



INTRODUCING 2011 MISS FASHION AUSTRALIA AWARDS

Date/Venue: Friday 15 April Jupiter's Townsville Hotel & Casino

Awards Description: The Miss Fashion Australia Awards is a national search to discover our most fashionable single female Australians aged between 5 - 35 years. One's that do have a passion for fashion & simply love to dress up to impress & could be used with success to promote youth fashion throughout this country.

How will finalist entrants be chosen: There will be no limit to the number of national finalist chosen in the following 3 age divisions: * Tween (5 - 12 yrs) * Teen (13 -17 yrs) * Adult (18 – 35 yrs). All entrants will be required to sell 250 X \$2 art union tickets before 1 April to qualify for the final. They will then be invited to come to Townsville to participate in these 2011 Miss Fashion Australia Awards.

How will they benefit from this experience: Each finalist will participate in a very intense & informative 4 hours Life Skills Training Class. It will include a 2 hour Townsville Toastmasters International training class which will focus on building their speaking confidence in the public arena. This will be followed by a 2 hour catwalk training class which will focus on teaching them how to improve their walk on a catwalk as well as better present them self on stage to the judging panel & audience.

How will finalists be judged: They will be required to parade out on a 40 foot long catwalk in front of a panel of highly credentialed fashion judges. They will be required to present themselves in the following 3 dress categories: * **Active Wear** * **Day Wear** * **Hollywood Glamour**. Judges will select the 3 best dressed finalists in each of these 3 dress categories in 3 separate age groups. The 9 best dressed finalists in Tween, Teen & Adult categories will then contest the Final to determine who will be crowned Miss Tween Fashion Australia, Miss Teen Fashion Australia & Miss Fashion Australia.

What type of prizes will be offered: Every finalist will receive an Island Spice Gift Bag at the Friday Buffet Luncheon Fashion Show. These will have a retail value of up to \$500 & contents will include tickets to both Luncheon/Final Fashion Shows, Tickets in Prize Draws, Lots of Fashion items/accessories + Gift & Discount Store Vouchers. The best dressed winning placegetters will receive some tangible prizes & Troupy's. The 3 crowned Miss Fashion Australia title winners will each receive an array of prizes including a tour guided trip to LA + 5 night stay in Hollywood. Any sponsor can contribute prizes towards these Gift Bags or best dressed prize categories. * **Sponsorship hotline 042 888 7114** *



How will sponsors benefit: They will receive excellent branding opportunities over the duration of the promotion & throughout the staging of these national fashion awards. **This will be by way of the following promotion:** In house signage, power point presentation, compeers, programs as well as promotional material delivered to schools, e-newsletters, presentation of prizes on stage & via way of our Fashion Bash web site www.fashionbash.com.au which recorded 49,340 Visits + 2.1 Million Hits in 2009 & already 29,000 visits for first half on 2010. * It's visitor numbers have rapidly increased from 5000 in 2006.

A special message from our President: It's not often our most fashionable youth are given the opportunity to compete and participate in such a prestige national awards event to be staged in North Queensland. It is important our schools, fashion stores, beauty & hair salons do show their support so we can attract good fashion talent to enter these awards. Our association is looking forward to welcoming all 2011 Miss Fashion Australia finalists to Jupiter's Townsville Hotel & Casino in April. We also are pleased for the first time to offer our 3 title winners the opportunity to travel to LA/Hollywood along with some of our top fundraisers. We are sure this will prove to be a very rewarding lifetime experience as will the professional training classes that all finalists will participate in.

Thanking you Henry Petersen, President. **"Building Future Careers for the Youth of this Nation"**