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| **BRAND CATEGORIES** | **PRODUCT CATEGORIES** |
| **Mens Brand of the Year** | **Boardshort of the Year** |
| Billabong | Billabong: Platinum X – Pulse X |
| Rip Curl | Quiksilver: AG47 New Wave Bonded |
| Rusty | Rip Curl: Mirage MF Focus |
| Vissla | Rusty: Evil Dumpster |
| Volcom | Vissla: Skeleton Coast |
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| **Ladies Brand of the Year** | **Wetsuit of the Year** |
| Billabong | Billabong: Furnace Carbon X |
| Rip Curl | O'Neill: Psycho 3 |
| Roxy | Patagonia: R2 Yulex Nexskin Full Suit Front Zip |
| Rusty | Rip Curl: Flashbomb Zip Free |
| Seafolly | Vissla: 7 Seas |
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| **Breakthrough Brand of the Year** | **Surfboard of the Year** |
| Modom | Channel Islands: Sampler |
| Nike SB Vision | Firewire: EVO – Firewire / Tomo |
| Obfive | Haydenshapes: Hypto Krypto Futureflex |
| RVCA | JS Industries: HYFI Blackbox II |
| Vissla | Rusty: The Sista Brotha (Noa Deane Model) |
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| **Swimwear Brand of the Year** | **Surfing Accessory of the Year** |
| Billabong | Futures Fins: Generation Series |
| Rip Curl | Nixon: Ultratide |
| Roxy | Rip Curl: Rifles Tide Watch |
| Seafolly | Surf Hardware International: FCS Traction |
| Tigerlily | The Leisure Collective: Creatures Dry Lite Day Bag |
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| **Footwear Brand of the Year** | **Sunglass of the Year** |
| DC | Carve: Volley |
| Havaianas | Dragon:  Monarch |
| Kustom | Electric: Knoxille S-Line |
| Reef | Oakley:  Latch |
| Rusty | Otis: Youngblood |
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| **MARKETING CATEGORIES** |  |
| **Mens Marketing Campaign of the Year** |  |
| Billabong: Life’s Better in Boardshorts |  |
| Quiksilver: Dark Rituals |  |
| Rip Curl: The Search |  |
| Rusty: Have you seen my pants | | |
| Volcom: Welcome To Water |  |
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| **Ladies Marketing Campaign of the Year** |  |
| Billabong: A Bikini Kinda Life |  |
| Rip Curl: My Bikini |  |
| Roxy: POPSurf |  |
| Rusty: Have you seen my pants | | |
| Seafolly: Gigi Hadid |  |
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| **RETAIL AWARDS** | **SERVICE AWARDS** |
| **Core Board Store of the Year** | **Sales Office of the Year** |
| Aloha Surf, NSW | Billabong National Customer Service |
| Sanbah, NSW | Creatures of Leisure |
| Slimes, NSW | Dragon Alliance South Pacific – Torquay |
| Strapper Surf, VIC | Quiksilver Torquay Customer Service |
| Surf Culture, NSW | Volcom Australia & New Zealand |
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| **NSW Retailer of the Year** | **NSW Sales Representative of the Year** |
| Aquatique | Zoe Caswell - Billabong |
| Coopers Surf Australia | Ben Starkey - O'Neill |
| Saltwater Wine | Stormriders | Adam Sharp - Rip Curl |
| Sanbah Surf Shop | Nathan Marsh - The Leisure Collective |
| Slimes | Dave Hyslop - Volcom |
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| **QLD Retailer of the Year** | **QLD Sales Representative of the Year** |
| Beachbeat Surfshops | Shaye Newman - Billabong |
| Freetime Surf | Joel McCabe - Inspired Youth Agency |
| Mt Woodgee Surfboards | Luke Boman - Modern Supply Co |
| Red Zoo Kawana | John Michaliades - Oakley |
| Tript Port Douglas | Jamie Thomson - Rusty |
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| **SA/NT Retailer of the Year** | **SA/NT Sales Representative of the Year** |
| Beaches Apparel | Travis Ochota - Bishop Agencies |
| Extreme Boardriders | Bruce Howarth - Dragon/Nike SB Vision |
| JR's Surf & Ski | Ryan Anderson - Instant Agencies |
| JT Surf & Skate | Amy Stephan - Rusty |
| Lincoln Surf Co | Ben Stephan - Rusty |
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| **VIC/TAS Retailer of the Year** | **VIC/TAS  Sales Representative of the Year** |
| Lorne Surf Shop | Mark Nielsen - Dragon/Nike SB Vision |
| Red Herring Surf | Reid Young - Dragon/Nike SB Vision |
| Strapper Surf | Blunt Skateboarding Co | Lachlan McDonald - Oakley |
| Sunbury Skin Ski Surf | People | Paul Sunderman - PS Agencies |
| Zak Surfboards | Richie Heenan - Quiksilver |
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| **WA Retailer of the Year** | **WA Sales Representative of the Year** |
| Evolution Surf | James Graham - Billabong |
| Hillzeez | Marty Farrow - Quiksilver |
| Star Surf & Skate | Kerry Whitford - Rip Curl |
| The Surf Boardroom | Mike Maxted - Volcom |
| Vidlers Cottesloe Surf | Shaun Wright - Wildfire Agencies |
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| **JUDGED AWARDS** |  |
| **Shop Fit Out of the Year** | **Australian Breakthrough Retailer** |
| Haydenshapes Flagship Store, Mona Vale, NSW | Beaches Apparel, SA |
| Nixon, Chadstone, VIC | Strapper Surf | Blunt Skateboarding Co, VIC |
| Onboard, Byron Bay, NSW | Evolution Surf, WA |
| Quiksilver Boardriders, Torquay, VIC | Onboard, NSW |
| RVCA, Byron Bay, NSW | Sanbah, NSW |
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| **Product Innovation** |  |
| Firewire: EVO |  |
| Oakley: Prizm |  |
| Patagonia: R2 Yulex Nexkin |  |
| Rip Curl: SearchGPS Watch |  |
| The Leisure Collective: SurfEars 2.0 |  |
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| **Environment** |  |
| Billabong: Recycled Fabric |  |
| Firewire: Timbertek (Ecoboard Certification) |  |
| Patagonia: 1% of the Planet |  |
| Rip Curl: Planet Day |  |
| Vissla: Coconut Boardshorts | | |