

RETAILER VOTE FOR BRAND, PRODUCT AND SERVICE AWARDS

Thanks for taking the time to participate and contribute to the 2019 SBIA Surf & Boardsports Industry Awards by voting for your favourite brands, products and Sales & Account Managers.

Your vote is important to us, please take your time to read and consider the nominations before placing your votes as this link may only be used **once** and is unique to your email address. If you prefer this voting link is sent to another representative of your business, please let me know asap.

To download a PDF copy of the voted categories and nominations, please click here >> <https://bit.ly/2ZufMtN>

VOTING

- When voting, you should consider the criteria for that award.
- Voting is on a ***one vote per business basis, if two people in your business have received this link - please submit one vote only.***
- Voting is confidential and results are used in aggregate to determine the finalists and winners in each category only.
- Vote ranking scores are: 1st = 7 points; 2nd = 3 points; 3rd = 1 point
- This voting link is for Australian Surf & Boardsports Retailers only.

Thanks again for your participation! If you have any questions, please do not hesitate to contact me.

NB: Retailers owned by brands, cannot vote for company owned product, brand, sales office or account managers from the parent company. Such votes will be deemed invalid.

Lyndall Browning
SBIA Executive Officer

SALES AND CUSTOMER SERVICE AWARDS

1. Sales and Customer Service Office of the Year

The Sales & Customer Service Office of the Year awards recognise the industry's best office. Each award is based on popular vote by retailers.

Please take the time to familiarise yourself with the list for neighboring states as the sales office may be listed under another state.

Please vote 1st to 3rd considering 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?

NB: Nominees are listed in alphabetical order

	1	2	3
AQUEO Havaianas - Alexandria, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billabong National Customer Service - Burleigh Heads, QLD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boardriders Customer Service Torquay - Torquay, VIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creatures of Leisure / Otis Eyewear - Dunsborough, WA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dragon Alliance Customer Service Office - Torquay, VIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electric Customer Service Office - Byron Bay, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O'Neill Head Office - Brookvale, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rip Curl National Customer Service - Torquay, VIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rip Curl Sales Office - NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rip Curl Sales Office - QLD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rusty Customer Service Office - Osborne Park, WA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surf Hardware International Customer Service Team - Monavale, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volcom Australia Head Office - Balgowlah, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Account Managers of the Year

The Account Managers of the Year awards recognize the industry's best account manager or agency in the eyes of the industry's retailers. Each award is based on popular vote by retailers.

Please note the list is sorted alphabetically by state then brand. Please take the time to familiarize yourself with the list for neighboring states as your rep may be listed under another state.

Please vote 1st to 3rd considering 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?

NB: Nominees are listed in Alphabetical order

	1	2	3
NSW Adrian Barrow: Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Angus Blaikie: Havaianas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Belle McNeill: O'Neill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Bruce Turner (Carv'n Co): Billabong / Dakine / Network Surf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Dan Weetich: DC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Dave Wilson: Luxottica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Dayyan Neve: Surf Hardware International	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Erin Smith (Carv'n Co): Billabong / Dakine / Network Surf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW: Heidi Monteforte (Monte Agencies): Dragon Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW James Yorath: SIN Eyewear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Jodie Watson: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Kyle Channon: O'Neill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Lara Millar: Roxy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Lee Keates: Leisure Collective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Matt Bilsborough: Quiksilver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Michael Barbeta: Electric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Michael Peters: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Nathan Marsh: Creatures of Leisure / Otis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Rory Lindsay: Volcom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Scott Taber: Ocean & Earth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW Susannah Kalucy: Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Alec Summers (On Point Collective): Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Ben Griffiths: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Daniel Jenkin: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS James Clarke: DC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Jimi Cordel (On Point Collective): Rusty / Electric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Joel Reid (Easey Street Group): Volcom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Josh Grimshaw: Quiksilver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3
VIC/TAS Kate Woolnough: Billabong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Lahnee Firth: Roxy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Lucas Nicol: Billabong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Mark Nielsen: (Lark Agencies): Dragon Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Matthew Myhill: Luxottica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Nathan Stanley: Ocean & Earth / Carve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Paul Sunderman (PS Agencies): Creatures of Leisure / Otis / Sex Wax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Peter Smith: Surf Hardware International	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Reid Young (Reid Young Agencies): Dragon Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Stephanie Lucas: Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS Tim Douglas (Easey Street Group): Havaianas / Nixon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Ana Freitas: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Bryan Balthazaar: Quiksilver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Chad Bradfield: Volcom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Drew Petrohilos: Havaianas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Hayden Mannion: Luxottica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Jarad Lowe: Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Jasmine Muller: Billabong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Joel McCabe (Inspired Youth Agency): Electric / Vissla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Luke Boman (Modern Supply): O'Neill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Mark Rotham (Onboard Agencies): O'Neill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Meg Sweeney: Roxy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Nathan Holding: Surf Hardware International	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Nic Muscroft: Leisure Collective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Ryan Modini: Dragon Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Sarah Trumble: Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Sean Finlay: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Shaye Newman: Billabong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD Simon Bonny: Billabong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Amy Mellen: Luxottica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Amy Stephan (Good Day Agencies): Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Ben Stephan (Good Day Agencies): Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Bree Bock: Havaianas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3
SA/NT Bruce Howarth (Twelve21 Agencies): Dragon Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Bruce Tippet (Tippet Agency): Billabong / Kustom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Prue Staude: Roxy/Quiksilver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Ryan Anderson (Instant Agencies): Creatures of Leisure / Otis / Billabong / Kustom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Sara Cavuoto (Needle & Thread): Volcom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Travis Ochota: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT Will Mills (Will Mills Agency): Hurley / Electric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Adam Morrison (AM Agency): Havaianas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Andrew Forrest: Luxottica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Britt Huitenga: Roxy / DC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Jade Gregory: Billabong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA James Graham: Billabong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Kerry Whitford: Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Kyle Yoko: Creatures of Leisure / Otis / Sex Wax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Marty Farrow: Quiksilver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Mike Counsel: Creatures of Leisure / Otis / Sex Wax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Mike Maxted (Onboard Agencies): Volcom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Ryan Thomas: Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Shaun Wright (Wildfire Agencies) : Dragon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA Will Mills (Will Mills Agency): Hurley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PRODUCT AWARDS

3. Boardshort of the Year

The Boardshort of the Year recognises the outstanding male boardshort style and is determined by retailer vote.

Please vote from 1st to 3rd considering the following criteria:

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

Nominees are listed in alphabetical order. Please do not cast a vote if you do not sell boardshorts

	1	2	3
BILLABONG: Tribong X The Tribong X, while timeless in its design, marked a year of innovation for Billabong with the launch of all our boardshorts being made from recycled PET. The Tribong X has adapted with trend's over the years, whether its print, pattern, colour blocking, stripes or solids. The Tribong X is truly the retailers most versatile and dynamic piece. With action watch reporting Billabong's brand share in boardshorts being clear #1, now exceeding 25% of the market, it's no surprise that in 2018/19, The Tribong X is our best indenting and highest sell through piece throughout all our independent doorways.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O'NEILL: Hyperfreak Hydro Boardshort The Hyperfreak Hydro is the cutting edge of boardshort innovation with our exclusive game changing 'No Tie Fly' secure comfort closure system. Featuring multi-stretch panelling, fully welded construction with no inseam, and laser cut hemming for zero rashing, plus our Hyperflow waistband and a welded tech zip pocket. All built into a perfectly fitting form of Hyperfreak stretch Repreve® fabric, coated in Hyperdry Plus DWR. Feels Like Freedom! At \$149.99 this is the best value premium boardshort in the market driving strong sell through at retail in the performance distribution channel. O'Neill : Hyperfreak Boardshort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QUICKSILVER: Highline Legend The Highline Legend was the feature short of the "Our Playground Needs us" campaign that drove high sell through not only for the short itself but other Repreve (traceable fabric derived from post-consumer waste plastic bottles) boardshorts from the Quiksilver range. By the 31st of December most accounts had reported a +60% sell through on the Legend, with Wilson retail reporting 95% sell through. The style itself sold out diminishing opportunities of replenishment orders. The success of the sell through at full price, aligned with the campaign execution that drove consumer consideration, eyeballs and foot traffic back to SBIA members, presented great ROI for everyone, that is why we are putting it forward as Boardshort of the year.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RIP CURL: Mirage 3/2/One Ultimate Boardshort Those that head off into the unknown searching for uncrowded perfect waves need boardshorts that are tough, durable and that have performance and stretch capabilities. The Mirage 3/2/One Ultimate boardshorts have been designed using a unique combination of ES6 Mirage material, high quality neoprene and advanced military-grade CORDURA fabric. The 3/2/One is tough where you need it and offers stretch where you feel it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RVCA: VA Trunk The best selling RVCA VA Trunk delivers an essential boardshort without standard function. Maintaining a focus on performance-driven design, the 4-way stretch boardshorts are constructed without an inseam eliminating chafing while adding extra stretch and durability. The solid trucks are coated with a DWR water repellent finish to help keep them lighter and drier for longer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VISSLA: Quiltage Collection by Thomas Campbell The Quiltage Collection revisits Thomas' signature hand-quilted artwork and merges it together with unique drawings, paintings and polaroid transfers from a trip to Costa Rica with Derrick Disney and Corey Colapinto. Designed with dimension and color, this collection represents forward motion and the purposeful blending of mediums.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Wetsuit of the Year

The Wetsuit of the Year recognises the outstanding wetsuit amongst its peers and is determined by retailer vote.

Please vote from 1st to 3rd considering the following criteria:

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

Note: Please do not cast a vote if you do not sell wetsuits. Nominees are listed in random order.

1 2 3

BILLABONG: Pro Series

Voted Performance suit of the year by Empire Avenue & Lipped Podcast, the Pro Series combines performance with innovation. Our Airlite stretch jersey is combined with smart foam, creating our lightest most flexible suit ever. Minimal, fully taped seams positioned in all the right locations allows the suit to stretch & be as comfortable as possible on the body, whilst being water tight. Approximately 30% off this suit is upcycled from car tyre content. We removed the carbon black from the tires and reused it within the neoprene. As well as 10% recycled scrap neoprene in the making of the Airlite foam making this one of the leading eco suits on the market.

☐☐☐

O'NEILL: Hyperfreak 3/2mm Steamer

Featuring our exclusive superlight and hydrophobic TB3 neoprene in body panels, and signature hyper-flexible TB3-X upper panels and arms. Super stretch TB3-X taped seams with water based glues in our minimal seam design, plus an improved F.U.Z.E chest entry system, and low key logo applications. Claimed by test pilots like Jordy Smith as the most comfortable, flexible wetsuit they've ever worn. Like surfing naked, but better. This has been the highest sell through growth suit in the market with majority of independents this year. The series is leading the market in steamers, short arm steamers, springs and jackets across all genders as the best flexible suit in the market.

☐☐☐

PATAGONIA: YULEX

You don't have to choose between performance and the planet. Light, warm and ultra-stretchy, Patagonia Yulex wetsuits replace conventional neoprene with renewable natural rubber, * and are made in a Fair Trade Certified facility with solution-dyed linings that reduce CO2 emissions and water-based AQUAaTM glue that's free from harmful VOCs. They're setting a new standard, delivering maximum performance and minimum harm—with no compromise to either.

<https://www.patagonia.com.au/pages/yulex>

☐☐☐

RIP CURL: Flashbomb Heatseeker

The Flashbomb Heat Seeker is our warmest wetsuit ever. We took all of the technical features of a Flashbomb wetsuit and added a myriad of new revolutionary advancements: - Flex Energy neoprene that generates heat when stretched. As you move through the water, the Flex Energy lining will activate and heat your wetsuit - Liquid Mesh with superior stretch smooth mesh panels that absorb solar heat and reduced wind chill. - Thermo Shield which is more durable than smooth neoprene and increases warmth by removing wind chill from the arms. - E5 Flashlining for two engineered layers that funnel water rapidly out of the suit once it is hung.

☐☐☐

VISSLA: 7 Seas Wetsuit

Everything you need in a wetsuit, nothing you don't. Based on the premise of less is more, we stripped away the irrelevant knick-knacks and designed a suit to give you what you need. Our super stretch light neoprene, sealed seams, quick dry lining, a superb tailored fit, and a minimal bulk chest-zip closure system has made the 7 Seas wetsuit a leader in sell through at full margin.

☐☐☐

XCEL: Radiant Rebound 3/2

The latest from XCEL. "Radiant Rebound" is named after the internal fabric with Metallic Technology. Blocks Cold Temperatures from Penetrating the outer layer and reflects the heat generated back onto the Body. You are in a constant state of warmth. "Channel Flex" exterior Jersey adds to comfort and Flexibility.

☐☐☐

5. Surfboard of the Year

The Surfboard of the Year recognises the outstanding surfboard model of the year and is determined by retailer vote.

Please vote from 1st to 3rd considering the following criteria:

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

Note: Please do not cast a vote if you do not sell surfboards. Nominees are listed in alphabetical order.

	1	2	3
FIREWIRE: <i>Seaside</i> The Seaside is the perfect board for everyone from Beginner to Expert in everything the ocean throws at u from 1-5ft. Built in Firewires premium Helium construction to keep it really light, very responsive, really flexy with a softer feel and very durable. This was designed as a more "performance" feeling fish – but in a QUAD only setup, whilst still keeping all the flow and fun of its Go-Fish sibling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JS INDUSTRIES: <i>Monsta Box</i> By fusing together the two best-selling models in our range, we've created a board that suits an even wider range of surfers and conditions. The Monsta Box's features reflect all of the Monsta and Blak Box's best bits, falling right in the middle to create a user-friendly yet still performance oriented board you can rely on all year, around the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LOST SURFBOARDS: <i>Puddle Jumper HP</i> The Puddle Jumper HP can take the domesticated gentleman into a realm thought long gone. Speed, with quickness, fast but loose, precise but playful. If you are one of the thousands of surfers who have enjoyed one of the Puddle Jumper series, the PJHP allows you to take your small wave surfing to the next level.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PYZEL SURFBOARDS: <i>Pyzel Ghost</i> The Ghost is a possibly the first truly High Performance board that works great for all levels of surfer and could be considered a one-board quiver for any surf trip with decent to good waves on the menu.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RUSTY: <i>Blade</i> The Blade is a modernized version of Rusty's 1984 Occy model, which he rode to the top of the ASP Tour. Designed by Rusty for Harry Bryant the Blade comprises a modern nose, flat deck, boxy rails, low rocker, and lovely channels through the tail. Surfing hard off the back foot it offers speed, drive, and manoeuvrability - unlocking levels of fun that surfing often promises but rarely grants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SLATER DESIGNS: <i>Cymatic</i> The Cymatic is an avant-garde, ultra high performance machine. This shape is a hybrid of the Sci-Fi and Omni models and functionally, the marriage of these two design elements has been brilliant – the double bat adding much needed grip to the wave's face, offsetting the extreme lift and speed created by the Quad Inside Single Concave.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Surfing Accessory of the Year

The Surfing Accessory of the Year is open to all accessories used in the sport of surfing, excluding softgoods and clothing. I.e equipment that goes on or around the surfboard. The winning product is determined by retailer vote.

Please vote from 1st to 3rd considering the following criteria:

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

Note: Please do not cast a vote if you do not sell surfing accessory products. Nominees are listed in alphabetical order.

	1	2	3
CREATURES OF LEISURE: <i>Thermo-Moulded Lite Traction – Mick Fanning Lite</i> Weight matters when it comes to the little things and traction is no exception. Lightness can translate to more power, more control and more speed in the water. The New LITE Collection from Creatures is constructed exclusively with our ultra-lightweight thermos-moulded EVA, which features a dotted skin texture for grip and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DAKINE: <i>Storm Hooded Long Sleeve Top</i> Don't go to the Tropics without this 2mm DK Prene (Perforated) 7 oz S-Cool paddle zones under arms (less Rash) UPF 50+ Reef Boot Storage Boardie Connector All boxes ticked!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FCS: <i>Neo Carbon MF</i> This product was about listening to our customers. We spent years scouring the globe for the perfect material, when we couldn't find it, we created our own which has enabled us to offer a fin which is lightweight and energetic like a high-performance handmade fin with the geometrical accuracy of an injection moulded product, at a competitive price. Tuned for everyday conditions, manufactured without material wastage, tested and endorsed by Mick Fanning. The product sold extremely well and created a new value proposition in the market place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fins Out: <i>Finsout Fin Removal Tool</i> Finsout is a handy tool compatible with the revolutionary FCS II fin system. The patent-pending fin friendly design, which enables you to change your FCS II fins with a simple flick of the wrist, was released last year to universal acclaim from core and professional surfers alike.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NIXON: <i>Base Tide Pro watch</i> The New Wave of Waterproof. The Base Tide Pro delivers a double-overhead dose of durability and functionality. Featuring 550 pre-programmed tides and sunrise/sunset locations inside a tough-as-nails, individually tested and 100% waterproof case, the Base Tide Pro is one of the toughest in the line up.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RIP CURL: <i>Search GPS 2 Watch</i> Rip Curl's best selling watch of all time only got better! Swell, Wind, Track & Tide. The Rip Curl SearchGPS 2 Surf Watch is not only smaller, lighter and more durable than its predecessor, but now also comes with real-time surf conditions and GPS tracking for all of your activities, from surf to snow, run to swim. The world's best surf and tide watch now has wind and swell data connected from SURFLINE. The Rip Curl SearchGPS 2 lets you review your surfing speeds and wave count live from the lineup. Re-live your session using the revolutionary new Rip Curl SearchGPS watch, the App lets you track your wave count, top speeds, length of ride and session time. Track your paddle, run or ride with the new "track" feature. This is the ultimate surfing accessory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Sunglass Style of the Year

The Sunglass Style of the Year is awarded to the outstanding sunglass style as determined by retailer vote.

Please vote from 1st to 3rd considering the following criteria:

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

Note: Please do not cast a vote if you do not sell sunglasses. Nominees are listed in alphabetical order.

	1	2	3
DRAGON: Mick Fanning Signature Sunglass Collection - The 'Baile' Just like one of Mick Fanning's signature carves, these shades are sharp, stylish & timeless. The Baile was designed with Mick Fanning & now worn every day by the man himself along with a favourite among our athletes and customers alike. Available in 9 variations, from H2O Floatable / Polarised to the sleek Shiny Black option, this widely versatile shade is the perfect all-rounder and now a high performing staple within the Dragon range.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ELECTRIC: John-John Florence Knoxville The best-selling JJF Knoxville Sport collection was awarded the highest industry achievement in 2019 by winning the first ever "Eyewear of the Year" category by Sima Surf. Voted by industry peers, brands, and most importantly, retailers, the JJF Knoxville Sport collection swept the field for the iconic frame design, technical features, and custom color detailing by the world's best surfer & Electric brand partner, John John Florence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OAKLEY: Holbrook XL Influenced by sport and pop-culture, the Holbrook XL™ collection is the next evolution of one of the brand's most iconic lifestyle sunglasses, the Holbrook™. The look of Holbrook™ from its iconic style to keyhole bridge and metal rivets, has been scaled up to fit larger faces and features new Oakley Prizm technology to keep up with every on-the-go adventure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTIS EYEWEAR: 'After Dark' Simple yet stout in stature, the After Dark frame offers a refined square silhouette made from extremely lightweight Swiss Grilamid to provide ultimate comfort and all-day wearability. After Dark has delivered exceptional sales results at the retail level. A good price point that delivers good margin and GP dollars, this style has taken the #1 position for OTIS yet again in 2019. Our mineral glass lens creates a point of difference at retail and allows shop staff to tell a unique story and be active and engaged in the selling process thus delivering a higher conversion of sales. After Dark is a must have in all cabinets.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ray Ban: Justin Ray-Ban Justin sunglasses may just be one of the coolest looks in the Ray-Ban collection. Inspired by the iconic Wayfarer sunglasses, this style has been redesigned with slightly larger rectangle lenses, fresh new frame colours, stunning coloured lenses and a rubberized frame. Ray-Ban polarized lenses, the result of more than 70 years of innovation and research, blocks more than 99% of the reflected lights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VONZIPPER: Lesmore Black Satin Wildlife Polar Continues to be the #1 Seller for the Brand. If you have ever sold a pair of VZ sunnies, a good chance you have put these on a few faces. Timeless Frame design, that's always on Trend, add some Wildlife Polar and life becomes "Only Better".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BRAND AWARDS

8. Footwear Brand of the Year

The Footwear Brand of the Year award recognize the surf industries leading footwear brand in the eyes of its retailers. Each award is based on popular vote by retailers.

Please cast your vote 1st to 3rd, considering 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.

Note: Please do not cast a vote if you do not sell footwear. Nominees are listed in alphabetical order.

1 2 3

BOOMERANGZ THONGS:

'Boomerangz Interchangeable Thongs' are now stocked in over 40 independent surf and street-wear stores around Australia plus the largest surf retailer – City Beach. With increased brand awareness, we now have sales reps in all states. Boomerangz Footwear is also available internationally – USA, Canada, The Caribbean, UK, India and South Africa. The innovation and progressiveness in the design has been awarded design patents in several countries. Consumer engagement is at an all-time high for us and continually growing with strategies such as our "free replacement straps if they break" concept (with no time limit) to extend the life of the product and keep more pairs out of landfill. A retail value proposition like no other.

☐ ☐ ☐
DC:

2019: YEAR 1 of the DC SHOES Brand reset has been marked by many ANZ highlights for the DC Brand spanning SKATE, STREET LIFESTYLE, and WOMEN'S. None more defining than the... #DCSUPERTOUR. Hands down the best DC Skate tour to roll through ANZ in 10 years. Skaters and the Industry from Auckland, Melbourne, through to Sydney were united and entertained during a 3 week street skating and street lifestyle buffet featuring the DC Global and Regional Team Riders. Reconnecting the DC Brand to Retailers, the Consumer, and Media.

☐ ☐ ☐
GLOBE:

United by over three decades of boardsports, street culture, design and film, GLOBE represents an international network of riders and designers. Emerging out of the Melbourne underground skate scene of the 1970s, Australian brothers Stephen, Peter and Matt Hill started a skateboard distribution business that set off a new movement in Australia and eventually led to the launch of the GLOBE brand in 1994. GLOBE is premium boardsports footwear, apparel and skateboards."

☐ ☐ ☐
HAVAIANAS:

Still Australia's Number 1 thong! Havaianas continues to be the first choice when it comes to thongs for all Australians. From the beach to the bar and everywhere in between it's a little slice of freedom for your feet. Free your feet, free your soul!

☐ ☐ ☐
REEF:

Reef continue to lead the market with high quality and innovative footwear along with a high level of marketing, instore presentation, controlled distribution, and great customer service. Reef continue to deliver awesome sell through and great value to our retail partners and end customer.

☐ ☐ ☐

RUSTY:

A true testament to the surf industry – the 'Flippin' Thong. Born in 2010 the Flippin thong soon became a beach babe wardrobe staple. Composed of a recycled rubber/PVC compound the thong has stood the test of time. A decade on with little to no returns for the good old Aussie 'blow out' and a sell through to match, the Flippin still remains a crowd pleaser with retailers. But watch this space as Flippin 2.0 is on its way!

**THE FLIP FLOP COMPANY:**

In 2014, an Australian and an Englishman set upon a journey to create the concept of ethical and renewable footwear. A vision of creating everyday footwear for people from all walks of life, that has a neutral impact on the environment; take a little, give a little. @theflipflopco we strive to provide quality goods that help our users contribute and support the vision of a sustainable future. Our core values are a reflection of our passion for all the wild and wonderful places we have visited, and those we are yet to see. We love to travel and like you, we do this to explore and discover. By designing products with a limited impact on the environment as a priority, these places can continue to be enjoyed as they were meant to be.



9. Swimwear Brand of the Year

The Swimwear Brand of the Year award recognises the surf industries leading Swimwear brand in the eyes of its retailers. Each award is based on popular vote by retailers.

Please cast your vote 1st to 3rd, considering 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.

Nominees are listed in alphabetical order.

	1	2	3
BILLABONG: Swimwear is the foundation category for women in our industry and Billabong has always been the undisputed leader. Action Watch results showcase this strength with Billabong at 30% market share in the peak selling period - more than double our nearest competitor! Billabong achieves this through progressive and consumer right product, best in class retail execution and inspiring marketing that keeps consumers coming back for more. Swim collaborations such as Its Now Cool and campaigns like A Bikini Kinda Life and Summer Down Under are disruptive and excite consumers. Billabong continues to be the most loved authentic swim brand in the industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O'NEILL: O'Neill continues to lead the market in its flagship womens category. Led by a blend of traditional/new shapes, amazing on trend print stories and a category leading environmental recycling program. Sell through has been exceptional with all price points catered for from value to premium. https://vimeo.com/350246234	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RIP CURL: Rip Curl challenges itself to improve product, maintain competitive pricing and consistently excite customers with stunning imagery; in 2018/19 our My Bikini range and campaign delivered. We showed leadership with inspired designs and the expansion of our technical performance range, Mirage. We produced strong sell-through results supported by a clear fit guide and a detailed print, digital and POS campaign rollout. Athletes Alana Blanchard, Tyler Wright and Nikki van Dijk, together with our models, created an aspirational and down-to-earth campaign for our customer to connect with and ultimately, purchase the product. Rip Curl is synonymous with bikinis and summer; it's your Swimwear Brand of the Year.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROXY: Uluwatu Waves and Find Your Wild : In Summer 2018 ROXY released its most successful seasonal collection in years. Two hero stories for October landed in store and solidified the brand as a swimwear specialist catering to all women with top and bottom shape and coverage for every body type. The classic shapes and texture of Uluwatu Waves and the feminine and commercial black based floral Find Your Wild were supported with a beautiful marketing campaign and the instore execution in the market was extensive reaching over 70 windows across Australia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Ladies Brand of the Year

The Ladies 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.

Please cast your vote 1st to 3rd, considering 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.

Nominees are listed in alphabetical order.

	1	2	3
BILLABONG: Billabong is the most popular women's brand in the industry – Action Watch data supports that claim. There are more Billabong women's items sold through independent retailers than any other women's brand. Our product is progressive and on trend yet commercial. Billabong drives demand for the brand through innovative marketing campaigns that inspire and excite our consumers. Our diverse team of athletes and ambassadors endorse our product. As well, we collaborate and work with some of the most influential women in the market, including Elle Ferguson, Sincerely Jules, Steph Claire Smith and Its Now Cool - this is disruptive and keeps our brand top of mind. Billabong leaves no stone unturned taking the product and brand stories to market through exceptional retail execution that drives sell through for our independent retailers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RIP CURL: The momentum of the Rip Curl Women's business continues, led by our extraordinarily successful My Bikini swim and Bombshell Series wetsuit programs and supported by our ever-expanding Autumn and Winter ranges. Our dynamic and recognizable pro team of Alana Blanchard, Bethany Hamilton, Nikki van Dijk and 2x World Champion Tyler Wright are aligned to all of our campaigns, keeping our feet planted firmly in surf as we develop quality products that fit our customer's lifestyle and look. We are confident, we are fun and we are dynamic. Rip Curl is the ultimate surfing company and our customers trust that we provide them only the very best.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROXY: In 2019 ROXY ensured our girls were covered from the mountain to the wave with a balance of performance and femininity. Our message of empowerment and inclusiveness was communicated from our campaign message, to our community events not to mention our incredibly passionate sales team. Consistent and compelling stories were showcased with new product offered every month of the year, driving sell through with trade marketing support seasonally from window banners to instore POS and social media assets.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RUSTY: Rusty Womens is an alternative surf lifestyle brand, with DNA borrowed from the boys and the 90's surf scene. Our inspiration derives from indie music, contemporary art and cutting-edge fashion. Craving the freedom for expression, we take elements of these cultures, add some salty goodness and create products that appeal to our like-minded segment. We call this tribe of followers, "Our Kind".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VOLCOM: Volcom develop products that are authentic to our creative roots, while incorporating fashionable, functional and progressive features that allow them to be used across many different environments and by various types of people who embody the TRUE TO THIS spirit. We are authentic, versatile and understand that sustainability is a cornerstone of longevity for the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Mens Brand of the Year

The Men's Brand of the Year award recognises the surf industries leading Ladies brand. Each award is based on popular vote by retailers.

Please cast your vote 1st to 3rd, considering 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.

Nominees are listed in random order.

1 2 3

BILLABONG:

-Drove demand with industry leading design: print, pattern and colour which extends across multi category sales.

- Continued to innovate the boardshort category by evolving the Airlite & Recycler Boardshort Program.

- Continued to innovate the boardshort category by evolving the Airlite & Recycler Boardshort Program.

- Owned independent boardshort market share by over 25%, with over 14% separation to our closest competitor throughout summer trade.

- #1 brand in independent retail (summer 2018), 13.6% of brand unit share. Industry Investment : One of the only brands that truly support the longevity of our sport / industry by giving back. Athletes, events, Jnr development, boardriders clubs / community, charity & independent retailers.

-SIMA Awards: Environmental Product of the Year: Recycler Boardshorts, Men's Marketing Campaign of the Year: Life's Better in Boardshorts, Men's Boardshort Brand of the Year

#1 surf brand to feature in the top 20 sports/lifestyle sector of Australia's Top Youth Lifestyle brands survey completed by Student Edge and Youth Insight, commissioned by Adidas.

☐ ☐ ☐

DRAGON:

Youthful, free-thinking and unconventional, we celebrate and take inspiration from our world class team of athletes, aiming to create technically innovative, and exceptionally designed premium eyewear for all.

☐ ☐ ☐

QUIKSILVER:

In 2019 Quiksilver celebrating 50 years. The brand started executing on this unique position from October in 2018 with the launch of it's "Our playground needs us – From Bottles to Boardshorts" campaign with great commercial success across our account base here in Australia. The DNA capsules of Echo Beach and ST Comp celebrated the past, whilst looked to the future, providing an authentic point of difference with unique positioning and segmentation exclusively for surf retail in the Australian market. The DNA capsules had great success, not only bringing back sentimental memories of one's youth but ignited a whole new age group, wanting to be part of the 80—90's influence in fashion, whilst remaining to their surf roots. All this coupled with marquee events and athletes, such as the Quiksilver Pro, Drop Festival partnership, On the beach activations with surf retail partners and the overall marketplace appetite for Mikey Wright, has cemented Quiksilver with a firm 2019 positioning within the Australian surf retail landscape.

☐ ☐ ☐

RIP CURL:

The World's Best Surf Team of Mick Fanning, Gabriel Medina, Owen Wright and Matt Wilkinson led the charge in on the World Tour in 2018, with Gabriel Medina winning his second World Title. Mirage Boardshorts, Boardwalks, Anti-Series, Flashbomb Heatseeker wetsuit, F-Light and SearchGPS 2 were stand out products, in key categories. Together with the continuation of The Search campaign, it was a standout year. We're out there finding new waves, showcasing world-class surfing (of world class athletes in world class product!), and stirring the audience to dream of the unknown. Rip Curl IS the Ultimate Surfing Company.

☐ ☐ ☐

RUSTY:

Rusty was born in the 80's when a group of people came together to build a brand that meant something to them all. A brand they could wear, ride and be proud of. We are a mix of surfers, skaters, musicians and artists; bursting with creativity and hungry for something new. To this day we remain committed to our roots, building products for our people.

☐ ☐ ☐

We call them "Our Kind".

RVCA:

RVCA is the brainchild of company Founder and Creative Director, PM Tenore. Transcending the boundaries of traditional action sports apparel, RVCA is a design-driven lifestyle brand free from passing trends. Appearing as a natural on the shelves of boutiques as on those of a local skate shop, RVCA is brought together by a group of likeminded individuals from various subcultures, a collaboration of sorts, a lifestyle within itself.

☐ ☐ ☐
VISSLA:

Vissla is a brand that represents creative freedom, a forward-thinking philosophy, and a generation of creators and innovators. We embrace the modern do-it-yourself attitude within surf culture, performance surfing, and craftsmanship. We constantly strive to minimize our environmental impact and protect the oceans and waves that raised us. This is a surf-everything and ride-anything mentality. We are creators and innovators.

☐ ☐ ☐
VOLCOM:

Volcom is authentic, versatile and relevant. We are a riding company. We sponsor top skateboarders, snowboarders and surfers who are all supported by a strong marketing infrastructure. We design produce and distribute top quality product that is innovative and exciting. At Volcom we focus on making decisions based on the long term based on quality and integrity. Above all we're accountable for our impact on the environment, people and communities.

☐ ☐ ☐

12. Breakout Brand of the Year

The Breakout Brand of the Year award recognize the surf industries leading Mens brand in the eyes of its retailers. Each award is based on popular vote by retailers.

Please cast your vote 1st to 3rd, considering 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.

Nominees are listed in random order.

BOOMERANGZ THONGS:

'Boomerangz Interchangeable Thongs' are now stocked in over 40 independent surf and street-wear stores around Australia plus the largest surf retailer – City Beach. With increased brand awareness, we now have sales reps in all states. Boomerangz Footwear is also available internationally – USA, Canada, The Caribbean, UK, India and South Africa. The innovation and progressiveness in the design has been awarded design patents in several countries. Consumer engagement is at an all-time high for us and continually growing with strategies such as our "free replacement straps if they break" concept (with no time limit) to extend the life of the product and keep more pairs out of landfill. A retail value proposition like no other.

☐ ☐ ☐

BRIXTON:

Created in 2004, the timeless and clean design of the Brixton collection is hard to duplicate. Inspired by music, culture, and people who surround them, Brixton is the collaboration of three friends who wanted to convey their lifestyle through products. Built for independent thinkers, makers, and doers. Timeless style made for those who inspire us from around the world and who live to show up proper every single day.

☐ ☐ ☐
PATAGONIA:

Patagonia's mission statement is to "We're in business to save our home planet". Patagonia recognises that our livelihood as a business and industry depends on the longevity and health of our environment. So, we will continue to reduce our own impact, we will work hard to support legislation that helps protect our oceans and coastlines and support grassroots groups campaigning to protect the environment. This year we supported the Fight for the Bight campaign and Keep King Island Fish Farm free group.

☐ ☐ ☐
RVCA WOMENS:

RVCA Women's is a balance of easy to wear casual styles that are wardrobe staples and stand out pieces that make a unique statement. This year marked a clear turning point for RVCA Women's with strong indent orders that were further validated with strong sell through performance. The efforts from the brand to support the product line with consistent digital content, in-store trade support, greater PR & influencer campaigns have allowed us to create greater awareness & cut through across all channels.

☐ ☐ ☐
SALTY CREW:

There was a time in surfing, maybe you could call it surfing's "golden age". When surfers were wild men, thrill seekers, and risk takers. Expelled from society, probably by choice.

They found the sea better than the society they had been cast out of. Determined to leave this dried up and cowed society and strike off into the unknown. So they spent their lives out in the water. When there was surf, they surfed. Nothing else mattered. And when it was flat they fished, or they dove, and when the wind picked up they sailed, but they never got out of the water. To some, it was an escape, to others, it felt more like home. This mindset seems to have disappeared in the present culture.

☐ ☐ ☐

But weaving through the crowds of yuppies and yahoos at the beach are the thrill seekers and risk takers. They are out there, pushing the limits, and finding their own type of enjoyment. They're not doing it for you, they're not doing it for recognition, or fame. They're doing it for themselves, for the next dive, the next wave. To Find Refuge in the Sea.

The Salty Crew story is not a new one. These principles and values. A lifestyle forged by those who have gone before us. It is this inspiration and this passion that sets the course for the Crew, and for the product. Salvaging A Lifestyle for Tomorrows Youth.

SEX WAX:

Sex Wax and its ancillary merch products have been providing retailers with one of the best returns given the size of the footprint of any brand instore for the last two seasons. The demand for Sex Wax products at retail continues to grow each year with the brand now extending into apparel to meet the increased demand for the brand instore. Currently growing at 23% year on year.

☐ ☐ ☐
THE FLIP FLOP COMPANY:

Starting out of an apartment in Melbourne, two guys created The FlipFlop Company to focus on producing sustainably sourced rubber thongs. In today's world, customers are beginning to focus more and more on environmental impact in all industries. We have slowly been building our brand exposure over the last 18 months working with smaller retailers who have been looking for footwear alternatives. Our USP is being an Australian brand, focusing on constantly improving our product to create the best value for our customers around the world. We have discovered that our customers and stockists love providing feedback which is so crucial to helping us grow our market share.

☐ ☐ ☐

*** 13. Contact Information**

Name

Company

Email Address

All Done!

Thank you for taking the time to participate in the 2019 SBIA Surf & Boardsports Industry Awards.

Voting Closes COB Monday the 2nd of September, 2019.

We'd love to see you at the Awards Night on the 24th of October at Coogee Bay Hotel.

Tickets are limited and available now >> <https://bit.ly/2P1VJyY>