

# Westpac Private Bank

## Emerging Fashion Designer Award

### *Competition criteria and process*

#### OVERVIEW

The Westpac Private Bank **Emerging Fashion Designer Award** was established in 2013 (previously under the BT brand) with the goal of identifying one of fashion's rising stars and providing resources including financial support, advice and mentoring. Private Wealth is proud to continue to foster and encourage new talent to reach their full potential.

Part of Westpac Group, Private Wealth is focused on helping high net worth individuals and families within Australia grow their wealth. Comprising Westpac Private Bank, St. George Private and Bank of Melbourne Private, we are Australia's oldest private banking business and one of the most awarded.

#### THE PROCESS

The award is open for application for womenswear, menswear and unisex designers. 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 Council). 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, demonstration of sustainable and ethical practices 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 Westpac Private Bank **Emerging Fashion Designer Award**. One of the members will be appointed as head judge.

The semi-finalists applications will be provided to the judging panel, which will score the applications. Refer to appendix B – Judge 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 **Private Runway** event held by Westpac Private Bank on Wednesday 8 April 2020 at Hordern Pavilion, Moore Park.

The head judge will be present at the **Private Runway** 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 **Private Runway** event.

The Westpac Group Events Team will liaise directly with the winner to award the prize.

---

*Appendix A – Entry form*

**T H E P R I Z E**

- A \$10,000 (including GST) cash grant provided by Westpac Private Bank
- 12 months free insurance provided by Westpac. The winner may select either business, home or motor insurance
- Financial planning services provided by Viridian Advisory for two years. Available from 1 July 2020
- Business advisory, strategy, accounting and wealth services for two years provided by Bentleys NSW
- Legal advice provided by Gilbert + Tobin for two years
- Vogue Australia to produce and style a designer look book
- Toni & Guy Australia will provide:
  - Access to their National Artistic Team for two major fashion events
  - Two look books or editorial shoots
  - A year's worth of hairdressing at Toni & Guy Australia HQ
  - A year's worth of label.m hairstyling products
- Linda Jefferyes makeup and makeup artists provided for the Vogue Australia look book
- Emirates return Business Class flights for two to any one of Emirates' 41 destinations on their Europe network including the fashion capitals of London, Paris and Milan
- A one year subscription to Flaunter - a digital platform connecting brands & media
- Two mentoring sessions with two fashion industry icons provided by the Australian Fashion Council
- Photo production and video content of your collection at the **Private Runway** event
- Media coverage of your brand during the winner announcement
- A keepsake engraved trophy

WESTPAC PRIVATE BANK **EMERGING FASHION DESIGNER AWARD**

*Appendix A – Entry form*

Please complete the following application form in full, attach supporting documentation and email to the following address to be received no later than Sunday, 1 December 2019.

Please upload images to Dropbox [www.dropbox.com](http://www.dropbox.com) if they are too large for email transmission.

Westpac Private Bank **Emerging Fashion Designer Award**

Bradley Waters, Australian Fashion Council

**M** 0400 386 509

**E** [info@ausfashioncouncil.com](mailto:info@ausfashioncouncil.com)

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 brand profile including a high resolution photo of yourself, your logo in **.eps** or **.ai** format and a 200 word designer biography

In the event that you are chosen as a finalist, you will be required to be at the Hordern Pavilion, Moore Park, Sydney on Wednesday 8 April 2020 (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	
Australian label/brand name	
Year business established	Year label established (if different)
Contact person	
Email	
Website	
Social media (FB / Insta / Twitter)	
Registered business address	
Postal address (if different)	

## WESTPAC PRIVATE BANK EMERGING FASHION DESIGNER AWARD

*Appendix A – Entry form***B U S I N E S S**

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?

Tell us about how you are managing the social and environmental impacts of your business operations?

What funding avenues have you investigated to finance the growth of your business?

Please provide two business references

WESTPAC PRIVATE BANK EMERGING FASHION DESIGNER AWARD

*Appendix A – Entry form*

**S A L E S**

What was your sales turnover 2018/19?

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

What percentage of your sales turnover for 2018/19 was generated through ONLINE sales?

%

What percentage of your sales turnover for 2018/19 was generated through EXPORT sales?

%

Did you make a profit in 2018/19?

- Yes
- No

What do you expect your sales turnover to be in 2019/20?

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

**D I S T R I B U T I O N**

Total number of stockists/retailers?

Top stockists/retailers (by sales turnover)

- 1.
- 2.
- 3.
- 4.

Key agents/distributors

- 1.
- 2.
- 3.
- 4.

## WESTPAC PRIVATE BANK EMERGING FASHION DESIGNER AWARD

*Appendix A – Entry form***MARKETING**

List your most successful PR and marketing activities for the past year, including media, PR initiatives and trade events.

Where do you see the best opportunity to further your business in the immediate future?

Where is your label heading next year?

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

WESTPAC PRIVATE BANK **EMERGING FASHION DESIGNER AWARD***Appendix A – Entry form***P R I V A C Y**

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

**D E C L A R A T I O N**

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

Name

---

Company

---

Date

---

Signed

---

  

---



## WESTPAC PRIVATE BANK EMERGING FASHION DESIGNER AWARD

*Appendix A – Entry form*TERMS AND CONDITIONS OF ENTRY INTO WESTPAC  
PRIVATE BANK EMERGING FASHION DESIGNER  
AWARD (THE “PROMOTION”) DISTRIBUTION

1. 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.
2. The promoter is Westpac Banking Corporation ABN 38 087 480 331 of 275 Kent Street, Sydney, NSW, (“Westpac Group”) together with the Australian Fashion Council (“AFC”) (jointly: the “Promoter”). Westpac Banking Corporation and its related bodies corporate (as that term is defined in the Corporations Act 2001 (Cth) will be known as the “Westpac Group”).
3. The Promotion commences at 12:01am Eastern Daylight Savings Time (“EDST”) on 9 October 2019 and closes at 11:59pm EDST on 1 December 2019 (the “Promotion Period”).
4. Entry is open to Australian citizens and permanent Australian residents who:
  - a. produce seasonal womenswear, menswear or unisex fashion collections;
  - b. have produced a minimum of three collections as at the closing date of this Promotion;
  - c. are trading commercially as an Australian legal entity;
  - d. have been trading as the current legal entity for no more than 7 years (ie established after 1 July 2013; have an annual sales turnover of less than \$2,000,000 (\$2 million) dollars
  - e. 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.
5. To enter this Promotion, an Eligible Entrant must, during the Promotion period:
  - a. complete an application form which can be downloaded from [www.privatebank.westpac.com.au/privaterunway](http://www.privatebank.westpac.com.au/privaterunway)
  - b. attach five photographs of the key looks from your last two collections and five photographs of key looks from your next season;
  - c. attach a one page brand profile including a high resolution photo of yourself, your logo in .EPS format or .ai format and a 200 word designer biography; and
  - d. submit your application form with supporting documentation via email to Bradley Waters, Australian Fashion Council, [info@ausfashioncouncil.com](mailto:info@ausfashioncouncil.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.
6. 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.
7. There is one prize available, consisting of:
  - A \$10,000 (including GST) cash grant provided by Westpac Private Bank
  - 12 months free insurance provided by Westpac. The winner may select either business, home or motor insurance to the value of \$10,000
  - Financial planning services provided by Viridian Advisory for two years. Available from 1 July 2020
  - Business advisory, strategy, accounting and wealth services for two years provided by Bentleys NSW
  - Legal advice provided by Gilbert + Tobin for two years to the value of \$20,000
  - Vogue Australia to produce and style a designer look book
  - Toni & Guy Australia will provide:
    - Access to their National Artistic Team for two major fashion events
    - Two look books or editorial shoots
    - A year’s worth of hairdressing at Toni & Guy Australia HQ to the value of \$1,500
    - A year’s worth of label.m hairstyling products to the value of \$1,000
  - Linda Jefferyes makeup and makeup artists provided for the Vogue Australia look book
  - Emirates return Business Class flights for two to any one of Emirates’ 41 destinations on their Europe network including the fashion capitals of London, Paris and Milan



## WESTPAC PRIVATE BANK EMERGING FASHION DESIGNER AWARD

*Appendix A – Entry form*TERMS AND CONDITIONS OF ENTRY INTO WESTPAC  
PRIVATE EMERGING FASHION DESIGNER AWARD  
(THE “PROMOTION”) DISTRIBUTION

- A one year subscription to Flaunter - a digital platform connecting brands & media
- Two mentoring sessions with two fashion industry icons provided by the Australian Fashion Council
- Photo production and video content of your collection at the Private Runway event
- Media coverage of your brand during the winner announcement
- A keepsake engraved trophy

The total retail value of the prize offered under this Promotion is 122,600 with a \$10,000 cash component at time of publication. The Promoter takes no responsibility for any variation in the prize value. The prize is not transferable or exchangeable.

8. The Australian Fashion Council will vet all Entries and select five semi-finalists based on the Promotion’s criteria. The semi-finalists will be judged by a panel of judges appointed by the Promoter from 1 December 2019 (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 7 December 2019. Each Finalist will receive an invitation to stage a runway show of the looks from their competition submission at the Hordern Pavilion, Moore Park, Sydney on Wednesday 8 April 2020. Finalists will be required onsite from 9:00am until 12 midnight on 8 April 2020, and will attend other presentations as required by the Promoters. The cost of travel for this event is the responsibility of each Finalist. It is a requirement of entry that the Finalists attend the event on 8 April 2020.
9. 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, along with the Finalist’s runway performance, at the conclusion of the runway show, will be announced the winner (the “Winner”). The judges’ decision will be final and no correspondence will be entered into. The judges, at their sole discretion, may change the prize stated above (including in circumstances where insufficient quality Entries are received or Entries are judged to be of a poor standard).
10. The winner will be awarded their cash prize after they have completed a meeting with their allocated Viridian Advisory Financial Planner, Bentleys Accountant and Gilbert + Tobin Lawyer.
11. 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.
12. 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 prize awarded under these terms and conditions.
13. 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 prize 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:
  - i. the replacement of the prize or the supply of an equivalent prize,
  - ii. the repair of the prize,
  - iii. the supplying of the prize again,
  - iv. the payment of the cost of replacing the prize or of acquiring an equivalent prize,
  - v. the payment of the cost of having the prize repaired; or
  - vi. the payment of the costs of having the prize supplied again.

## WESTPAC PRIVATE BANK EMERGING FASHION DESIGNER AWARD

*Appendix A – Entry form*TERMS AND CONDITIONS OF ENTRY INTO WESTPAC  
PRIVATE EMERGING FASHION DESIGNER AWARD  
(THE “PROMOTION”) DISTRIBUTION

14. 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.
  15. 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](http://westpac.com.au/privacy). Your information will not be used to contact you for marketing purposes.
  16. 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.
  17. 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.

WESTPAC PRIVATE EMERGING FASHION DESIGNER AWARD

*Appendix B – Judge score form*

**Judge name**

Date

**Applicants**

Designer A: \_\_\_\_\_

Designer B: \_\_\_\_\_

Designer C: \_\_\_\_\_

Designer D: \_\_\_\_\_

Designer E: \_\_\_\_\_

*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
Design 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 demonstration of sustainable and ethical practices	10					
Entrant's planned use of the Westpac Private Emerging Fashion Designer Award prize	10					
<b>Total</b>	<b>100</b>					