
Nomination Criteria Guide – Innovation & Environment Awards (judged by Industry Panel)

2021 Product Innovation 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 Awards Force. If you require assistance please contact admin@sbia.com.au.

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

Each submission should include the following:

- Answers to the below questions
- High resolution JPEG images and video (vibe clip) link
- Send a sample of the actual product (if possible) to our judges at the following address:
 - Attention: Scott Hargreaves
World Surf League
Suite 213, Level 2
The Strand Coolangatta
72-80 Marine Parade, Coolangatta QLD 4225

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)
2. Explain the product’s concept and design benefits
(maximum 10 points available)
3. Detail the innovation elements and the impact the product has on the marketplace; sustainability, potential, any problem solving initiatives, etc.
(maximum 30 points available)
4. Explain the value, need, differentiation and advantage this product has in the marketplace
(maximum 20 points available)
5. Detail how the concept is delivered to the marketplace and it’s competitive advantage
(maximum 20 points available)
6. Detail how you have communicated the initiative and how it elevates and displays leadership within the industry and society.
(maximum 15 points available)

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 13th 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