**Entry Form**

**2019 Shop Fit Out of the Year**

**(judged by ProSpace and Industry Panel)**

***The SBIA Shop Fit Out of the Year Award recognises the achievements of retailers or brands in the boardsports industry who complete and deliver a new store fit-out or a re-design of an existing store concept over the past 18 months. As visual elements of a retail business are clearly linked to productivity, profitability and conveying an overall value proposition, the SBIA’s Store Fit-out of the Year Award recognises the leader in store design, customer experience and delivery of the project.***

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

**Eligibility:**

1. This award is open to brands and retailers that have completed a new store fit-out or a re-design of an existing store concept over the past 18 months *(1 January, 2018 to 30 June, 2019).*
2. Entries for a fit out or upgrade may only be made in one year. Ie. Prior entrants are ineligible to enter.
3. There is no restriction on the value of the fit-out, the submission will be judged on innovation and the capacity to create an engaging retail environment.

**2019 Shop Fit Out of the Year:**

* 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
  + Store Name & Location
  + Contact Name
  + Role
  + Contact Phone
  + Contact Email
  + Fitout start/end dates

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

1. Please provide an overview of your business operation and history and your role within the business?

(0 points - context only)

1. Explain the planning process that was worked through to arrive at the final result including space planning, design process, project delivery and any issues or unique considerations (noting whether the fit-out relates to an existing store upgrade or a new store opening)?

(maximum 20 points available)

1. Please provide an overview of the extent of the store fit out and what was involved in the project (please also note in your response any external contractors who were involved in the project i.e. designer, interior designer, technology specialist, etc.)?

(maximum 20 points available)

1. Describe the ambience and aesthetics which were sought and explain how this aligns with the value proposition and offer and how they enhance the customer experience?

(maximum 30 points available)

1. Detail the design elements and materials, including sustainability considerations, technology and innovative aspects highlighting the unique elements that have been included in the approach and how this has enhanced the customer experience?

(maximum 30 points available)

*NB: Before and after photographs and/or videos of the store upgrade, demonstrating transformation, are encouraged to support the submission. These must be included in your PDF submission.*

**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** |