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| **BRAND & PRODUCT CATEGORIES AWARD FINALISTS** |
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| **Men's Brand of the Year** | **Boardshort of the Year** |
| Billabong | Billabong - Parko Transverse Boardshort |
| Hurley | Hurley - The Phantom Fuse Boardshort |
| Quiksilver | Quiksilver - The Original Scallop Boardshort |
| Rip Curl | Rip Curl - MF 1 Boardshort |
| Rusty | Rip Curl - Mirage Flex Boardshort |
|   |   |
| **Ladies Brand of the Year** | **Wetsuit of the Year** |
| Billabong Girls | Billabong - Solution Xero |
| O’Neill Women’s | O'Neill - Psycho 3 |
| Rip Curl | O'Neill - Superfreak |
| Roxy | Rip Curl - Flashbomb |
| Rusty | XCEL – Drylock |
|   |   |
| **Footwear Brand of the Year** | **Surfboard of the Year** |
| Havaianas | Channel Island Surfboards by Al Merrick- DFR Model |
| Kustom | Hayden Shapes - Hypto Krypto by Global Surf Industries |
| Nike | JS Industries - Monsta |
| Reef | JS Industries - Revolution |
| Vans | Rusty - Magic Thumb |
|   |   |
| **Breakthrough Brand of the Year** | **Surfing Product of the Year** |
| GoPro | Creatures of Leisure - Pro Leash |
| Hurley | FCS - FCS MF-2 (Mick Fanning Signature Fin) |
| Rusty | GoPro - HD3 |
| RVCA | Hurley - The Phantom Fuse Boardshort |
| Vans | Ocean & Earth - One Piece Leash / Technology |
|   |   |
| **Mens Marketing Campaign of the Year** | **Sunglass of the Year** |
| Billabong – Life’s Better In Boardshorts | Dragon - Owen Wright Signature Remix |
| GoPro - Be a Hero | Dragon - The Jam |
| O'Neill -  60th Anniversary | Oakley - Garage Rock |
| Rip Curl - Flashbomb | Oakley - Julian Wilson Signature Holbrook |
| Rip Curl – Mirage | Otis – Louie |
|   |   |
| **Ladies Marketing Campaign of the Year** | **Product Innovation - Judged** |
| Billabong - CLEO + Billabong Collaboration | 3D Fins |
| Billabong - Colour My Summer | Arnette |
| Rip Curl - My Bikini | Firewire |
| ROXY - Let The Sea Set You Free | GoPro |
| Rusty - Our Kind | Quiksilver |
|   |   |
| **Online Channel Brand of the Year - Judged** | **Environment Award - Judged** |
| Billabong | Billabong |
| Dragon | Etnies |
| Oakley | GSI |
| Quiksilver | Hurley |
| Roxy | Rusty |
|   |   |
| **SALES & CUSTOMER SERVICE AWARD FINALISTS** |
| **Sales Office of the Year** | **Sales Rep - SA** |
| NSW - Billabong | Billabong - Sam Sutton |
| QLD - Rusty | Hurley/WillMills Agency - Will Mills |
| SA - Hurley | Oakley/Arnette - Tim Persse |
| VIC - Rusty | O'Neill Australia/Instant Agencies - Ryan Anderson |
| WA – Rusty | Rip Curl - Travis Ochota |
|   |   |
| **Sales Rep - NSW** | **Sales Rep - Vic/Tas** |
| Creatures of Leisure - Lee Keates | Dragon/Lark Agencies - Mark Nielsen |
| Dragon - Matt Hall | Hurley/Unwritten Agency - Josh De Souza |
| Havaianas - Leigh Colyer | O'Neill Australia/Evolve Agencies - Matt Drape |
| Quiksilver - Lincoln Jubb | Rusty - Erin Smith |
| Rip Curl - Adam Sharp | Rusty - Tom Nolan |
| Rusty - Tim Davy |   |
|   | **Sales Rep - WA** |
| **Sales Rep - QLD** | Billabong -  Kristel Hallem |
| Billabong - Shaye Newman | Otis Eyewear - Jamie Thompson |
| Oakley/Arnette - Luke Boman | Rip Curl - Kerry Whitford |
| Rip Curl - Adam Leslie | Rusty - Adam Morrison |
| Rusty - Mitch Hayes | Volcom/Onboard Agencies Mike Maxted |
| Rusty - Sarah Harland |   |
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| **RETAIL CATEGORIES AWARD FINALISTS** |  |
| **Core Boardstore of the Year** | **NSW Single Store Retailer of the Year** |  |
| Cooly Surf | Akwa Surf |  |
| Saltwater Wine Boardstore | Finbox |  |
| Star Surf + Skate | Sanbah |  |
| Strapper Surf | Wicks Surf Shop |  |
| Surfculture | Zink Surf |  |
|   |   |  |
| **National Chain Retailer of the Year** | **NSW Retailer of the Year** |  |
| Ozmosis | Akwa Surf |  |
| Quiksilver | Beach Without Sand |  |
| SDS | Coopers |  |
| Surf Shops Australia | Saltwater Wine |  |
| Surfection | Slimes |  |
|   |   |  |
| **QLD Single Store Retailer of the Year** | **WA Single Store Retailer of the Year** |  |
| Billabong Airlie Beach | Beach Life Surf Shop |  |
| Last Wave Watersports | Corner Surf Shop |  |
| Skin Ski & Surf Townsville | Country Waves |  |
| Spire Clothing Cairns | The Surf Boardroom |  |
| Surf FX | Three Stories |  |
|   |   |  |
| **QLD Retailer of the Year** | **WA Retailer of the Year** |  |
| Last Wave Watersports | Corner Surf Shop |  |
| Skin Ski & Surf Townsville | Country Waves |  |
| Mt Woodgee | Star Surf + Skate |  |
| Surf FX | The Surf Boardroom |  |
| Surf Extreme | Three Stories |  |
|   |   |  |
| **VIC/TAS Single Store Retailer of the Year** | **SA/NT Single Store Retailer of the Year** |  |
| Canoe N Surf |  JR's Surf & Ski Colonnades |  |
| Fearless Street, Skate & Surf | Extreme Boardriders |  |
| Hodgy's Surf Centre | Saltbush Surf |  |
| Murf's Longboards | Steve's Place |  |
| Passport Surf | The Surf Shop |  |
|   |   |  |
| **VIC/TAS Retailer of the Year** | **SA/NT Retailer of the Year** |  |
| Fearless Street, Skate & Surf | JR's Surf & Ski Colonnades |  |
| Mordy Surf Centre | JT Surf & Skate |  |
| Planet Surf | Saltbush Surf |  |
| Strapper Surf | Steve's Place |  |
| Trigger Brothers  | The Surf Shop |  |
|   |   |  |
|   | **Shop Fit Out of the Year - Judged** |  |
|   | BLVD |  |
|   | Mordy’s Surf |  |
|   | SDS Manly Corso |  |
|   | Southern Man |  |
|   | Three Stories |  |