
Nomination Criteria Guide – Retail Awards (voted by brands & judged by independent panel)

2021 Australian Independent Retailer of the Year - Single Store
2021 Australian Independent Retailer of the Year - Multi Store
2021 Australian Core Boardstore of the Year

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

Australian Independent Retailer of the Year - Single & Multi Store

Australian Independent Retailer of the Year (Single and Multi store) has had a significant change for 2021 whereby it will be a voted and judged category. We want to take the pressure off our retailers by eliminating the process of preparing a lengthy written submission. This will enable as many Independent Retailers to participate as possible. The Winner and Runner Up from the previous year’s awards will be automatically included as a Finalist (Top 5).

Nomination & Judging Process:

1. Brands will be asked to nominate up to 10 of their Top Independent Retailers
2. Retailers can also self nominate
3. Brands will then vote for up to 3 Independent Retailers
4. Voting results will determine the Top 3 who will join the prior year’s awards Winner and Runner as finalists.
5. Retailers will be notified they are a Top 5 Finalist and they must accept their nomination to progress.
6. Once finalists are determined, each will be required to:
 - a) be available for an interview (via Zoom) with our independent judging panel
 - b) provide up to 12 photos of the store and shopfront.
7. The judging panel will determine Winner and Runner Up from the finalists.

Eligibility:

This award is open to Independent Retailers only.

Australian Core Boardstore of the Year

This award is limited to retailers that have a dedicated hardware, surf accessories and wetsuits area. The products in this area are used in the sport of surfing, excluding soft goods and clothing.

Australian Core Boardstore of the Year will adopt the same principles as the Australian Retailer of the Year. The Winner and Runner Up from the previous year's awards will be automatically included as a Finalist (Top 5).

When voting, SBIA Brand members consider the following criteria:

- Customer service
- Store presentation
- Merchandising
- Store Fit Out
- Marketing
- Innovation
- Buying/inventory management

Nomination & Judging Process:

1. Hardgoods Brands will be asked to nominate their key hardgoods retailers.
2. Brands will then vote for up to 3 hardgoods retailers.
3. Voting results will determine the Top 3 who will join the prior year's awards Winner and Runner as finalists.
4. Retailers will be notified they are a Top 5 Finalist and they must accept their nomination to progress.
5. Once finalists are determined, each will be required to:
 - a) be available for an interview (via Zoom) with our independent judging panel
 - b) provide up to 12 photos of the store and shopfront.
6. The judging panel will determine Winner and Runner Up from the finalists.

Eligibility:

This award is open to Independent hardgoods retailers only.

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