, cash prize, financial planning support, mentoring, backstage hair services and flights? How would the award help you to grow and realise your business aspirations?

Privacy

The information provided will be used solely for the purposes of assessing your application for the **BT Emerging Fashion Designer Award 2017** and will only be made available to those assessing your application.

Declaration

I have read the terms and conditions of the **BT Emerging Fashion Designer Award 2017** and agree to abide by them. Should I become a **BT Emerging Fashion Designer Award 2017** finalist, I agree to take part in any publicity that may arise.

Name _____ Signed _____

Company _____ Date _____

Terms and conditions of entry into BT Emerging Fashion Designer Award 2017 (the "Promotion")

- Information on how to enter and prize details form part of these terms and conditions; however, to the extent that there is any inconsistency between these terms and conditions and any other published material, these terms and conditions will prevail. By participating in this Promotion, each participant fully and unconditionally agrees and acknowledges that these terms and conditions are binding. This Promotion is a game of skill; chance plays no part in determining the winner.
 - The promoter is BT Financial Group Pty Limited ABN 38 087 480 331 of 275 Kent Street, Sydney, NSW, ("BT") together with the Australian Fashion Chamber ("AFC") (jointly: the "Promoter"). BT Financial Group Pty Limited and its related bodies corporate (as that term is defined in the Corporations Act 2001 (Cth)) will be known as the "Westpac Group".
 - The Promotion commences at 12.01am Eastern Daylight Savings Time ("EDST") on 5 September 2016 and closes at 11.59pm EDST on 31 January 2017 (the "Promotion Period").
 - Entry is open to Australian citizens and permanent Australian residents who:
 - produce seasonal fashion collections;
 - have produced a minimum of three collections as at the closing date of this Promotion;
 - are trading commercially as an Australian legal entity;
 - have been trading as the current legal entity for no more than 7 years (ie established after 1 July 2010); have an annual sales turnover of less than \$2,000,000 (\$2 million) dollars.
 - submit a valid entry in accordance with clause 5 during the Promotion Period (an "Eligible Entrant"). Employees and contractors of the Westpac Group and their immediate families are ineligible to enter.
 - To enter this Promotion, an Eligible Entrant must, during the Promotion Period:
 - complete an application form which can be downloaded from btrunwayforsuccess.com.au
 - attach five photographs of the key looks from your last two collections and five photographs of key looks from your next season;
 - attach a one page resume, including a photo of yourself, together with a 200 word biography; and
 - submit your application form with supporting documentation via email to Gabriella Somerville, AFC, info@australianfashionchamber.com (an "Entry"). No responsibility will be accepted by the Promoter for lost, late, incomplete, illegible, or misdirected Entries. The Entry must be truthful and accurate. Applications must be entirely the applicant's own original work and not breach any copyright, or other intellectual property of third party rights whatsoever.
 - Multiple Entries are not permitted. Eligible Entrants will only receive one entry into the promotion for the first valid Entry submitted during the Promotion Period. All subsequent Entries will be discarded.
 - There is one prize available, consisting of:
 - \$10,000 (including GST) cash grant provided by BT
 - The services of a BT financial planner for two years
 - Accounting and business advisory services for one year provided by Bentleys NSW
 - Two return premium economy class flights to New York provided by Qantas Airways
 - A one year subscription to new media content business, Flaunter
 - Two mentoring sessions with two fashion industry icons provided by Australian Fashion Chamber
 - TONI&GUY Australia will proudly sponsor your hairdressing needs including:
 - access to their National Artistic Team for two major fashion events
 - two look book or editorial shoots
 - three months-worth of hairdressing at TONI&GUY's Head Office
- The total retail value of all Prizes offered under this Promotion is \$10,000 cash at time of publication. The Promoter takes no responsibility for any variation in the Prize value. The Prize is not transferable or exchangeable.
- All Entries will be judged by a panel of judges appointed by the Promoter from 8 February 2017 (the "Judging") and the Eligible Entrants that submitted the best three Entries will be declared the Finalists ("Finalists"). Finalists will be notified by email by 1 March 2017. Each Finalist will receive an invitation to stage a runway show of their latest collection at the Royal Hall of Industries, Moore Park, Sydney on 27 April 2017. Finalists will be required at 9.00am until 12 midnight on 27 April 2017, and will attend other presentations as required by the Promoters. The cost of travel for this event is the responsibility of each Finalist.
 - The Finalist that is determined to be the best submission and presentation demonstrating a clear brand concept, strong sales and marketing strategy, and a well thought out plan for growth as judged by a panel of judges appointed by the Promoter, and at the conclusion of the runway show, the Winner will be announced (the "Winner"). The judges' decision will be final and no correspondence will be entered into. The judges, at their discretion, may allocate fewer than the number of Prizes stated above (including in circumstances where insufficient quality Entries are received or Entries are judged to be of a poor standard).
 - The winner will be awarded their prize after they have completed two meetings with their allocated BT Financial Planner and Bentleys accountant.
 - The Winner may be liable to declare the Prize for taxation purposes and will be liable for any tax payable in respect of a Prize. Eligible Entrants should seek independent financial advice in relation to any tax payable on the Prize and the potential impact on their personal financial situation prior to entering the Promotion.
 - Except for guarantees, warranties and conditions implied by law which cannot be excluded, neither the Promoter nor any other member of the Westpac Group make any guarantees, representations or warranties, express or implied, regarding the quality or suitability of any prizes awarded under these terms and conditions.
 - Nothing in these terms and conditions is intended to exclude, restrict or modify any right or remedy, or any guarantee, warranty or other term or condition, implied or imposed by any legislation which cannot lawfully be excluded or limited. This may include the Corporations Act 2001, the Competition and Consumer Act 2010, Australian Consumer Law or any equivalent State or Territory legislation. If any guarantee, warranty, term or conditions implied or imposed under the Australian Consumer Law or any other applicable legislation in relation to any prizes awarded under these terms and conditions cannot be excluded (a "Non-Excludable Provision") and the Promoter is able to limit the remedy for a breach of the Non-Excludable Provision, then the liability of the Promoter and all members of the Westpac Group for breach of the Non-Excludable Provision is limited to one or more of the following at the Promoter's option:
 - the replacement of the prize or the supply of an equivalent prize,
 - the repair of the prize,
 - the supplying of the prize again,
 - the payment of the cost of replacing the prize or of acquiring an equivalent prize,
 - the payment of the cost of having the prize repaired; or
 - the payment of the costs of having the prize supplied again.
 - To the maximum extent permitted by law, the Promoter and all other members of the Westpac Group expressly disclaim liability for any loss or damage whatsoever (including but not limited to indirect or consequential loss) or for any personal injury which is suffered or sustained in connection with any participant's participation in this Promotion or the acceptance of any Prize. The Winner indemnifies the Promoter and all members of the Westpac Group against any liability, injury, loss or damage which may be suffered, incurred or sustained by the Promoter or any member of the Westpac Group arising out of, relating to, or in any way connected with, any act or omission (including negligence) by the Winner, or its use of the Prize, or its breach of these terms and conditions.
 - The Promoter collects personal information from all participants in order to conduct the Promotion. If the information requested is not provided, the participant may not participate in the Promotion or claim a Prize and their entry may be discarded. It is a condition of entry into the Promotion that the Winner consents to the publication of their name and city of origin in any advertisements or articles relating to the Promotion or the Prize and participates in any media releases which may include photographs of the Winner by the Promoter or any other member of the Westpac Group. By entering this promotion, participants consent to the use of their names and likenesses in this manner. The Promoter's treatment and storage of personal information will be handled in accordance with all applicable laws in Australia. The Promoter's privacy policy can be found at westpac.com.au/privacy/. Your information will not be used to contact you for marketing purposes.
 - By participating in this Promotion each participant grants the Promoter and the Westpac Group a perpetual, non-exclusive, transferable, irrevocable, royalty-free, worldwide license to use, reproduce, publish, distribute and disseminate all intellectual property rights in Entries that are capable of being assigned to the Promoter and consents to the Promoter and any other member of the Westpac Group using, reproducing or editing and adapting any Entry, if the Promoter wishes, in broadcast, electronic and print media, newsletters, in the Promoter branch merchandising and related marketing activities in whole or in part without attributing that Entry to the person who created it.
 - Neither the Promoter nor any other member of the Westpac Group will be responsible for any problems or technical malfunction of any computer online systems, servers or providers, computer equipment, software, failure of any email or entry to be received by the Promoter on account of technical problems or traffic congestion on the internet.
- If this Promotion is not capable of running as planned for any reason (including but not limited to failure or malfunction of any computer equipment by reason of infection by computer virus, power failure, bugs, tampering, unauthorized intervention, fraud, or technical failures or any other causes which corrupt or affect the administration security, fairness, integrity or proper conduct of this Promotion), the Promoter reserves the right in its sole discretion to disqualify any individual who undermines the integrity or fair running of the Promotion for other entrants, including by tampering with the entry process, and, after consulting with the relevant legislative authorities, to cancel, terminate, modify or suspend the Promotion.

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Appendix B – Past and present judges

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2017

Edwina McCann, Vogue Australia Editor-in-Chief and Australian Fashion Chamber Chairwoman (Head Judge)

Rebecca Lim, Chief Compliance Officer & Group General Counsel, Westpac

Leanne Whitehouse, Founder, Whitehouse Institute of Design, Australia and AFC Board Member

Lee Mathews, Founder & Designer, Lee Mathews

One more special industry judge to be announced.

2016

Edwina McCann, Editor in Chief, Vogue Australia & Chairwoman, Australian Fashion Chamber (Head Judge)

Sarah-Jane Clarke, Co-Founder & Designer, Sass & Bide

Lee Mathews, Founder & Designer, Lee Mathews

Lindy Klim, Fashion Commentator & Co-Founder and Creative Director, Milk & Co

Rebecca Lim, Chief Compliance Officer & Group General Counsel, The Westpac Group

2015

Edwina McCann, Editor in Chief, Vogue Australia (Head Judge)

Nicky Zimmerman, Co- Founder, Zimmerman

Glynis Traill-Nash, Fashion Editor, The Australian

Margaret Zhang, Blogger, ShineByThree, Model, Presenter, Stylist, Photographer

Megan Quinn, Specialty Fashion Group and Fitted for Work

Kellie Robertson, Relationship Director, Westpac Private Bank

2014

Edwina McCann, Editor in Chief, Vogue Australia (Head Judge)

Carla Zampatti, Owner and Creative Director, Zampatti

Camilla Freeman, Owner and Creative Director, Camilla and Marc

Nicole Warne, Blogger, Gary Pepper Girl

Janice Breen Burns, Blogger, VoxFrock

Megan Quinn, Director, Specialty Fashion Group and Fitted for Work

2013

Edwina McCann, Editor in Chief, Vogue Australia

Elle Perrson, Director Strategy and Brand Development, IMG Fashion

Jo-Ann Kellock, CEO, Council of Textile & Fashion Industries of Australia

Madeleine Allman, Head of MyWardrobe.com

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Appendix C – Score form

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Judge name _____

Date _____

Applicants

Designer A: insert name

Designer B: insert name

Designer C: insert name

Designer D: insert name

Designer E: insert name

Judges to score based on industry skill and experience, knowledge and dealings (if any) with the designer(s).

Criteria	Points available	Designer A	Designer B	Designer C	Designer D	Designer E
Fashionability of the entrant's most recent collection	20					
Entrant's styling and fit capabilities	15					
Entrant's business acumen and potential for commercial success in the ready to wear market	15					
Entrant's presentation	10					
Entrant's marketing and media skills	10					
Entrant's social media presence	10					
Entrant's visual merchandising presentation	10					
Entrant's planned use of the BT Emerging Fashion Designer Award prize	10					
Total	100					