
Nomination Criteria Guide – Product Awards (voted by retailers)

2021 Surfing Accessory of the Year

2021 Boardshort of the Year

2021 Wetsuit of the Year

2021 Surfboard of the Year

In preparation for your nomination please read this document in full as well as the “Brand Nomination Kit”. Your nomination will be submitted via Award Force. If you require assistance please contact admin@sbia.com.au.

The Product Awards recognise the outstanding products within each category and are 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.

Each submission should include the following:

- Description of brand
- Product name
- Product description
- High resolution JPEG image and/or video (vibe clip) link

When voting, SBIA Retail Members will consider the following criteria:

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

2021 SBIA SURF INDUSTRY AWARDS CHECKLIST

Read the 2021 Nomination Criteria Guide & Nomination Kit	<input type="checkbox"/>
Prepare relevant information for nomination	<input type="checkbox"/>
Complete entry in Awards Force by 6th August 2021 - click here to enter	<input type="checkbox"/>
Purchase your tickets for 2021 SBIA Surf Industry Awards on 11 November, 2021	<input type="checkbox"/>



2021 Key Award Dates:

18th June, 2021

- Nominations Open

6th August, 2021

- Nominations Close (Voted Categories)

13th August, 2021

- Tickets Available
- Voting Opens (Voted Categories)
- Nominations Close (Judged Categories)

20th to 31st August, 2021

- Judging Period (Judged Categories)

27th August, 2021

- Voting Closes (Voted Categories)

17th September, 2021

- Finalists Announced

11th November, 2021

- Awards Night