



AWARDS NOMINATION KIT

– BRANDS –

“TO ENHANCE THE VIBRANCY OF OUR  
INDUSTRY BY CELEBRATING SURF &  
BOARDSPORTS OUTSTANDING RETAILERS,  
PRODUCTS AND BRANDS”

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# ABOUT THE SBIA AWARDS



The annual event was launched in 2011 to celebrate the Industry's outstanding Retailers, Products and Brands. With 26 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 2018 Banquet & Awards was a great success which was celebrated in fine style at the Crowne Plaza Coogee Beach on October 25th, 2018. The night attracted over 200 retailers and brand representatives from across Australia to acknowledge the high achievers of the Australian surf industry. See page 22 for a full list of winners for the 2018 Awards.

This nomination kit is designed to help you understand the SBIA Awards process, as well as provide a step-by-step guide to completing your nomination and submission. If you have any questions about the Awards, the process or your nomination, please contact SBIA Executive Officer, Lyndall Browning at [admin@sbia.com.au](mailto:admin@sbia.com.au)



PICTURED: TEAM QUIKSILVER

# A MESSAGE FROM OUR BOARD OF MANAGEMENT

On behalf of the SBIA Board, we are super excited to bring to you the 2019 SBIA Awards!

Our industry is a unique ecosystem supporting small independent family businesses to large multinational enterprises. The glue that binds us together is our shared passion for the cause, we love our industry and the sport and lifestyle we embrace.

Big or small, each and every retailer and brand within our industry plays an important role. The SBIA Awards provide an opportunity to recognise our best-in-class performers and celebrate the achievements of each and every nominee. In addition to celebrating the wins and encouraging those who work in our industry, the dual role of the annual awards night is the gathering of the surf tribe. A night where the industry comes together to share laughs, camaraderie and celebration.

Each year our awards participation has grown and we encourage each and every retailer to participate in the SBIA Awards. We're looking forward to another great event this year and hope you can join us in Coogee on the 24th of October for the industry night-of-nights.

Anthony 'Macka' Wilson  
SBIA President  
Managing Director | Wilson Retail Co



# BENEFITS OF ENTERING THE 2019 SURF & BOARDSPORTS 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 the iconic SBIA Awards trophy (pictured). They will also have the opportunity to purchase additional replica trophies to provide to state offices or additional stores.

Runner Ups will receive a digital SBIA Surf Industry Awards Runner Up certificate.



# KEY DATES

**NOMINATIONS OPEN (VOTED AND JUDGED CATEGORIES):**

24th May, 2019

**NOMINATIONS CLOSE (VOTED CATEGORIES):**

26th July, 2019

**VOTING OPENS AND TICKETS AVAILABLE:**

8th August, 2019

**NOMINATIONS/ENTRIES CLOSE (JUDGED CATEGORIES):**

8th August, 2019

**VOTING CLOSURES (VOTED CATEGORIES):**

23rd August, 2019

**JUDGING PERIOD (JUDGED CATEGORIES):**

12th to 27th August, 2019

**FINALISTS ANNOUNCED:**

5th September, 2019

**AWARDS EVENT:**

24th October, 2019

# 2019 SBIA AWARDS

The SBIA Awards is the Industry's key event which celebrates the best-in-class Retailers, Brands, Manufacturers, Products and Sales Teams. The 2019 SBIA Awards are being held on Thursday 24th October, 2019 at the location below.

**COOGEE BAY HOTEL**  
**253 COOGEE BAY RD**  
**COOGEE, NSW, 2034**



# ELIGIBILITY

Participants; that being entrants, voters or judges, of the SBIA Surf & Boardsports Industry Awards can be members as well as non-members of the SBIA. Nominations are free for all current SBIA members. Should you wish to become a member of the SBIA or renew your membership, all information including membership prices can be obtained through our Executive Officer Lyndall Browning. All award nominations/submissions by non-members will incur a fee of \$500.

# 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.



# 2019 AWARDS CATEGORIES AND INFORMATION

There are 26 awards in total. 5 recognise brand excellence, 3 recognise marketing excellence, 6 recognise product excellence, 6 recognise sales and customer service, 4 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.



PICTURED:  
ADAM BRISSENDEN —  
WETSUIT PRODUCT  
MANAGER AT RIP CURL

## BRAND AWARDS - VOTED BY RETAILERS

- 2019 Ladies Brand of the Year
- 2019 Mens Brand of the Year
- 2019 Footwear Brand of the Year
- 2019 Swimwear Brand of the Year
- 2019 Breakout Brand of the Year (Small to Medium Brand)

## MARKETING AWARDS - JUDGED

- 2019 Ladies Marketing Campaign of the Year
- 2019 Mens Marketing Campaign of the Year
- 2019 Excellence in Retail Marketing Award

## PRODUCT AWARDS - VOTED BY RETAILERS

- 2019 Sunglass of the Year
- 2019 Surfing Accessory of the Year
- 2019 Boardshort of the Year
- 2019 Wetsuit of the Year
- 2019 Surfboard of the Year

## INNOVATION & ENVIRONMENT AWARDS - JUDGED

- 2019 Product Innovation of the Year
- 2019 Environment Award

## RETAIL AWARDS - JUDGED

- 2019 Australian Retailer of the Year - Single Store
- 2019 Australian Retailer of the Year- Multi Store
- 2019 Shop Fit Out of the Year

## RETAIL AWARDS - VOTED BY BRANDS

- 2019 Australian Core Boardstore of the Year

## SALES & ACCOUNT MANAGER AWARDS - VOTED BY RETAILERS

- 2019 Sales Office of the Year
- 2019 NSW Account Manager of the Year
- 2019 QLD Account Manager of the Year
- 2019 SA/NT Account Manager of the Year
- 2019 VIC/TAS Account Manager of the Year
- 2019 WA Account Manager of the Year

# BRAND AWARDS (VOTED BY RETAILERS)



PICTURED:  
2018 SWIMWEAR BRAND OF  
THE YEAR WINNER - SOPHIE  
MARSHALL FROM RIP CURL

2019 LADIES BRAND OF THE YEAR

2019 MENS BRAND OF THE YEAR

2019 FOOTWEAR BRAND OF THE YEAR

2019 SWIMWEAR BRAND OF THE YEAR

2019 BREAKOUT BRAND OF THE YEAR (SMALL TO MID SIZE SBIA MEMBERS)

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.

Recognising the small to mid size SBIA member's (as per membership structure) mens or womens brands that are newly arrived in the market or existing brands that have experienced break out growth between January 1, 2018 and June 30, 2019. Consider surfboard, apparel, footwear, wetsuit and accessory brands that had a breakthrough year through product development and/or increased brand recognition and appeal. Nominated companies can be new or established brands, but must have annual sales not exceeding \$20 million (previous winners of this category are no longer eligible for five years).

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 TO DEAL WITH — DO THEY PROVIDE A HIGH LEVEL OF SALES SUPPORT AND CUSTOMER SERVICE.

# MARKETING AWARDS

(JUDGED BY SHOP! & INDUSTRY PANEL)



PICTURED:  
2018 LADIES  
MARKETING CAMPAIGN OF THE  
YEAR WINNER - STEPH  
HENDRICKSON, BILLABONG

**JUDGED BY**  
Australia & New Zealand  
**shop!**

## 2019 LADIES MARKETING CAMPAIGN OF THE YEAR

## 2019 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 2019 the SBIA has engaged an external and industry panel to assess and vote on the winner and runner-up.

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

- WAS THE CAMPAIGN PART OF A GLOBAL CAMPAIGN ROLLOUT OR A LOCAL CAMPAIGN ONLY
- THE CAMPAIGN VALUE PROPOSITION AND HOW IT WAS CONVEYED
- THE CHANNELS AND ACTIVATIONS THAT WERE UTILISED AND HOW THEY ENGAGED WITH THE END CONSUMER
- HOW THE CAMPAIGN WAS ENABLED AND DELIVERED TO YOUR RETAIL PARTNER NETWORK
- WHAT ELEMENTS OF INNOVATION WERE INCORPORATED INTO THE CAMPAIGN
- THE OUTCOMES AND ROI OF THE CAMPAIGN



# PRODUCT AWARDS (VOTED BY RETAILERS)



PICTURED:  
2018 SURF BOARD OF THE  
YEAR WINNER - CRAIG  
'SCAT' PITCHERS FROM JS

2019 SUNGLASS OF THE YEAR

2019 SURFING ACCESSORY OF THE YEAR

2019 BOARDSHORT OF THE YEAR

2019 WETSUIT OF THE YEAR

2019 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)



PICTURED:  
2018 NSW ACCOUNT  
MANAGER OF THE YEAR  
– NATHAN MARSH FROM  
LEISURE COLLECTIVE



2019 SALES OFFICE OF THE YEAR

2019 NSW SALES REPRESENTATIVE OF THE YEAR

2019 QLD SALES REPRESENTATIVE OF THE YEAR

2019 SA/NT SALES REPRESENTATIVE OF THE YEAR

2019 VIC/TAS SALES REPRESENTATIVE OF THE YEAR

2019 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 OF THE YEAR

(JUDGED BY EXTERNAL & INDUSTRY PANEL)



PICTURED:  
2018 WINNER - TEAM FCS

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.

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

- THE PRODUCT'S CONCEPT AND DESIGN BENEFITS
- THE INNOVATION ELEMENTS AND THE IMPACT THE PRODUCT HAS ON THE MARKETPLACE; SUSTAINABILITY, POTENTIAL DOES THE PRODUCT HAVE IMPACT IN THE MARKETPLACE: SUSTAINABILITY, POTENTIAL, ETC?
- THE VALUE, NEED, DIFFERENTIATION AND ADVANTAGE THIS PRODUCT HAS IN THE MARKETPLACE
- HOW THE CONCEPT IS DELIVERED TO THE MARKETPLACE AND IT'S COMPETITIVE ADVANTAGE
- HOW YOU HAVE COMMUNICATED THE INITIATIVE AND HOW IT ELEVATES AND DISPLAYS LEADERSHIP WITHIN THE INDUSTRY AND SOCIETY



# SHOP FIT OUT OF THE YEAR (JUDGED BY PROSPACE)



**SPONSORED BY**



PICTURED:  
2018 WINNER, ANTHONY  
WILSON FROM  
STORMRIDERS TAMWORTH



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 and profitability, the SBIA's Store Fit-out of the Year Award recognises the leader in store design, customer experience and delivery of the project.

## 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. Fit outs that have been previously entered 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.

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

- 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
- EXTENT OF THE STORE FIT OUT AND WHAT WAS INVOLVED IN THE PROJECT
- AMBIENCE AND AESTHETICS WHICH WERE SOUGHT AND EXPLAIN HOW THIS ALIGNS WITH THE VALUE PROPOSITION AND OFFER AND HOW THEY ENHANCE THE CUSTOMER EXPERIENCE?
- 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?

# ENVIRONMENT AWARD

(JUDGED BY SURFRIDER FOUNDATION & INDUSTRY PANEL)



JUDGED BY



PICTURED:  
2018 WINNER, WES BURG  
FROM VISSLA

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:

- **THE ENVIRONMENTAL AND SOCIAL ISSUES OR RESPONSIBILITIES THAT WERE CONSIDERED AND HOW THEY WERE ADDRESSED. DOES YOUR INITIATIVE GO BEYOND WHAT IS EXPECTED OF THE LAW AND REGULATION REQUIREMENTS?**
- **THE INITIATIVE'S ORIGINALITY, INNOVATION AND CREATIVITY.**
- **THE PRODUCT OR INITIATIVE'S ORIGINALITY, INNOVATION AND CREATIVITY IN CONTEXT TO ITS ENVIRONMENTAL IMPACT OR BENEFITS.**
- **DOES THE PRODUCT OR INITIATIVE LESSEN THE ENVIRONMENTAL IMPACT, WHETHER THROUGH THE MANUFACTURING PROCESS, MATERIALS OR USAGE OF THE PRODUCT ITSELF?**
- **HOW THE PRODUCT OR INITIATIVE HAS BEEN COMMUNICATED OR MARKETING AND HOW IT ELEVATES AND DISPLAYS LEADERSHIP WITHIN THE INDUSTRY AND SOCIETY.**

# SERVICE TO THE INDUSTRY



## NOMINEES JUDGED



PICTURED IN MIDDLE:  
2018 WINNER, SIMON  
ANDERSON

Service to the Industry Award is an integral part of the SBIA 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.

- 2018 SIMON ANDERSON
- 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 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 has one vote per business,

## 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 account managers 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 Retail 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 PANELS

A panel of non-conflicting judges will make up the judging panel. There is a minimum of three 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 and will be required to sign a non-disclosure agreement.

## 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. Secret Shoppers will also be deployed for further assessment for the Aust. Retailer of the Year categories.

## HOW TO NOMINATE FOR AN AWARD

Download and complete the entry form pertaining to the award category you wish to nominate for. You will find a link under each category in this document, or you can download here >> <https://bit.ly/2w4kiio>

For judged categories that require you to answer specific criteria, you are required to complete and submit a PDF document with accompanying imagery. This PDF must have each question specifically set out and answered. The PDF must also include contact details of the person submitting the nomination and the name of the product, store or campaign that it is referring to.

I.E. BRAND NAME: MARKETING CAMPAIGN NAME:, SURFBOARD NAME:, ETC.

Once completed, please contact Lyndall Browning on [admin@sbia.com.au](mailto:admin@sbia.com.au) or 0458 080 809 and request a dropbox to be set up where you can upload your completed submissions. You may also upload imagery and videos which compliment your submission to this folder as well. Note, your dropbox must include your brand logo that you wish to be used for Awards related content. Each entrant is responsible for ensuring the entries and contents of the dropbox are current.

SBIA understands there are various departments that may need to complete different nomination forms, therefore, sharing the dropbox amongst the organisation is permitted. Entrants need to keep in mind that the Entry Form/PDF Submission that is in the dropbox on the category closing date, will be the final submissions for voting and judging.

For more information, contact Lyndall Browning on [admin@sbia.com.au](mailto:admin@sbia.com.au)

PICTURED:  
ROSS CURTAIN FROM REEF  
WINNERS OF THE 2018 FOOTWEAR & BREAKOUT  
BRAND OF THE YEAR AWARDS



# CONDITIONS OF ENTRY:

**BY ENTERING THE 2019 SBIA AWARDS, YOU AGREE TO ADHERE THE FOLLOWING CONDITIONS OF ENTRY:**

1. All nominations must include a completed entry form, this applies to both voted and judged categories. If you are submitting a PDF submission, the PDF must include the name and contact details of the nominee, name of the product, store, or campaign that it pertains to.
2. All nominations for judged categories must address all relevant criteria to be considered a valid entry.
3. All submissions will be assessed in confidence, only used for the judging process and treated as confidential.
4. A minimum of three nominations must be received in order for a category to progress to a judging or voting stage.
5. It is the responsibility of all nominees to ensure that they have completed their nomination or submission and upload to your assigned dropbox. Please ensure that once your submission is uploaded you contact Lyndall Browning on [admin@sbia.com.au](mailto:admin@sbia.com.au) to advise the submission is completed and uploaded.
6. All nominations and submissions must be completed by the closing date.
7. All content in your submissions must be true and correct.




PICTURED:  
TEAM VOLCOM & EASEY STREET  
GROUP






# SBIA SURF INDUSTRY AWARDS CHECK LIST



ITEM:		TICK
1. READ THE 2019 SBIA SURF INDUSTRY AWARDS INFORMATION PACK	-	<input type="checkbox"/>
2. EMAIL LYNDALL AT ADMIN@SBIA.COM.AU TO HAVE A DROPBOX CREATED	-	<input type="checkbox"/>
3. UPLOAD A BUSINESS LOGO THAT IS LARGER THAN 300KB IN .JPEG FORMAT INTO THE DROPBOX	-	<input type="checkbox"/>
4. COMPLETE ENTRY FORMS OR PDF SUBMISISON AND UPLOAD TO YOUR DROPBOX	-	<input type="checkbox"/>
5. UPLOAD THE ENTRY FORM INTO THE DROPBOX ENSURING IT IS COMPLETE BY 23RD AUGUST, 2019 FOR VOTED CATEGORIES AND 8TH AUGUST, 2019 FOR JUDGED CATEGORIES	-	<input type="checkbox"/>
6. ENSURE ALL IMAGES AND VIDEOS FOR EACH CATEGORY ARE UPLOADED AND LABELLED TO THE DROP BOX	-	<input type="checkbox"/>
7. MARK THE 2019 SBIA SURF INDUSTRY BANQUET AWARDS DATE IN YOUR CALENDAR — OCTOBER 24TH, 2018	-	<input type="checkbox"/>



# 2018 AWARD WINNERS

## SBIA AWARDS INFORMATION PACK

2018 LADIES MARKETING CAMPAIGN OF THE YEAR  
2018 MENS MARKETING CAMPAIGN OF THE YEAR  
2018 RETAIL DIGITAL MARKETING CAMPAIGN OF THE YEAR  
2018 PRODUCT INNOVATION AWARD  
2018 ENVIRONMENT AWARD  
2018 SALES AND CUSTOMER SERVICE OFFICE OF THE YEAR  
2018 ACCOUNT MANAGER OF THE YEAR — WA  
2018 ACCOUNT MANAGER OF THE YEAR — SA/NT  
2018 ACCOUNT MANAGER OF THE YEAR — QLD  
2018 ACCOUNT MANAGER OF THE YEAR — VIC/TAS  
2018 ACCOUNT MANAGER OF THE YEAR — NSW  
2018 SERVICE TO THE INDUSTRY  
2018 SUNGLASS OF THE YEAR  
2018 BOARDSHORT OF THE YEAR  
2018 WETSUIT OF THE YEAR  
2018 SURFING ACCESSORY OF THE YEAR  
2018 SURFBOARD OF THE YEAR  
2018 FOOTWEAR BRAND OF THE YEAR  
2018 SWIMWEAR BRAND OF THE YEAR  
2018 BREAKOUT BRAND OF THE YEAR  
2018 SHOP FIT OUT OF THE YEAR  
2018 BREAKOUT RETAILER OF THE YEAR  
2018 CORE BOARDSTORE OF THE YEAR  
2018 AUSTRALIAN RETAILER OF THE YEAR - MULTI STORE  
2018 AUSTRALIAN RETAILER OF THE YEAR - SINGLE STORE  
2018 LADIES BRAND OF THE YEAR  
2018 MENS BRAND OF THE YEAR

BILLABONG- A BIKINI KINDA LIFE  
BILLABONG- LIFE'S BETTER IN BOARDSHORTS  
THE CENTRAL SURF STYLE GIFTS  
FCS - FREEDOM LEASH  
VISSLA  
RIP CURL CUSTOMER SERVICE OFFICE  
KERRY WHITFORD- RIP CURL  
WILL MILLS- WILL MILLS AGENCY  
BRYAN BALTHAZAAR - QUIKSILVER  
JOSH GRIMSHAW - QUIKSILVER  
NATHAN MARSH - LEISURE COLLECTIVE  
SIMON ANDERSON  
OTIS EYEWEAR - AFTER DARK  
RIP CURL - MIRAGE CONNER SURGE BOARDSHORT  
RIP CURL - FLASHBOMB CHEST ZIP  
FCS - FREEDOM LEASH  
JS - MONSTABOX  
REEF  
RIP CURL  
REEF  
STORMRIDERS TAMWORTH  
SANBAH  
SURF CULTURE BONDI  
COOPERS SURF  
CORNER SURF SHOP  
BILLABONG  
RIP CURL

WE LOOK  
FORWARD TO  
RECEIVING  
YOUR ENTRY  
AND SEEING  
YOU AT THIS  
YEAR'S EVENT!



#SBIA #SBIAAWARDS2019