**Entry Form – Innovation Award**

**2019 Product Innovation of the Year**

**(judged by independent and industry panel)**

***The Product Innovation Award is a judged award that recognises the surf industry’s most outstanding product innovation. This category is open to all products in all categories. Products must have been in the market place during the previous calendar year.***

***Please read the “Brand Nomination Kit” before completing your submission.***

**2019 Product Innovation Award:**

* All entries must be submitted in a PDF document with all questions answered and photos included. All video links must also be included within this document.
* Once completed, please upload your completed PDF submission to your dropbox.
* Your dropbox should also include a high-resolution JPEG of your logo
* All submissions must include the following information on the front page:
  + Company Name
  + Contact Name
  + Role
  + Contact Phone
  + Contact Email
  + Product Name
  + Product Description

**Please provide detailed answers and supporting material to the following questions:**

1. Detail whether the product is a modified version of an existing product, a new model in the existing product range, or a totally new product.

(0 points - context only)

1. Explain the product’s concept and design benefits

(maximum 10 points available)

1. Detail the innovation elements and the impact the product has on the marketplace; sustainability, potential etc

(maximum 30 points available)

1. Explain the value, need, differentiation and advantage this product has in the marketplace

(maximum 20 points available)

1. Detail how the concept is delivered to the marketplace and it’s competitive advantage

(maximum 20 points available)

1. Detail how you have communicated the initiative and how it elevates and displays leadership within the industry and society.

(maximum 15 points available)

**2019 SBIA SURF INDUSTRY AWARDS CHECKLIST**

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| Read the 2019 SBIA Nomination Kit before completing this entry | **☐** |
| Email [admin@sbia.com.au](mailto:admin@sbia.com.au) to have a dropbox created | **☐** |
| Upload a business logo that is larger than 300kb in .jpeg format into the dropbox | **☐** |
| Complete the Entry Form/PDF submission and shared the dropbox within your organisation if need be | **☐** |
| Upload the Entry Form into the dropbox ensuring it is completed by 8th August, 2019 | **☐** |
| Ensure all images and videos for each category are uploaded to the drop box and clearly marked | **☐** |
| Mark the 2019 SBIA Surf Industry Awards date in your calendar – October 24th, 2019 | **☐** |



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| **2019 Key Award Dates:** |  |
| Nominations Open: | **24th May, 2019** |
| Nominations Close (Voted Categories) | **26th July, 2019** |
| Nominations Close (Judged Categories): | **8th August, 2019** |
| Voting Opens (voting categories) & Tickets Available | **8th August, 2019** |
| Voting Categories Closes:  Judging Period (judged categories) | **24th August, 2019**  **12th to 27th August, 2019** |
| Finalists Announced (judged & voted categories): | **5th September, 2019** |
| **Awards Night:** | **Thursday 24th October 2019** |