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| **PRODUCT CATEGORIES** | **BRAND CATEGORIES** |
| **Boardshort of the Year** | **Footwear Brand of the Year** |
| Billabong: Fluid Boardshort | Globe |
| Hurley: Phantom JJF Elite Boardshort | Havaianas |
| O’Neill: Jordy Freak Boardshort | Reef |
| Quiksilver: Ag47 New Wave Boardshort | Rusty |
| Rip Curl: Mirage Mf Driven Boardshort | Vans |
|  | |   |
| **Wetsuit of the Year** | **Swimwear Brand of the Year** |
| Billabong: Xero Furnace | Billabong |
| O’Neill: Psycho 3 | O’Neill |
| Patagonia: Yulex Nexkin | Rip Curl |
| Quiksilver: Ignite Zipperless Steamer | Roxy |
| Rip Curl: Flashbomb Zip Free | Rusty |
|   | |   |
| **Surfboard of the Year** | **Breakthrough Brand of the Year** |
| Firewire: Pyzalien | Afends |
| Haydenshapes: Hypto Krypto Future Flex | Modom Surf |
| JS Surfboards: Blak Box 2 | Neontide |
| Onboard Industries: Bunny Chow | Vissla |
| Rusty: Occy 84, 30th Anniversary Model |  | |
|   | **Ladies Brand of the Year** |
| **Surfing Accessory of the Year** | Billabong |
| Billabong: APEX Backpack | Rip Curl |
| Creatures of Leisure: Pro 6 Leash | Roxy |
| FCS: FCSII Essential Fin Series | Rusty |
| Go Pro: GoPro Hero4 Black | Volcom |
| Rip Curl: SearchGPS Watch |  | |
|   | **Mens Brand of the Year** |
| **Sunglass of the Year** | Billabong |
| Carve: Sublime (3261) | Hurley |
| Dragon: The Jam H2O Floatable | Rip Curl |
| Oakley: Holbrook | Rusty |
| Otis: Youngblood by Otis | Volcom |
| Rip Curl: Raglan Glass polarized |   |
|   | **MARKETING CATEGORIES** |
|   | **Mens Marketing Campaign of the Year** |
|   | Billabong: Lifes Better In Boardshorts |
|   | Dragon: H2O Floatable Campaign |
|   | Rip Curl: Surfing is Everything |
|   | Rusty: Our Kind ft. Noa Deane |
|   | Volcom: True To This |
|   |  | |
|   | **Ladies Marketing Campaign of the Year** |
|   | Billabong: A Bikini Kinda Life |
|   | Rip Curl: My Bikini |
|   | Roxy: Roxy Pop Surf |
|   | Rusty: Our Kind ft. Olive Cooke |
|   | Volcom: True To This |
|  | |  | |
| **RETAILER OF THE YEAR** | **BREAKTHROUGH RETAILER OF THE YEAR** |
| **NSW Retailer of the Year** | **NSW Breakthrough Retailer of the Year** |
| Aquatique | BLVD. |
| Coopers Surf Australia | Finbox Boardstore |
| Saltwater Wine / Stormriders | Sanbah Surf Shop |
| Slimes | Simon Law's Tsunami Surfer |
| Surf Culture Bondi | Surf Culture Bondi |
|  | |   |
| **QLD Retailer of the Year** | **QLD Breakthrough Retailer of the Year** |
| Beachbeat Surfshops | Board Culture |
| Board Culture | Freetime Surf |
| Freetime Surf | Rip Curl Maroochydore |
| Suburban Surf | Skin Ski Surf Townsville |
| Tript Port Douglas | Suburban Surf |
|  | |   |
| **SA/NT Retailer of the Year** | **SA/NT Breakthrough Retailer of the Year** |
| Beaches Apparel | Beaches Apparel |
| Extreme Boardriders | Big Surf Australia |
| JRs Surf & Ski | JT Surf and Skate |
| JT Surf and Skate | Original Surf Co |
| Onboard Surf Wind & Snow | The Surf Shop |
|  | |   |
| **VIC/TAS Retailer of the Year** | **VIC/TAS Breakthrough Retailer of the Year** |
| Mordy's Surf | Bendigo Skin Ski and Surf |
| Peninsula Surf | Hodgy’s Surf Centre |
| Red Herring Surf | Mordy's Surf |
| Strapper Surf & Blunt Skateboarding Co | Peninsula Surf |
| Zak Surfboards | Zak Surfboards |
|  | |   |
| **WA Retailer of the Year** | **WA Breakthrough Retailer of the Year** |
| Brownies | Brownies |
| Country waves | Corner Surf Shop |
| Star Surf + Skate | Evolution Surf |
| Vidlers Cottesloe Surf | Star Surf + Skate |
|   | | |
|  | |   |
| **CORE BOARDSTORE** |   |
| **Core Board Store of the Year** |   |
| Aloha, Manly, NSW |   |
| Sanbah Surf, Newcastle, NSW |   |
| Slimes, Erina, NSW |   |
| Strapper Surf, Torquay, VIC |   |
| Surf Culture, Bondi Junction, NSW |   |
|  | |   |
| **JUDGED CATEGORIES** | **SERVICE CATEGORIES** |
| **Product Innovation** | **Sales Office of the Year** |
| Creatures Of Leisure: Surfears Ear Plugs | Billabong: Queensland |
| Dragon: H2O Floatable Collection | Dragon:  Victoria |
| Oakley: Custom Lab | Hurley: New South Wales |
| Surf Hardware: FCSII | Rip Curl: Queensland |
| Vissla: Coconut Boardshorts | Volcom:  New South Wales |
|  | |   |
| **Environment Award** | **NSW Sales Representative of the Year** |
| Billabong: Recycler Program | Andrew Spence: Hurley |
| Hurley: Hurley H20 Programs | Ben Starkey: O’Neill |
| Patagonia: Yulex Wetsuit Program | Jodie Watson: Rip Curl |
| Vissla: Coconut Boardshorts | Ross Curtin: Reef / Futures |
|   | Tim Davy: Rusty |
| **Shop Fit Out of the Year** |   |
| Billabong, Pitt Street Mall, NSW | **QLD Sales Representative of the Year** |
| Moses Surf, Warnbro, WA | Andrew Ross: Hurley |
| Stormriders, Port Macquarie, NSW | Luke Boman: Oakley |
| Strapper Surf, Torquay, VIC | Sarah Harland: Rusty |
| Surf Dive 'n' Ski, Marion, SA | Simon Bonny: Billabong |
|   | Todd Luhrs: Creatures / Otis |
| **Australian Retailer of the Year** |   |
| Coopers Surf Australia, NSW | **SA/NT Sales Representative of the Year** |
| Saltwater Wine / Stormriders, NSW | Ben Stephan: Rusty / Nixon |
| Slimes, NSW | Prue Staude: Roxy |
| Strapper Surf & Blunt Skateboarding Co, VIC | Ryan Anderson: Volcom / O’Neill / Creatures / |
| Surfculture Bondi, NSW |                              Carve / Otis / Firewire / Futures |
|   | Tim Persse: Oakley |
|   | Will Mills: Hurley |
|   |  | |
|   | **VIC/TAS Sales Representative of the Year** |
|   | Finn Barry: Rusty |
|   | Joshua Desouza: Hurley |
|   | Mark Neilsen: Dragon |
|   | Reid Young: Rhythm / Surf Composites |
|   | Timothy Douglas: Billabong |
|   |  | |
|   | **WA Sales Representative of the Year** |
|   | Emma Waters: Billabong |
|   | Kerry Whitford: Rip Curl |
|   | Mel Hall: Roxy |
|   | Paul Paterson: Futures |
|   | Penny Dunn: Rusty |