

2018

SBIA Awards Process Information Pack

Brand Members

With Thanks to our Sponsors



With Thanks to our Judging Partners



“To enhance the vibrancy of our industry by celebrating the Surf & Boardsports Industry’s outstanding Retailers, Products and Brands”.

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About The SBIA Banquet

The annual event was launched in 2011 to celebrate the Industry's outstanding Retailers, Products and Brands. With 27 categories ranging from Core Boardstore to Men's Brand of the Year, the Banquet also recognises outstanding Service to the Industry. Entering the Surf Industry Awards is a valuable endeavour which can deliver great benefits to your business and to your employees.

The 2017 Banquet & Awards was a great success which was celebrated in fine style at the Crowne Plaza Coogee Beach on May 25th, 2017. The night attracted 200 retailers and brand representatives from across Australia to acknowledge the high achievers of the Australian surf industry. See page 18 for a full list of winners for the 2017 Awards.

This pack is designed to help you understand the Surf Industry Awards process, as well as provide a step by step guide to completing your online entry. If you have any questions about the Surf Industry Awards, process or your entry, please contact SBIA at admin@sbia.com.au.

Benefits of entering the 2018 Surf Industry Awards

Entering the SBIA Awards provides your business with unparalleled opportunity to:

- Gain recognition at a local, state and national level
- Raise the profile of your business and showcase your business to a state and nation wide audience
- Build a reputation for excellence inside and outside of your industry
- Boost staff morale through the recounting of successes and wins in your business

Finalists will be notified by email and announced in the SBIA newsletter and website. All Finalists, Runner Ups and Winners will receive official SBIA Surf Industry Awards FINALIST, RUNNER UP and WINNER graphics that can be used on websites, business cards, signage and social media.



Winners will receive an iconic SBIA Awards trophy. They will have the opportunity to purchase additional replica trophies to provide to state offices or additional stores. Runner Ups will receive an SBIA Surf Industry Awards Runner Up certificate both printed and digitally.



2018 Key Award Dates

Entries Open: **25th June, 2018**

Entries Close (voted Categories) :**31st July, 2018**

Judged Categories Closed: **10th August, 2018**

Voting Opens (voted categories) & Tickets Available: **10th August, 2018**

Voted Categories Closes: **24th August, 2018**

Finalists Announced: **10th September, 2018**

Awards Night – Thursday 25th October 2018

2018 SBIA Banquet

The SBIA Banquet is a gala event celebrating the Industry's best Retailers, Brands, Manufacturers, Products and Sales Teams. The 2018 SBIA Banquet is being held on Thursday 25th October 2018 at the location below.

Crowne Plaza, Coogee

Oceanic Ballroom

242 Arden Street

Coogee, NSW, 2034

To read all about the 2017 Awards, visit: <https://sbia.com.au/2017awards/2017-winners/>



Eligibility

Participants; that being entrants, voters or judges, of the SBIA Surf Industry Awards can be members as well as non-members of the SBIA. Entry is free for all current SBIA members. All membership prices can be obtained through our Executive Officer Lyndall Browning. All award submissions by non-members will incur a fee of \$500.00.

For membership details please contact our Lyndall Browning, Executive Officer at admin@sbia.com.au

Brand Eligibility

Entries are open to all Surf & Boardsports Industry Brand/Manufactures. Entry is FREE for SBIA Members. A fee will be charged for all non-SBIA members of \$500.

SBIA Surf Industry Brands/Manufacturers must ENTER their own Brands and Products using the procedure outlined in the **'How To Enter'** section on page 14.

2018 Awards Categories and Information

There are 27 awards in total. 5 recognise brand excellence, 3 recognise marketing excellence, 6 recognise product excellence, 6 recognise sales and customer service, 5 recognise retail excellence, 1 environment award that is open across both retailers and brands and a service to the industry award. You can enter as many categories as are appropriate to your business, however only 1 entry per award category with the exception of Rep of the Year where all state and territory sales representatives are entered by respective brands.

The complete listing for the 2018 SBIA Awards for both Retailers and Brands is as follows;

Brand Awards - voted by retailers

2018 Ladies Brand of the Year
2018 Mens Brand of the Year
2018 Footwear Brand of the Year
2018 Swimwear Brand of the Year
2018 Breakout Brand of the Year

Marketing Awards - judged by POPAI

2018 Ladies Marketing Campaign of the Year - Judged
2018 Mens Marketing Campaign of the Year - Judged

Product Awards - voted by retailers

2018 Sunglass of the Year
2018 Surfing Accessory of the Year
2018 Boardshort of the Year
2018 Wetsuit of the Year
2018 Surfboard of the Year

Innovation & Environment judged

2018 Product Innovation of the Year - Judged
2018 Environment Award - Judged

Retail Awards - judged by Australian Retailers Association

2018 Australian Retailer of the Year – Single Store - Judged
2018 Australian Retailer of the Year- Multi Store - Judged
2018 Australian Breakout Retailer of the Year - Judged
2018 Shop Fit Out of the Year -Judged
2018 Retail Digital Marketing Award - Judged

Retail Awards - voted by brands

2018 Australian Core Boardstore of the Year

Sales & Account Manager - voted by retailers

2018 Sales Office of the Year
2018 NSW Sales Representative of the Year
2018 QLD Sales Representative of the Year
2018 SA/NT Sales Representative of the Year
2018 VIC/TAS Sales Representative of the Year
2018 WA Sales Representative of the Year

Brand Awards (Voted by Retailers)

2018 Ladies Brand of the Year

2018 Mens Brand of the Year

2018 Footwear Brand of the Year

2018 Swimwear Brand of the Year

2018 Breakout Brand of the Year

The Brand Awards recognise the surf industry's leading brands for each category. Each Brand Award submission should include a 30 second video (Vibe Clip) to support the entry. Brands will be voted on considering quality of products, marketing execution, customer and sales service, profitability and contribution to the surf and boardsports industry.

Breakout brand of the year considers brands that are newly arrived in the market, or existing brands that have had a significant change in trajectory or consumer perception. SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

- Product Sell through
- Retail Value Proposition
- Innovation / progressiveness
- Excellence in design / marketing / instore product execution
- Consumer engagement and interest in the brand
- Are they easy do deal with – do they provide a high level of sales support and customer service.

Marketing Awards (Judged by POPAI)

2018 Ladies Marketing Campaign of the Year

2018 Mens Marketing Campaign of the Year

The Marketing Awards recognise the surf industry's best, most creative and progressive, marketing campaign leveraging all marketing mediums (in-store, digital and print). Each Marketing Awards submission should include a 30 second video and/or images to support the entry. Marketing campaigns must have been in the market during the previous 12 months. Marketing campaigns must be a specific campaign, such as "Brand – Campaign Name". Marketing Campaigns will be voted on creativity, brand image, execution and market positioning for print, digital and point of purchase material. For 2018 the SBIA has engaged an external panel of marketing experts to assess and vote ranking 1st, 2nd and 3rd.

When voting, the external panel consider the following criteria:

- What elements of creativity were utilised?
- How was the campaign value proposition conveyed?
- How well was the campaign constructed to engage with the broader retail partners?
- How did the campaign engage with the end consumer?
- How effectively did the campaign leverage the digital platform to engage consumers?
- How clear was the ROI to identify?

Product Awards

(Voted by Retailers)

2018 Sunglass of the Year

2018 Surfing Accessory of the Year

2018 Boardshort of the Year

2018 Wetsuit of the Year

2018 Surfboard of the Year

The Product Awards recognise the outstanding products within each category and is determined by retailer vote. SBIA Retail Members vote considering product innovation, design and sales performance. Products must have been in the market during the previous calendar year. Products must be a specific style of the category, not a range such as “Brand – Style Name”. Surfing Accessory of the Year must be an accessory used in the sport of surfing, such as equipment that goes on or around the surfboard - this excludes soft goods and clothing. SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

- Was the product innovative?
- Was the product well designed?
- Did the product sell/perform well in store

Sales and Customer Service Awards (Voted by Retailers)

2018 Sales Office of the Year

2018 NSW Sales Representative of the Year

2018 QLD Sales Representative of the Year

2018 SA/NT Sales Representative of the Year

2018 VIC/TAS Sales Representative of the Year

2018 WA Sales Representative of the Year

The Brand/Manufacturer Sales & Customer Service Awards recognise the industry's best Sales & Customer Service Office and Sales Representative or Agency. Sales and Customer Service Awards are voted for considering the support and customer service received. Sales Office of the Year must be a specific office location of the brand such as "Brand – Office Location". Sales Representative must be a current employed representative or agent of a SBIA brand member. SBIA Retail members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

- Do they understand your business needs?
- Do they work with you to achieve a collaborative outcome?
- Do they help drive sales through your business?
- Do they provide your business with outstanding customer support?

Product Innovation Award

2018 Product Innovation of the Year (judged by Industry Panel)

The Product Innovation Award is a judged award that recognises the surf industry's most outstanding product innovation. Submissions should include a 30 second video and/or images to support the entry. This category is open to all products in all categories. Products must have been in the market place during the previous calendar year.

When judging, the judging panel considers the presentation of the initiative and the following criteria:

- Does the product provide value, need, differentiation and advantage in the marketplace?
- How is the product delivered to the marketplace and has it got a competitive advantage?
- Does the product have impact in the marketplace: sustainability, potential, etc?
- Does the innovation elevate and progress the surf / boardsports industry?

Environment Award

2018 Environment Award (Judged by Surfrider Foundation panel)

The Environment Award recognises the outstanding environmental and sustainability initiative(s) within the business or community. The Environment Award is open to all Products, Brands / Manufacturers and Retailers. Initiative(s) must have been active during the previous calendar year.

When judging, the judging panel considers the presentation of the initiative and the following criteria:

- Does the initiative demonstrate good environmental and sustainability practice?
- Does the initiative have any savings or cost benefits?
- What considerations were made in environmental protection and social responsibility?
- Does the initiative go beyond what is expected from the law and regulation authorities?
- Is the initiative innovative, creative and original?
- Does the initiative showcase environmental leadership?
- Does the initiative elevate and progress the surf / boardsports industry?

Service to the Industry

2018 Service to the Industry

Service to the Industry Award is an integral part of the SBIA Surf Industry Awards. It is about recognising those who have made a significant and substantial contribution to the Australian Surf Industry. The SBIA Board invite members to nominate potential recipients. The Board meets and considers the nominees and by consensus decide each year's recipient.

Past Winners

2017 John Pyburne (Sparrow)

2016 Mark Richards

2015 Surfing Australia

2014 Don Burford – Burford Blanks

Midget Farrelly- Surfblanks Australia

Barry Bennett- Bennett Surfboards

2013 Alan Green – Quiksilver

John Law – Quiksilver

Gordon Merchant – Billabong

Doug Warbrick- Rip Curl

Brian Singer- Rip Curl

2012 Anthony Wilson - Wilson Retail (Saltwater Wine | Stormriders)

Voting and Judging Processes

Voting and Judging Criteria

The voting premise is simply: Brands and Manufacturers vote for Retailers. Retailers vote for Brands & Manufacturers. There is no public vote and each brand/retailer gets one vote.

Industry Brand & Manufacturers Voting Procedure

National Sales Managers for SBIA Brand Members will be emailed a survey link, which is specific to their email address. This link cannot be forwarded or transferred to an alternate email address and can only be used once. National Sales Managers are encouraged to consult with their territory managers and sales representatives to consider voting against the set criteria. A PDF of all the nominated retailers will accompany the link to be printed for consultation. National Sales Managers will then cast their collective vote ranking 1st, 2nd and 3rd per state on each of the state retail categories. Voting is to be completed before the voting closing date.

The votes will have weighted scores of 1st = 7 scores; 2nd = 3 scores; 3rd = 1 score.

Retail Voting Procedure

SBIA Retailer Members will be emailed a survey link that is specific to their email address. This link cannot be forwarded or transferred to an alternate email address and can only be used once. A PDF of all the nominated Brands, Products & Campaigns will accompany the link to be printed for consultation. Retail Members will then cast their vote ranking 1st, 2nd and 3rd on each of the brand categories. Voting is to be completed before the voting closing date.

The votes will have weighted scores of 1st = 7 scores; 2nd = 3 scores; 3rd = 1 score.

Judging Panel

A panel of non-conflicting judges will make up the judging panel. There is a minimum of four judges for each category and one head judge. Judges are self-nominating, however are allocated against non-conflicting categories. Judges will review each entry and its supporting documents/videos/images/links. Before voting is conducted all judges will be contacted by the Head Judge to clarify the judging criteria. A meeting is then organised by the Head Judge for all judges to attend to discuss each entry against the criteria and to come to the conclusion of a Runner Up and Winner. The judging panel must keep the results confidential.

Judging Procedure

SBIA Brand/Manufacturer Members will judge the retail categories and Retail Members will judge the Brand/Manufacturer categories. For the Environment Award, Marketing, Australian Retail and Product Innovation Awards where both Brand/Manufacturer and Retail entries may be submitted, a panel of non-conflicting judges will be chosen across both Retail and Brand/Manufacturer networks.

How To Enter

To enter the SBIA Surf Industry Awards, entrants must email admin@sbia.com.au to indicate their intention to have a dropbox set up via www.dropbox.com.au. Within the dropbox, there will be the Awards Information Pack and the Entry Form. The entrant must manage all content.

For entries to be valid, the dropbox must contain:

1. The Information Pack
2. One Entry Form
3. A company logo that has a resolution higher than 300kbs
4. All required media (images, videos) to support each entry

Each entrant is responsible for ensuring the entries and contents of the dropbox are current. Failure to upload the completed Entry Form along with a company logo and all other supporting material is at the detriment of the entrant.

Only 1 Entry Form can be used per brand. SBIA understands there are various departments that may need to complete differing sections, therefore, sharing the dropbox amongst the organisation is permitted. Entrants need to keep in mind that the Entry Form that is in the drop box on the entry closing date, will be the final submissions for voting and judging.

For more information, please contact SBIA on admin@sbia.com.au

Good Luck!

2018 SBIA SURF INDUSTRY AWARDS CHECK LIST

Read the 2018 SBIA Surf Industry Awards Information Pack	<input type="checkbox"/>
Email admin@sbia.com.au to have a dropbox created	<input type="checkbox"/>
Upload a business logo that is larger than 300kb in .jpeg format into the dropbox	<input type="checkbox"/>
Complete the Entry Form and share the dropbox within your organisation if need be	<input type="checkbox"/>
Upload the Entry Form into the dropbox ensuring it is complete by 31st July, 2018 for voted categories and 10th August, 2018 for Judged categories	<input type="checkbox"/>
Ensure all images and videos for each category are uploaded and labelled to the drop box	<input type="checkbox"/>
Mark the 2018 SBIA Surf Industry Banquet Awards date in your calendar – October 25th, 2018	<input type="checkbox"/>

2017 Winners

	Winners
2017 Ladies Marketing Campaign of the Year	Billabong- A Bikini Kinda Life
2017 Mens Marketing Campaign of the Year	Billabong- Life's Better In Boardshorts
2017 Shop Fit Out of the Year	Nixon- Bondi Junction
2017 Environment Award	Patagonia- Double Down
2017 Product Innovation Award	Slater Designs- Algae Traction Pad
2017 SA/NT Retailer of the Year	Beaches Apparel
2017 VIC/TAS Retailer of the Year	Strapper Surf Blunt Skateboarding Co
2017 WA Retailer of the Year	Hillzeez
2017 QLD Retailer of the Year	Beach Beat
2017 NSW Retailer of the Year	Saltwater Wine Stormriders
2017 Account Manager of the Year – SA/NT	Will Mills- Will Mills Agency
2017 Account Manager of the Year – VIC/TAS	Lahnee Firth- Roxy
2017 Account Manager of the Year – WA	Kerry Whitford- Rip Curl
2017 Account Manager of the Year – QLD	Jess Hitchcock- Roxy
2017 Account Manager of the Year – NSW	Jodie Watson- Rip Curl
2017 Sales and Customer Service Office of the Year	Rip Curl Head Office
2017 Service To The Industry	John Pyburne (Sparrow)
2017 Sunglass of the Year	Otis- Youngblood
2017 Wetsuit of the Year	Rip Curl- Flashbomb Chest Zip Wetsuit
2017 Surfing Accessory of the Year	Creatures- Triple Shortboard Cover
2017 Boardshort of the Year	Rip Curl- Mirage MF Focus
2017 Surfboard of the Year	Slater Designs- Sci-Fi
2017 Breakout Retailer of the Year	Sanbah
2017 Core Boardstore of the Year	Sanbah
2017 Australian Retailer of the Year	Saltwater Wine Stormriders
2017 Footwear Brand of the Year	Havaianas
2017 Swimwear Brand of the Year	Rip Curl
2017 Breakout Brand of the Year	Afends
2017 Ladies Brand of the Year	Billabong
2017 Mens Brand of the Year	RVCA