



AWARDS NOMINATION KIT  
**RETAILERS**



**“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 SBIA awards were launched in 2011 to celebrate the Industry's outstanding Retailers, Products, Brands and People. With 26 categories ranging from Core Boardstore to Men's Brand of the Year, the event 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.

2021 will see the Awards move from Sydney's Coogee Bay Hotel to Melbourne's URBNSURF/Three Blue Ducks.

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 with our new online platform Award Force. If you have any questions about the Awards, the process or your nomination, please contact the SBIA Awards team via email [admin@sbia.com.au](mailto:admin@sbia.com.au)

# A MESSAGE FROM OUR BOARD OF MANAGEMENT

Welcome to the 2021 SBIA Awards,

On behalf of the SBIA Board of Management, I'm stoked to launch this years much awaited awards program!

It's been a long 18 months since we've gathered the tribe and after the last year or so, we can't wait to get into it! We've got a new Awards night venue, new digital platform and tweaked some categories to make the process as seamless as possible for our nominees.

This year we're taking the Awards night and Roundtable to URBNSURF and the acclaimed Three Blue Ducks venue, we've also pushed the Awards night from October to 11th November. Our "Service to Industry" Award recipient has already been settled (sorry, it's a secret until the night!), we've got a new tag team format in the wave pool and we're working on our speaker lineup for the Roundtable!

We've simplified the process with the introduction of "Award Force", an online based platform that will manage entries, submissions and judging. The retailer of the year categories have also been simplified with written submissions replaced by a zoom call with our judges for the finalists.

With that we'd like to wish everyone all the best with their entries this year and look forward to a huge night in November!

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



# BENEFITS OF ENTERING THE 2021 SURF & BOARDSPORTS INDUSTRY AWARDS

Entering the SBIA Awards provides your business with an 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, via social media and on the SBIA 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, social media, business cards and signage.

Winners will receive the iconic SBIA Awards trophy (pictured). They will also have the opportunity to purchase additional category trophies to provide to state offices or additional stores.

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

# 2021 KEY DATES

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

18th June, 2021

**NOMINATIONS CLOSE (VOTED CATEGORIES):**

6th August, 2021

**VOTING OPENS AND TICKETS AVAILABLE:**

13th August, 2021

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

13th August, 2021

**VOTING CLOSES (VOTED CATEGORIES):**

27th August, 2021

**JUDGING PERIOD (JUDGED CATEGORIES):**

20th to 31st August, 2021

**FINALISTS ANNOUNCED:**

17th September, 2021

**AWARDS EVENT:**

11th November, 2021

# 2021 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 2021 SBIA Awards are being held on Thursday 11th of November, 2021 at the most amazing location below.

**URBNSURF / THREE BLUE DUCKS**

**MELBOURNE VICTORIA**

**309 MELROSE DR, TULLAMARINE VIC 3045**



# ELIGIBILITY

Participants; that being entrants, voters or judges, of the SBIA Awards can be members as well as non-members of the Association. Nominations are free for all current financial 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 [admin@sbia.com.au](mailto:admin@sbia.com.au)

All award nominations/submissions by non-members will incur an admin fee of \$500.

# RETAIL ELIGIBILITY

Retail Members who are a finalist for an Australian Retailer of the Year and Core Board Store of the Year are required to accept their nomination before panel interviews take place.

For the Shop Fit Out of the Year, Excellence in Retail Marketing and Environment Award, Retailers must follow the procedures outlined in the 'How To Enter' section on page 19.



# 2021 AWARDS CATEGORIES AND INFORMATION

There are 26 awards in total. 6 recognise brand excellence, 3 recognise marketing excellence, 4 recognise product excellence, 3 recognise innovation and environment initiatives, 6 recognise sales and customer service, 3 recognise retail excellence and 1 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.



## BRAND AWARDS - VOTED BY RETAILERS

- 2021 Ladies Brand of the Year
- 2021 Mens Brand of the Year
- 2021 Footwear Brand of the Year
- 2021 Swimwear Brand of the Year
- 2021 Sunglass Brand of the Year
- 2021 Breakout Brand of the Year (Small to Medium Brand)

## MARKETING AWARDS - JUDGED

- 2021 Ladies Marketing Campaign of the Year
- 2021 Mens Marketing Campaign of the Year
- 2021 Excellence in Retail Marketing Award

## 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

## INNOVATION & ENVIRONMENT AWARDS - JUDGED

- 2021 Product Innovation of the Year
- 2021 Environment Award
- 2021 Shop Fit Out of the Year

## RETAIL AWARDS - VOTED BY BRANDS

- 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

## SALES & ACCOUNT MANAGER AWARDS - VOTED BY RETAILERS

- 2021 Sales & Customer Service Office of the Year
- 2021 NSW Account Manager of the Year
- 2021 QLD Account Manager of the Year
- 2021 SA/NT Account Manager of the Year
- 2021 VIC/TAS Account Manager of the Year
- 2021 WA Account Manager of the Year

# EXCELLENCE IN RETAIL MARKETING AWARD

(JUDGED BY SHOP! & INDUSTRY PANEL)



PICTURED:  
2019 EXCELLENCE IN RETAIL MARKETING –  
WILSON RETAIL (RED HERRING SURF)

The Excellence in Retail Marketing award celebrates an independent\* retailer who has excelled in all facets of retail marketing initiatives and strategies over the past year. The premise of this award is to acknowledge the independent retailer that best leverages marketing elements to drive customer engagement, loyalty and growth through traditional forms of marketing and digital initiatives which elevates their business.

Retail marketing can include marketing activity and strategies executed in-store, online or through third-party services i.e. advertising, radio, athlete sponsorship, etc.

**The submissions will need to clearly address the following criteria:**

1. Communicate the objectives of the activities / campaign(s) and provide insights as to the challenge that needed to be addressed, also outlining any innovation(s) that make this unique.
2. Demonstrate the activities and/or tailored campaigns (both traditional and digital) that have been implemented to drive strong customer engagement and/or loyalty.
3. Demonstrate any specific marketing activities that have occurred within the bricks and mortar environment i.e. events, athlete appearances, art shows, etc.
4. Highlight how communication direct with customers is enhanced and personalised through the utilisation of digital activities. (This should describe the types of engagement, both within the store environment and from a digital perspective to demonstrate how product(s), brand(s) and/or service(s) were showcased and how the shopper journey was improved).
5. Display how these activities / campaigns are performance measured against specific goals (ROI and/or KPIs). The metrics could extend, but not be limited to – sales results, conversions, frequency, engagement, compliance as well as any brand specific metrics.

*\*This award is open to independent Retailers only.*

# NATIONAL RETAIL AWARDS

(VOTED BY BRANDS AND JUDGED BY AN INDEPENDENT PANEL)



2021 AUSTRALIAN RETAILER OF THE YEAR — SINGLE STORE

2021 AUSTRALIAN RETAILER OF THE YEAR- MULTI STORE

2021 AUSTRALIAN CORE BOARDSTORE OF THE YEAR

The National Retail Award categories recognise the surf and boardsport industry's best-in-class retailer for that category. These national awards evolved from previous years with the state retail awards progressing to a national Single and Multi Store Retailer of the Year which will be voted by Brand members.

All finalists will be interviewed by our judging panel with a series of weighted questions which will contribute to their overall score.

PICTURED:  
INDEPENDENT RETAIL  
MEMBERS - ANDY IRELAND, IAN 'WOOLY' MACPHERSON,  
ANTHONY 'MACKA WILSON' & MICHAEL DI SCASCIO

# AUSTRALIAN RETAILER OF THE YEAR - SINGLE STORE & 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).

## The process will be as follows:

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 Up 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 be available for an interview (via Zoom) with our independent judging panel.
7. The judging panel will determine Winner and Runner Up from the finalists.

PICTURED:  
2019 AUST RETAILERS OF THE YEAR WINNERS - IAN  
'WOOLLY' MACPHERSON (STAR, SURF + SKATE) AND  
MICHAEL DI SCASCIO (STRAPPER SURF)

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# 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).

## The process will be as follows:

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 Up 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 be available for an interview (via Zoom) with our independent judging panel.
6. The judging panel will determine Winner and Runner Up from the finalists.



PICTURED:  
2019 WINNER RHYS SMITH FROM SANBAH SURF

# SHOP FIT OUT OF THE YEAR

(JUDGED BY INDEPENDENT PANEL)



PICTURED:  
2019 WINNER RHYNS SMITH FROM SANBAH SURF

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 2 years. As visual elements of a retail business are clearly linked to productivity and profitability, the SBIA Shop Fit Out of the Year Award recognises the leader in store design, customer experience and delivery of the project.

## Eligibility:

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 2 years (1 July, 2019 to 30 June, 2021).

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.

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:

1. 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
2. Extent of the store fit out and what was involved in the project
3. Ambiance and aesthetics which were sought and explain how this aligns with the value proposition and offer and how they enhance the customer experience?
4. 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)



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 19 months (1 January, 2020 to 13 August, 2021 - entries close).

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

1. 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?
2. The product or initiative's originality, innovation and creativity in context to its environmental impact or benefits.
3. Does the product or initiative lessen the environmental impact, whether through the manufacturing process, materials or usage of the product itself?
4. How the product or initiative has been communicated or marketed and how it elevates and displays leadership within the industry and society.

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PICTURED:  
2019 WINNER, SEAN DOHERTY - PATAGONIA

# SERVICE TO THE INDUSTRY



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.

- 2019 DOUGALL WALKER
- 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)

PICTURED:  
2019 WINNER - DOUGALL WALKER

# VOTING AND JUDGING CRITERIA

The voting premise is simple: 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 and General Managers for SBIA Brand Members will be emailed an Award Force link, this 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. One Brand Representative will then cast their collective vote ranking 1st, 2nd and 3rd on each of the 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 an Award Force 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. Judges will review each entry and its supporting documents/videos/images/links. The judging panel must keep the results confidential and will be required to sign a non-disclosure agreement.

# HOW TO NOMINATE FOR AN AWARD

This year we are using the Award Force platform, making the nomination process easier than ever! Follow these simple steps to complete your nomination for the 2021 SBIA Awards:

1. Registration: visit the SBIA Awards Submission site [sbia.awardsplatform.com](https://sbia.awardsplatform.com) and fill in the required information.
2. Verify: Check your email for a verification email and verify your account
3. Entry: Log in to [sbia.awardsplatform.com](https://sbia.awardsplatform.com) and start your entry for each category you wish to enter. You will be prompted to answer all questions relevant to the category (judged and voted) you are entering. Remember to include links e.g. vimeo or YouTube to videos which compliment your submission. Each entrant is responsible for ensuring the entries and contents are true and correct.
4. Submit: Once you have completed your submission you can review and download your nomination form or submit straight away!
5. Book your tickets to the 2021 Awards Night!
6. For more information, contact Lyndall Browning or Kate Simpson on [admin@sbia.com.au](mailto:admin@sbia.com.au)

# CONDITIONS OF ENTRY

BY ENTERING THE 2021 SBIA AWARDS, YOU AGREE TO ADHERE TO THE FOLLOWING CONDITIONS OF ENTRY

1. All nominations must be completed via Award Force and adhere to the requirements of that particular category.
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 Award Force account.
6. All nominations and submissions must be completed by the closing date.
7. All content in your submissions must be true and correct.



# SBIA SURF INDUSTRY AWARDS CHECK LIST

## ITEM

## TICK

1. Read the 2021 SBIA Surf Industry Awards Nomination Kit ☐
2. Once you have decided on the categories you wish to enter, read the nomination criteria forms ☐
3. Visit Award Force and begin your nomination process ☐
4. Complete all relevant nomination information and upload as much supporting content as possible i.e images, video links ☐
5. Mark the 2021 SBIA Surf Industry Banquet Awards date in your calendar – November 11th, 2021 ☐



# 2019 AWARD WINNERS

2019 LADIES MARKETING CAMPAIGN OF THE YEAR  
 2019 MENS MARKETING CAMPAIGN OF THE YEAR  
 2019 EXCELLENCE IN RETAIL MARKETING  
 2019 PRODUCT INNOVATION AWARD  
 2019 ENVIRONMENT AWARD  
 2019 SALES AND CUSTOMER SERVICE OFFICE OF THE YEAR  
 2019 ACCOUNT MANAGER OF THE YEAR — WA  
 2019 ACCOUNT MANAGER OF THE YEAR — SA/NT  
 2019 ACCOUNT MANAGER OF THE YEAR — QLD  
 2019 ACCOUNT MANAGER OF THE YEAR — VIC/TAS  
 2019 ACCOUNT MANAGER OF THE YEAR — NSW  
 2019 SERVICE TO THE INDUSTRY  
 2019 SUNGLASS OF THE YEAR  
 2019 BOARDSHORT OF THE YEAR  
 2019 WETSUIT OF THE YEAR  
 2019 SURFING ACCESSORY OF THE YEAR  
 2019 SURFBOARD OF THE YEAR  
 2019 FOOTWEAR BRAND OF THE YEAR  
 2019 SWIMWEAR BRAND OF THE YEAR  
 2019 BREAKOUT BRAND OF THE YEAR  
 2019 SHOP FIT OUT OF THE YEAR  
 2019 CORE BOARDSTORE OF THE YEAR  
 2019 AUSTRALIAN RETAILER OF THE YEAR - MULTI STORE  
 2019 AUSTRALIAN RETAILER OF THE YEAR - SINGLE STORE  
 2019 LADIES BRAND OF THE YEAR  
 2019 MENS BRAND OF THE YEAR

BILLABONG- A BIKINI KINDA LIFE  
 VOLCOM - TRULY CHECKED OUT  
 WILSON RETAIL - RED HERRING SURF  
 RIP CURL - FLASHBOMB HEATSEEKER  
 PATAGONIA - BIG OIL DONT SURF  
 RIP CURL NATIONAL CUSTOMER SERVICE OFFICE  
 KERRY WHITFORD - RIP CURL  
 RYAN ANDERSON - INSTANT AGENCIES  
 SEAN FINLAY - RIP CURL  
 DANIEL JENKIN - RIP CURL  
 NATHAN MARSH - LEISURE COLLECTIVE  
 DOUGALL WALKER  
 OAKLEY - HOLBROOK  
 RIP CURL - MIRAGE 3/2/ONE ULTIMATE  
 RIP CURL FLASHBOMB HEATSEEKER  
 CREATURES - THERMO-MOULDED LITE TRACTION  
 JS - MONSTABOX  
 REEF  
 RIP CURL  
 SEX WAX  
 SANBAH - GRINDHOUSE  
 SANBAH SURF  
 STRAPPER SURF  
 STAR SURF + SKATE  
 RIP CURL  
 RIP CURL

WE LOOK  
FORWARD TO  
RECEIVING YOUR  
ENTRY AND  
GETTING THE  
TRIBE BACK  
TOGETHER FOR  
THIS YEAR'S  
EVENT!



#SBIA #SBIAAWARDS2021