

## Awards Nomination Kit Retailers



# “To enhance the vibrancy of our industry by celebrating Surf & Boardsports outstanding Retailers, Products and Brands”

## Contents

<b>3</b>	About the SBIA Awards	<b>8</b>	Award Categories and Information
<b>4</b>	Message from Our Board	<b>9</b>	Voting and Judging Criteria
<b>5</b>	Benefits of Entering the SBIA Awards	<b>10</b>	How to Nominate and Conditions
<b>6</b>	2022 Key Award Dates	<b>17</b>	Awards Checklist
<b>7</b>	Eligibility		



# 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](mailto: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

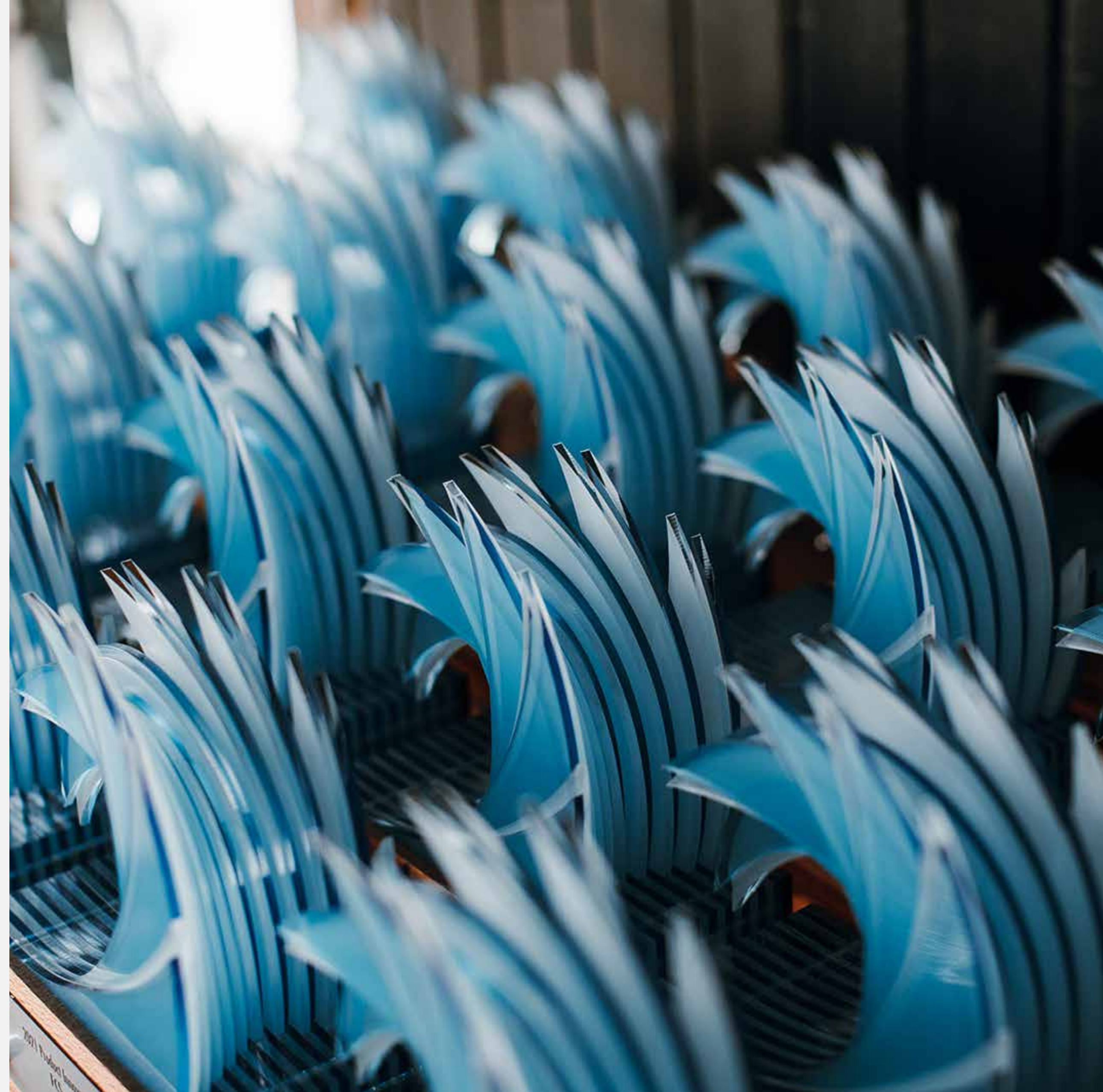
**Entering the SBIA Awards provides your business with an unparalleled opportunity to:**

- 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](mailto: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 and the Environment Award, retailers must follow the procedures outlined in the 'How To Enter' section on pages 14 and 15.



# 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](#)**

- Environment Award
- Shop Fit Out of the Year

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

- Australian Retailer of the Year - Single Store
- Australian Retailer of the Year - Multi Store
- Australian Retailer of the Year - 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!

# National Retail Awards

**2022 Australian Retailer of the Year – Single Store**

**2022 Australian Retailer of the Year – Multi Store**

**2022 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.

Brands will be asked to nominate their top 10 retailers for this category. Retailers are also encouraged to self-nominate.

The Single, Multi and Core Board Store Retailer of the Year winners will be determined by a two part process; firstly they are voted by brand members to establish five (5) finalists. These finalists must accept their nomination, then submit a video addressing a set of weighted questions which will contribute to their overall score.

## **Our independent judging panel for 2022 is:**

Brain Walker - CEO & Founder, Retail Doctor Group

Dominique Lamb - CEO, National Retail Association

Russell Zimmerman - Executive Retail Consultant, Eftpos

*NB: You must be a financial member of the SBIA to enter the voting poll for this award. Please contact our Executive Officer, Lyndall Browning on [admin@sbia.com.au](mailto:admin@sbia.com.au) should you wish to become a financial member.*



# Australian Retailer of the Year - Single Store & Multi Store

(Voted by Brands & Judged by Independent Panel)

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 Winners and Runner Ups from the previous year's awards will be automatically included as a finalist (top 5) who are:

Multi Store Winner: Surfboard Empire  
Multi Store Runner Up: Strapper Surf  
Single Store Winner: Passport Surf  
Single Store Runner Up: Surfexction - Byron Bay

## The process will be as follows:

1. Brands will be asked to nominate up to 10 of their Top Independent Retailers
2. Retailers are also encouraged 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 Winners and Runner Ups as finalists.
5. Retailers will be notified that they are a Top 5 Finalist and they must accept their nomination to progress.
6. Once finalists are determined, each finalist will be required to produce a video addressing a series of weighted questions for assessment.
7. The judging panel will determine Winners and Runner Ups by score from the video submissions.



# Australian Core Boardstore of the Year

This award is limited to retailers that have dedicated hardware, surf accessories and wetsuit areas. 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 award will be automatically included as a finalist (top 5) who are:

Core Board Store Winner: Surfboard Empire  
Core Board Store Runner Up: Aloha Surf Manly

## 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 award Winner and Runner Up as finalists.
4. Retailers will be notified that they are a Top 5 Finalist and they must accept their nomination to progress.
5. Once finalists are determined, each finalist will be required to produce a video addressing a series of weighted questions for assessment.
6. The judging panel will determine the Winner and Runner Up by score from the video submissions.



# 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