

2010 DHL EXPRESS FASHION EXPORT SCHOLARSHIP

APPLICATION FORM

Please complete this application form in full and return by **5.00pm on Friday, 8 June 2010 to:** _____

2010 DHL Express Fashion Export Scholarship

C/o - DHL Express
PO Box 484
Mascot NSW 1460

All applications must be accompanied by:

- A Design Portfolio (or) Look-books**
The design portfolio should include at least five photographic images from each of your previous three collections. Alternatively, you can attach look-books for each of your previous three collections.
- A Resume**
Attach a resume no longer than one A4-page. Please highlight any industry relevant study, employment or mentoring.

NB: Applications and any attached items will not be returned, unless specifically requested and accompanied by a paid self-addressed envelope or courier bag.

CONTACT DETAILS

Brand/Company:	
Name:	
Position:	
Phone:	
Mobile:	
Email:	
Website:	
Postal Address:	

BACKGROUND INFORMATION

Brand established (month/year):	
Number of collections produced to date:	
Number of pieces in your S/S 2010/2011 collection:	
First export account (month/year):	

SECTION 1: FINANCIAL INFORMATION

Net profit/loss for the last financial year:	AUD\$
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SALES - (for the past three seasons)

Total sales for S/S 2010/2011 (before tax):	AUD\$
Export sales for S/S 2010/2011 (before tax):	AUD\$
Total sales for A/W 2010/2011 (before tax):	AUD\$
Export sales for A/W 2010/2011 (before tax):	AUD\$
Total sales for S/S 2009/2010 (before tax):	AUD\$
Export sales for S/S 2009/2010 (before tax):	AUD\$

SECTION 2: EXPORT INFORMATION

DISTRIBUTION - (stockists)

Number of Australian stockists:	
Number of international stockists:	
Top three international stockists (store/city/country) by value of sales:	
1	
2	
3	

MARKET REPRESENTATION - (fashion publicists, agents and distributors)

Fashion publicists:	(company/city/country)
1	
2	
3	
Fashion agents or distributors:	(company/city/country)
1	
2	
3	

PR + MARKETING - (brand profile)

PR + marketing initiatives in the past 12 months:	(promotional activities + participation in trade events/exhibitions)
1	
2	
3	
International media coverage in the past 12 months:	(title/country)
1	
2	
3	
4	
5	
How do you propose to raise the profile of your brand in offshore markets in the next 12 months?	

EXPORT STRATEGY - (key objectives and strategies)

List your key export objectives:	(what do you want to achieve from entering export markets?)
1	
2	
3	
4	
5	
List your key export strategies:	(what steps are you taking to achieve your export objectives?)
1	
2	
3	
4	
5	

List channels of available funding:	(how do you intend to fund future export growth?)
1	
2	
3	

Thank you for entering the 2010 DHL Express Fashion Export Scholarship. You will be notified by email that your application has been accepted and is eligible for consideration within five working day of receipt.

PRIVACY

The information gathered will be used solely for the purposes of assessing your application for the 2010 DHL Express Fashion Export Scholarship and will only be made available to the judging panel.

DECLARATION

I have read and understand the rules and regulations of the 2010 DHL Express Fashion Export Scholarship and agree to abide by them. Should I be successful in this application, I also agree to take part in any publicity that may arise from the award.

Signed: _____

Name: _____

Date: _____

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RULES AND REGULATIONS OF ENTRY

Entry Criteria

- This scholarship is only open to Australian citizens and permanent Australian residents.
- The applicant must be producing seasonal fashion collections and trading commercially as a legal entity.
- The applicant must have been exporting for less than four years and currently hold at least one export account.

Applications

- The deadline for receiving applications is 5.00pm on Tuesday, 8 June 2010. DHL Express takes no responsibility for late or lost applications.
- Applicants will be notified by email that their application has been accepted and is eligible for consideration within five working days of receipt.
- Applications must include an official application form completed in full. This information will be used solely for the purposes of administering the Scholarship, and will remain confidential.
- Applications must be entirely the applicant's own original work and not breach any copyright, or other intellectual property of third-party rights whatsoever. Only one application is permitted per person.

Judging

- DHL Express will elect a panel of five independent judges, which will include a representative from DHL Express.
- The judges will decide on three finalists and the ultimate recipient of the Scholarship. The judging panel's decision is final, and no correspondence will be entered into.
- Applicants will be notified by email of the judges' decision by Friday, 16 July 2010.

The Prize

- The recipient of the Scholarship will receive international freight to the value of AU\$10,000 from DHL Express Australia Pty Ltd. This credit is valid from July 1, 2010 (to) June 30, 2011, and applies solely to international freight and services. The credit is intended for the sole use of the Scholarship recipient, is not transferable and cannot be credited against any amounts already owing to DHL Express.
- The winner of the Scholarship will also receive:
 - (i) A coaching session on international freight and logistics from a representative of DHL Express;
- All prizes are valid from July 1, 2010 (to) June 30, 2011.
- The prizes must be taken as stated and cannot be deferred. There will be no cash alternatives.

General Conditions

- Applicants will be deemed to have accepted these rules and regulations, and agree to be bound by them when applying for this Scholarship.
- It is acknowledged that the applicant consents to DHL Express' use of his or her name, likeness, voice and biographical information, as well as photographs and video footage captured throughout the selection process and awards function, for promotional purposes in perpetuity, in any media worldwide without obtaining any prior approval from the applicant.
- The Scholarship is not open to employees or contractors of DHL Express Australia Pty Ltd, any person directly and indirectly involved in DHL Express Australia Pty Ltd, or their direct family members.
- DHL Express Australia Pty Ltd reserves the right to cancel this Scholarship at any stage, or change the rules or procedures if deemed necessary in its opinion, or if circumstances arise outside of its control.
- The applicant will at all times indemnify and hold harmless and defend DHL Express from all losses, cost claims (including legal fees) and causes of action, arising out of, or in connection with this Scholarship.