

Luxe Minute Influencer Application

Join the Luxe Minute Creator Program

Luxe Minute is looking for content creators to visit our partner salons, spas, studios and wellness businesses and share the experience with their audience. *Luxury beauty. Last minute prices.*

Luxe Minute (luxeminute.com.au) fills last-minute appointment slots at beauty and wellness businesses, so customers get premium treatments at better prices and businesses fill their empty chairs. We launch on 13 October, and creators who join now become Founding Creators.

How it works

1. Apply using this form.
2. Our team reviews your profile and contacts approved creators within 7 days.
3. We match you with partner businesses near you that suit your niche.
4. You book your experience through Luxe Minute, enjoy the treatment, and create the agreed content.
5. You post, tag @luxeminute and the business, and share your insights with us.

What you get

- Complimentary treatments at Luxe Minute partner businesses
- Paid campaigns for selected creators
- Founding Creator status for those who join before launch
- First access to new partner businesses in your area
- A personal booking link to share with your followers

Who we're looking for

- Creators in beauty, wellness, fitness, lifestyle or local living
- Based in Australia, starting with NSW
- An engaged audience on Instagram, TikTok or YouTube (quality over follower count; micro-creators welcome)
- High-quality photo and video content with a polished, aspirational feel
- Reliable, professional and respectful of partner businesses
- Aged 18 or over

Application form

1. Your details

Question	Your answer
Full name	
Creator / brand name	
Email	
Mobile	
Suburb and state	
ABN (if you have one)	

2. Your channels

List every platform you create on.

Platform	Handle / link	Followers	Avg. engagement rate (%)
Instagram			
TikTok			
YouTube			
Other			

3. Your audience

Question	Your answer
Top audience locations (cities)	
Audience gender split (%)	
Main audience age range	

Question	Your answer
Average Story views (Instagram)	
Average Reel / video views	

Please attach screenshots of your audience insights from the last 30 days.

4.What you'd like to feature

Tick every category you'd be happy to create content for.

- ☐ Hair
- ☐ Nails
- ☐ Beauty and skin
- ☐ Make-up
- ☐ Spray tans
- ☐ Massage
- ☐ Pilates
- ☐ Gym and fitness

5. Location and availability

Question	Your answer
Areas you can travel to	
How far you'll travel (km)	
Days and times you're usually free	
Can you take same-day or next-day bookings?	
Collabs you could do per month	

6. Your content and collabs

Question	Your answer
Content types you create (Reels, TikToks, Stories, static posts, UGC, reviews)	
Describe your content style in a few words	

Question	Your answer
Brands or businesses you've worked with	
Links to 3 posts you're proud of	
Collab type: gifted, paid or both	
Rates per Reel / TikTok / Story set (if paid)	
Turnaround time from visit to posting	
Happy for Luxe Minute and partners to reshare your content? (Yes / No)	

Why do you want to work with Luxe Minute? (max 150 words)

Your answer here

Pitch a content idea for a Luxe Minute visit. (max 150 words)

Your answer here

7. Declaration

- ☐ I am 18 years or older.
- ☐ The information in this application is true and accurate.
- ☐ I will clearly disclose gifted and paid content (e.g. #ad, #gifted) in line with Australian advertising rules.
- ☐ I will treat partner businesses, their staff and their clients with respect. I understand that applying does not guarantee a collaboration.

Signature	Date

How to apply

Email your completed form and audience screenshots to **admin@luxeminute.com.au** with the subject line "Creator Application – [Your Name]". Questions? Visit luxeminute.com.au.