

# 2018

# SBIA Awards Process Information Pack

## Retail 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 Coojee Beach on May 25<sup>th</sup>, 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](mailto: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: **25<sup>th</sup> June, 2018**

Entries Close (Voted Categories) :**31<sup>st</sup> July, 2018**

Entries Close (Judged Categories): **10<sup>th</sup> August, 2018**

Voting Opens (voting categories) & Tickets Available: **10<sup>th</sup> August, 2018**

Voting Categories Closes: **24<sup>th</sup> August, 2018**

Finalists Announced: **10<sup>th</sup> September, 2018**

**Awards Night – Thursday 25<sup>th</sup> October 2018**

[www.sbia.com.au](http://www.sbia.com.au)

## 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 25<sup>th</sup> 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](mailto:admin@sbia.com.au)

### **Retail Eligibility**

Retail Members who are finalists for the Australian Retail Awards are required to accept their nomination before voting opens. Retail members who do not accept, will forfeit their nomination and the next retailer in line will be invited to accept their nomination as a finalist.

SBIA Surf Industry Retailers must SUBMIT their own entries for the Australian Retailer of the Year (Single & Multi Stores), Shop Fit Out of the Year, Environment Award and Breakout Retailer of the year 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

## 2018 Retail Digital Marketing Award

(Judged by POPAI)

New in 2018, the Retail Digital Marketing Award celebrates a retailer who has excelled in digital marketing initiatives and strategies over the past year. The premise of this award is to acknowledge the independent retailer that best leverages digital marketing elements to drive customer engagement, loyalty and growth that in turn elevates their B&M retail business.

The submissions will need to clearly address the following criteria;

- Demonstrate the activities and/or tailored digital campaigns that have been implemented to drive strong customer engagement and/or loyalty.
- Communicate the objectives of the activities / digital campaign(s) and provide insights as to the challenge that needed to be addressed, also outlining any innovation(s) that make this unique.
- Highlight how communication direct with end customers is enhanced and personalised through the utilisation of digital activities.

*(This should describe the types of engagement, both within the store environment and from a digital perspective to demonstrate how product(s), brand(s) and/or service(s) were showcased and how the shopper journey was improved)*

- Display how these activities / campaigns are performance measured against specific goals (ROI and/or KPIs)

*(The metrics could extend, but not be limited to – sales results, conversions, frequency, engagement, compliance as well as any brand specific metrics)*

## **National Retail Awards**

**(Judged by Australian Retailers Association - ARA)**

**2018 Australian Retailer of the Year – Single Store**

**2018 Australian Retailer of the Year- Multi Store**

**2018 Shop Fit Out of the Year**

**2018 Australian Breakout Retailer of the Year**

**2018 Australian Core Boardstore of the Year**

The National Retail Award categories recognise the surf industry's best retailer for that category. The national award has evolved in 2018 with the state retail awards now progressing into the Australian Single and Multi Store Retailer of the Year. The other National Awards still include Shop Fit Out of the Year, Australian Breakout Retailer of the Year are all judged categories. Australian Core Boardstore of the Year is voted only by SBIA Brand members that sell surfboards, surf accessories and wetsuits.



## Australian Retailer of the Year- Single Store & Multi Store (Judged by Australian Retailers Association - ARA)

When judging, the judging panel will to consider the following criteria:

- Background (Not judged, context only)
  - History
- Business Management
  - KPI's and Metrics
  - Systems and Processes
  - Performance
- Customer Experience
  - Store Design
  - Visual Merchandising
  - Customer Service Standards
- Marketing
  - Social Media
  - Differentiation from competitors
- People and Culture
  - Employee Engagement
  - Community Involvement

The process for nomination through to judging is as follows:

**Step 1:** Account Managers nominates 3 retailers per category

**Step 2:** Those nominated retailers are contacted by the SBIA and submission forms are sent

**Step 3:** Retailer fills in submission entry with supporting documents and submits by the required date

**Step 4:** Both awards are then judged by a panel comprising of brands and independent judges from the Australian Retail Association

***Alternatively, Retailers may self-nominate directly with the SBIA.***

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## Shop Fit Out of the Year

(Judged by Australian Retailers Association - ARA)

This award is open to all retailers who have opened a new store or completed a significant refurbishment in the previous calendar year.

When judging, the judging panel considers the following criteria:

- Store design elements
- Space planning
- Ambience
- Innovation
- Merchandising
- Value proposition displayed

## The Breakout Retailer of the Year

(Judged by Industry Panel)

Australian Breakout Retailer of the Year (Nominated by state reps and brand Account Managers and then Judged by Panel). ***Alternatively, Retailers may self-nominate directly with the SBIA.***

Brand representatives that are the direct sales point of contact within the territory (i.e. sales reps / account managers) can nominate up to 5 retailers by state/ territory that fulfil the breakout retailer judging criteria from within their specific territory for the award. These nominated retailers will then be contacted, to proceed forward a 300-word submission will need to be provided by the retailer (the use of photos and or video content can be provided with the submission).

The submission should address the following criteria, which the judging panel will assess;

How has the retailer transformed or significantly improved their business through;

- *Better processes* – This can relate to customer service programs, staff training processes, stock management and controls etc.
- *Systems improvement* - This can relate to any specific systems that have been implemented or improved (buying platforms, order management systems / platforms, POS systems / reporting improvements etc.)
- *Retail Merchandising updates*
- *Customer service initiatives*

***Retailers may self-nominate directly with the SBIA.***

## **Australian Core Boardstore of the Year**

### **(Voted by Brands)**

This award is limited to retailers that have a dedicated hardware, surf accessories and wetsuits area. The products in this area are used in the sport of surfing, excluding soft goods and clothing.

When voting, SBIA Brand members consider the following criteria:

- Customer service
- Store presentation
- Merchandising
- Store Fitout
- Marketing
- Innovation
- Buying/inventory management

*Retailers may self-nominate directly with the SBIA.*

## **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?

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## 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

[www.sbia.com.au](http://www.sbia.com.au)

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 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> 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 1<sup>st</sup> = 7 scores; 2<sup>nd</sup> = 3 scores; 3<sup>rd</sup> = 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 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> on each of the brand categories. Voting is to be completed before the voting closing date.

The votes will have weighted scores of 1<sup>st</sup> = 7 scores; 2<sup>nd</sup> = 3 scores; 3<sup>rd</sup> = 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](mailto:admin@sbia.com.au) to indicate their intention to have a dropbox set up via [www.dropbox.com.au](http://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](mailto: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 <a href="mailto:admin@sbia.com.au">admin@sbia.com.au</a> 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 <b>31<sup>st</sup> July, 2018</b> for voted categories and <b>10<sup>th</sup> August, 2018</b> 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

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