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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 |
|   | |   |
| **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 |  |
|    | |   |
|  **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 |   |
|    | |   |
|  **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 |
| | |   |
| **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 |
| | |   |
| **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 |
| | |   |
| **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 |
| | |   |
| **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 |
| **|** |   |
| **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 |
|  | |   |
| **Product Innovation** |   |
| Firewire: EVO |   |
| Oakley: Prizm |   |
| Patagonia: R2 Yulex Nexkin |   |
| Rip Curl: SearchGPS Watch |   |
| The Leisure Collective: SurfEars 2.0 |   |
|   | |   |
| **Environment** |   |
| Billabong: Recycled Fabric |   |
| Firewire: Timbertek (Ecoboard Certification) |   |
| Patagonia: 1% of the Planet |   |
| Rip Curl: Planet Day |   |
| Vissla: Coconut Boardshorts |  | |