



Awards Nomination Kit Brand



“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. This year we are excited to present a significant update to our awards program; with refreshed categories, criteria and nomination processes. We hope that this not only makes the process more streamlined, but promotes even greater participation.

We have 21 categories including brand, marketing, product, innovation, environment, retail, customer service and recognition of service to the industry. There's a category for all members to participate in.

Entering the 2022 SBIA Awards is a valuable endeavour which can deliver great benefits to your business and to your employees, including industry-wide recognition, marketing opportunities and the chance for your team to celebrate their hard work and commitment.

This nomination kit is designed to help you understand the SBIA Awards process, as well as provide a guide to completing your nomination and submission with our online platforms Google Forms and Award Force. If you have any questions about the Awards, the process, or your nomination, please contact the SBIA Awards team via email at admin@sbia.com



A message from our board of management

On behalf of the SBIA Board of management, I am excited to bring you the 2022 SBIA Awards!

We know we just saw a lot of you in March for Party at the Pool, but this year we're back to our regular scheduling, and we're looking forward to bringing you the amazing awards night you've become accustomed to. We've got a new venue, new awards and updated criteria to make the process seamless for our nominees.

The SBIA Awards provide an opportunity to recognise our best-in-class performers and celebrate the achievements of each and every nominee. We're stoked you've chosen to be a part of the SBIA community, and we appreciate your ongoing support, allowing us to bring you incredible industry events like this! It's always good to get the tribe together to share a few laughs, provide our collective achievements with the recognition they deserve and celebrate being part of one of the world's best industries!

We encourage each and every retail member and all our brand members to participate in the 2022 Awards and we look forward to seeing you at the industry's night-of-nights on the 27th of October.

Michael Heath
SBIA President



Benefits of entering the 2022 SBIA Industry Awards

Entering the SBIA Awards provides your business with an unparalleled opportunity to:

- Gain recognition at a local, state and national level;
- Increase awareness and enhance your profile by showcasing your business to a nation-wide audience;
- Build a reputation for excellence, both endemically and non-endemically;
- Build team spirit and boost staff morale by celebrating the achievements of your business.

Once our finalists have been determined, we'll notify you via email, in addition we'll make announcements across our SBIA newsletter, social media channels and SBIA website. We also encourage you to shout this achievement from the rooftops.

All Finalists, Runner Ups and Winners will receive official SBIA Surf Industry Awards FINALIST, RUNNER UP and WINNER graphics that can be used on your website and social media platforms.

Winners will receive the iconic SBIA Awards trophy. They will also have the opportunity to purchase additional category trophies to provide to state offices or additional stores. Runners Up will receive a digital SBIA Surf Industry Awards certificate.



2022 Key Dates

17th June, 2022

Nominations Open (Voted and Judged)

5th August, 2022

Nominations Close (Voted)

5th August, 2022

Nominations Close (Judged)

Voting Opens

Tickets On Sale

8th - 19th August, 2022

Judging Period (Judged)

19th August, 2022

Voting Closes (Voted)

31st August, 2022

Finalists Announced

27th October, 2022

SBIA Awards Event



Eligibility

Nominees/Entrants of the 2022 Awards must be financial members of the SBIA.

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 investment can be obtained through our Executive Officer, Lyndall Browning via email at admin@sbia.com

Retail Eligibility

Retail members who are finalists for an Australian Retailer of the Year and Core Board Store of the Year are required to accept their nomination before voting can take place.

For Shop Fit Out of the Year, Product Innovation of the Year and the Environment Award, retailers must follow the procedures outlined in the 'How To Enter' section on pages 15 - 17. (these pages may change based on the above change)



2022 Awards Categories and Information

There are 21 awards across various categories that recognise brand excellence, marketing excellence, product excellence, innovation and environment initiatives, sales and customer service, retail excellence and the Board-appointed recipient of the Service to the Industry award.

You can enter as many categories as are appropriate to your business, however only ONE (1) entry per award category, with the exception of Account Manager/Agency of the Year, where all state and territory sales representatives or agents are entered by respective brands.

Brand Awards - Voted by Retailers

Brand of the Year | Large
Brand of the Year | Small to Medium
Boardshort Brand of the Year
Swimwear Brand of the Year
Sunglass Brand of the Year
Footwear Brand of the Year

Brand Marketing Awards - Judged

Ladies Marketing Campaign of the Year
Mens Marketing Campaign of the Year

Retail Awards - Voted by Brands & Judged by Independent Panel

Australian Retailer of the Year - Single Store
Australian Retailer of the Year - Multi Store
Australian Retailer of the Year - Core Board Store

Product Awards - Voted by Retailers

Wetsuit of the Year
Surfboard of the Year
Surfing Accessory of the Year

Product Innovation Award - Judged

Product Innovation of the Year

Environment Award - Judged

Environment Award

Shop Fit Out Award - Judged

Shop Fit Out of the Year

Sales & Account Manager Awards - Voted by Retailers

Sales & Customer Service Office of the Year
Australian Sales Agency of the Year
Australian Account Manager of the Year

Service To The Industry - SBIA Board-elected recipient

Voting and Judging Criteria

The voting premise is simple: Brands and Manufacturers nominate and vote for Retailers. Retailers nominate and 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 a Survey Monkey 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 a Survey Monkey 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



Nominate

To nominate for one of the below judged categories go to [Award Force](#)

- Ladies Marketing Campaign of the Year
- Mens Marketing Campaign of the Year
- Product Innovation of the Year
- Environment Award
- Shop Fit Out of the Year

To nominate for the below voted categories, go to [Google Form](#)

- Brand of the Year | Large
- Brand of the Year | Small to Medium
- Boardshort Brand of the Year
- Swimwear Brand of the Year
- Sunglass Brand of the Year
- Footwear Brand of the Year
- Wetsuit of the Year
- Surfboard of the Year
- Surfing Accessory of the Year
- Sales & Customer Service Office of the Year
- Australian Sales Agency of the Year
- Australian Account Manager of the Year
- Australian Retailer of the Year Single, Multi and Core Board Store



Verify

If you have nominated for a judged category, check your email for a verification email and verify your [Award Force](#) account.

Note: You do not need to verify if you're nominating for voted categories, simply complete the Google form.



Entry

For judged categories, log in to [Award Force](#) or for voted categories complete your [Google Form](#).

You will be prompted to answer all questions relevant to the category (judged and voted) you are entering.

Remember, for judged categories include supporting links e.g. Vimeo or YouTube, images.

Each entrant is responsible for ensuring the entries and contents are true and correct.



Submit

Once you have completed your judged category submission in [Award Force](#) you can review and download your nomination form or submit straight away!

With voted categories, simply complete the short [Google Form](#) and you're done!

Brand Awards

Brand of the Year | Large

(eligibility based on SBIA membership level)

Brand of the Year | Small to Medium

(eligibility based on SBIA membership level)

Boardshort Brand of the Year

Swimwear Brand of the Year

Sunglass Brand of the Year

Footwear Brand of the Year

The Brand Awards recognise the surf and board sports industry's leading brands for each category. This group of awards are voted categories and winners are determined by votes from our retail members.

This year we have made significant changes to this group of awards with two new awards; Brand of the year Large and Brand of the Year Small Medium. Each brand who enters this award is categorised by their membership level which is determined by brand revenue in the Australian market.

Brand of the Year | Large nominees will include all Medium Large, Large and Major business members.
Brand of the Year | Small to Medium will include all Medium, Small and Micro business members.

All financial brand members will automatically be entered into the voting pool, brands must accept this nomination to be eligible to remain in the voting pool, brands who wish not to participate simply need to opt-out. The SBIA Awards team will contact you for this process.

We ask SBIA Retail Members consider the following criteria when casting their vote:

1. Product Sell through / Retail Value Proposition
2. Innovation / progressiveness
3. Excellence in design / marketing / instore product execution
4. Consumer engagement and interest in the brand
5. Are they easy to deal with – do they provide a high level of sales support and customer service.



Marketing Awards

2022 Ladies Marketing Campaign of the Year 2022 Mens Marketing Campaign of the Year

The Marketing Awards recognise the surf industry's best, most creative and progressive, marketing campaign leveraging all marketing mediums (in-store, digital and print). Each Marketing Award submission should include a 30 second video and/or images to support the entry.

Marketing campaigns must have been in the market during the previous 12 months. Marketing campaigns must be a specific campaign, such as "Brand – Campaign Name". Marketing Campaigns will be judged on creativity, brand image, execution and market positioning for print, digital and point of purchase material.

For 2022 the SBIA has engaged an external and industry panel to assess and vote on the winner and runner-up.

When judging, the external panel will consider the following criteria:

1. Was the campaign part of a global campaign rollout or a local campaign only
2. The campaign value proposition and how it was conveyed
3. The channels and activations that were utilised and how they engaged with the end consumer
4. How the campaign was enabled and delivered to your retail partner network
5. What elements of innovation were incorporated into the campaign
6. The outcomes and ROI of the campaign



Product Awards

2022 Wetsuit of the Year
2022 Surfboard of the Year
2022 Surfing Accessory of the Year

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.

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 apparel.

SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

1. Was the product innovative?
2. Was the product well designed?
3. Did the product sell/perform well in store



Sales and Customer Service Awards

2022 Sales & Customer Service Office of the Year
2022 Australian Sales Agency of the Year
2022 Australian Account Manager of the Year

The Sales & Customer Service Awards recognise the industry's best Sales & Customer Service Office and Sales Representative or Agency. Sales and Customer Service Awards are voted by retailers and we ask them to consider the support and customer service received.

- Sales Office of the Year must be a specific office location of an SBIA brand member such as "Brand – Office Location"
- Australian Sales Agency of the Year must be currently engaged by an SBIA brand member
- Australian Account Manager of the Year must be a current employee of a SBIA brand member

SBIA Retail members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

1. Do they understand your business needs?
2. Do they work with you to achieve a collaborative outcome?
3. Do they help drive sales through your business?
4. Do they provide your business with outstanding customer support?



Product Innovation of the Year

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

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

1. The product's concept and design benefits.
2. The innovation elements and the impact the product has on the marketplace; sustainability, potential, any problem solving initiatives, etc.
3. The value, need, differentiation and advantage this product has in the marketplace.
4. How the concept is delivered to the marketplace and it's competitive advantage.
5. How you have communicated the initiative and how it elevates and displays leadership within the industry and society.



Shop Fit Out of the Year

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.

When judging, the judging panel will consider the following criteria:

1. The planning process that was undertaken to achieve the final result, including space planning, design process, project delivery and any issues or unique considerations i.e. sustainability, better lighting, technology innovation, creative concepts to improve sales, adaptability for future growth, etc.
2. The extent of the store fit out and what was involved in the project.
3. The design intent/aesthetics in your brief, how this aligns with the value proposition and how they enhance the customer experience.
4. The 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

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. The initiative(s) must have been active during the previous 12 months. (1 January, 2021 to 5 August, 2022 when 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.



Conditions of Entry

By entering the 2022 SBIA Awards, you agree to adhere to the following conditions of entry:

1. All nominations must be completed via Award Force and Google Forms 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 or via Google Forms.
6. All nominations and submissions must be completed by the relevant closing date.
7. All content in your submissions must be true and correct.



SBIA Surf Industry Awards Check List



Read

Read the 2022 SBIA Surf Industry Awards Nomination Kit available via <https://www.sbia.com.au/2022-nomination-kits/>



Decide

Once you have decided on the categories you wish to enter, read the nomination criteria available via <https://www.sbia.com.au/2022-category-criteria/>



Visit

Visit [Award Force](#) (for Judged categories) or our [Google Forms](#) (for voted categories) and begin your nomination process



Complete

Complete all relevant nomination information and upload as much supporting content as possible i.e. images, video links etc.



Save The Date

Mark the 2022 SBIA Awards event in your calendar – October 27th, 2022