



## AWARDS NOMINATION KIT

BRANDS AND RETAILERS



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

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# About the SBIA Awards

The SBIA Awards, introduced in 2011, have become a prestigious platform to honor outstanding retailers, products, brands, and individuals in the industry. This year, we are thrilled to present our highly anticipated awards program.

With a total of 21 categories, including brand, marketing, product, innovation, environment, retail and customer service, there is a category to suit every member's participation. We are particularly excited to introduce a new category this year, Store Manager of the Year, and we eagerly await the nominations for this esteemed recognition.

Participating in the 2023 SBIA Awards is a valuable endeavor that can bring significant benefits to your business and employees. These include industry-wide recognition, marketing opportunities, and the chance for your team to celebrate their hard work and dedication.

To assist you in navigating the SBIA Awards process, we have prepared this nomination kit. It aims to provide a comprehensive understanding of the awards process and serve as a guide for completing your nomination and submission using our online platforms, Google Forms and Award Force. Should you have any questions regarding the awards, the process, or your nomination, please don't hesitate to reach out to the SBIA Awards team. You can contact us via email at [admin@sbia.com](mailto:admin@sbia.com).

## A message from our Board of Management

On behalf of the SBIA Board, we are super excited to bring to you the 2023 SBIA Awards!

Our industry is a unique ecosystem supporting small independent family businesses to large multinational enterprises. The glue that binds us together is our shared passion for the cause, we love our industry and the sport and lifestyle we embrace. Big or small, every retailer and brand within our industry plays an important role.

The SBIA Awards provide an opportunity to recognise our best-in-class performers and celebrate the achievements of each and every nominee. In addition to celebrating the wins and encouraging those who work in our industry, the dual role of the annual awards night is the gathering of the surf tribe. A night where the industry comes together to share laughs, camaraderie and celebration.

We're looking forward to another great event this year and hope you can join us for the industry night-of-nights.

**Anthony 'Macka' Wilson**  
SBIA President  
Managing Director | Wilson Retail Co





# Benefits of entering the 2023 SBIA Industry Awards

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

- **Gain Industry Recognition:** Showcase your business's excellence and achievements to industry professionals, peers, and stakeholders, elevating your reputation and standing within the field.
- **Enhance Brand Visibility:** Increase your brand's visibility and exposure through the SBIA Awards platform, reaching a wider audience and attracting potential customers and partners.
- **Marketing Opportunities:** Benefit from marketing and promotional opportunities associated with the SBIA Awards, including media coverage, social media exposure, and inclusion in industry publications, amplifying your brand's reach.
- **Celebrate Team Efforts:** Acknowledge and celebrate the hard work, dedication, and accomplishments of your team members, boosting morale and fostering a sense of pride and motivation within your organisation.
- **Network and Collaborate:** Connect with industry leaders, professionals, and like-minded individuals during SBIA Awards season, opening doors for collaboration, partnerships, and knowledge-sharing opportunities.
- **Differentiate Your Business:** Stand out from competitors by showcasing your unique strengths, innovations, and contributions, establishing your business as a leader and setting yourself apart in the market.
- **Attract Top Talent:** The SBIA Awards recognition can enhance your employer brand, attracting top talent who are motivated to work for an organisation that has been acknowledged for excellence in the industry.
- **Inspire Continuous Improvement:** The SBIA Awards process encourages businesses to strive for ongoing improvement and innovation, setting new goals and standards for success within the industry.

All finalists, runners-up, and winners of the SBIA Surf Industry Awards will be provided an SBIA Surf Industry Awards FINALIST, RUNNER UP, and WINNER graphics. These graphics can be proudly displayed on your website and social media platforms, showcasing your achievement and recognition in the industry.

Winners will also be presented with the iconic SBIA Awards trophy, symbolizing their exceptional accomplishments. Additionally, winners will have the exclusive opportunity to purchase additional category trophies, allowing them to provide recognition to state offices or additional stores within their organisation.

Runners-up will receive a digital SBIA Surf Industry Awards certificate, commemorating their notable performance and success in the awards program.

## 2023 Key Dates

**23rd June, 2023**

Nominations Open (Voted & Judged)

**28th July, 2023**

Nominations Close (Voted)

**4th August, 2023**

Nominations Close (Judged)

Voting Opens

Tickets On Sale

**14th - 25th August, 2023**

Judging Period (Judged)

**25th August, 2023**

Voting Closes (Voted)

**1st September, 2023**

Finalists Announced

**19th October, 2023**

**SBIA Awards Event**

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# Eligibility

Participation in the 2023 Awards as nominees/entrants is open to all businesses in the Surf and Boardsports Industry. Whether your business is a financial member of the SBIA or not, you have the opportunity to enter the awards. For financial members of the SBIA, entry into the awards is free of charge.

If your brand is not a current member of the SBIA, there is a fee of \$500 required to enter the Awards, however, there are no costs associated for retailers or sales agencies and we encourage all to participate. These fees contribute to the administration and organisation of the awards, ensuring a fair and comprehensive evaluation process.

Voters and judges of the SBIA Awards can be both members and non-members of the association. This inclusive approach allows us to gather diverse perspectives and expertise during the evaluation process.

If you are not yet a member or need to renew your membership, our Executive Officer, Lyndall Browning, is available to provide detailed information regarding membership investment and the benefits of joining the SBIA. Please don't hesitate to contact her via email at [lyndall@sbia.com.au](mailto:lyndall@sbia.com.au) for further assistance and guidance.

## What If I am nominated by another business?

If your business has been nominated by another business for an award, there are specific steps to follow to confirm your acceptance and proceed with the nomination process.

For the categories of Australian Retailer of the Year (Single Store, Multi Store and Core Board Store), retail members who are finalists must accept their nomination before the voting phase can begin. This ensures that all finalists are committed to participating in the awards process.

For all other awards, if your business has been nominated by another business, a representative from your business will receive an email notification from the SBIA Awards team, delivering the exciting news of your nomination. It is important to respond to this email and indicate whether you accept the nomination or if you prefer not to be included in that specific category.

By responding to the nomination acceptance email, you can officially confirm your participation and express your willingness to be considered for the award. This process ensures that all nominated businesses are actively engaged and involved in the awards process.

Should you have any further questions or require clarification regarding the nomination acceptance process, please feel free to reach out to the SBIA Awards team.



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# 2023 Awards Information

The SBIA Awards encompass a total of 21 awards spanning different categories, all aimed at acknowledging excellence in various aspects of the industry. These categories recognise brand excellence, marketing excellence, product excellence, innovation and environmental initiatives, sales and customer service and retail excellence.

As a business, you have the opportunity to enter multiple categories that align with your strengths and achievements. However, it's important to note that you can submit only **ONE (1)** entry per award category, with the exception of the Account Manager, Sales Agency and Store Manager of the Year. In these categories, all

state and territory sales representatives, agents and store managers are entered by their respective businesses, allowing for comprehensive representation.

This approach ensures fairness and diversity in the awards process, allowing businesses to showcase their standout qualities and contributions within their chosen categories. It encourages a broad range of participation while maintaining a level playing field for all participants.

If you require further information or have any questions regarding the specific entry guidelines for each category, please refer to the official SBIA Awards documentation or reach out to the SBIA Awards team for assistance.

## 2023 Awards Categories

### Brand Awards

#### Voted by Retailers | Eligible for Brands

2023 Brand Of The Year | Large  
2023 Brand Of The Year | Small To Medium  
2023 Boardshort Brand Of The Year  
2023 Swimwear Brand Of The Year  
2023 Sunglass Brand Of The Year  
2023 Footwear Brand Of The Year

### Environment Award

#### Judged | Eligible for Brands and Retailers

Environment Award

### Product Innovation Award

#### Judged | Eligible for Brands

Product Innovation Award

### Product Awards

#### Voted by Retailers | Eligible for Brands

2023 Wetsuit of the Year  
2023 Surfboard of the Year  
2023 Surfing Accessory of the Year

### Marketing Awards

#### Judged | Eligible for Brands

2023 Ladies Marketing Campaign of the Year  
2023 Men's Marketing Campaign of the Year

### Retail Awards

#### Voted by Brands and Judged by Independent Panel | Eligible for Retailers

2023 Australian Retailer of the Year | Single Store  
2023 Australian Retailer of the Year | Multi Store  
2023 Australian Retailer of the Year | Core Board Store

### Store Manager of the Year

#### Voted by Brands and Retailers | Eligible for Retailers

Store Manager of the Year

### Sales & Customer Service Awards

#### Voted by Retailers | Eligible for Brands

Sales and Customer Service Office of the Year  
Australian Account Manager of the Year  
Australian Sales Agency of the Year

### Shop Fit Out of the Year

#### Judged | Eligible for Brands and Retailers

Shop Fit Out of the Year



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# 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 and Manufacturers Voting Procedure

National Sales Managers and General Managers for SBIA Brand Members will be emailed a Google Forms link, 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 close 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 Google Forms link, 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 close 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 documentation agreement.



# How to Nominate for an Award

1

## Nominate

To nominate for the following voted categories, click the below links to be directed to the relevant Google Form(s).

[Brand Awards](#)

[Product Awards](#)

[Retailer Awards](#)

[Store Manager of the Year](#)

[Sales and Customer Service Awards](#)

2

## 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.

3

## Entry

For judged categories, log in to [Award Force](#) or for voted categories complete the Google Forms (linked above in Step 1).

You will be prompted to answer all questions relevant to the category you are entering (judged and voted).

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.

4

## 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 Forms (linked above in Step 1) and you're all done!



# National Brand Awards (Voted categories)

Eligible for Brands to enter

**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**

The Brand of the Year award is divided into two categories: Brand of the Year | Large and Brand of the Year | Small to Medium. The categorisation of these awards is based on membership level, which is determined by the brand's revenue in the Australian market.

As a financial Brand Member of the SBIA, your brand will automatically be included in the voting pool for the Awards. However, it is important to note that brands must formally accept this nomination in order to remain eligible for the voting process. If your brand wishes to opt-out of the Awards, you can simply inform the SBIA Awards team of your decision.

The SBIA Awards team will reach out to your brand to initiate the acceptance process. They will provide further instructions and guidance on how to proceed. It is crucial to respond to their communication to indicate your preference and ensure accurate record-keeping.

**We ask SBIA Retail Members consider the following criteria when casting their vote:**

1. Product sell-through / Retail Value Proposition.
2. Innovation / progressiveness .
3. Excellence in design, marketing and in-store product execution.
4. Consumer engagement and interest in the brand.
5. Are they easy to deal with? Do they provide a high level of sales support and customer service?

To submit a nomination for these categories, [click here](#).



# Environment Award (Judged category)

Eligible for All Retailers and Brands to enter

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.

To review submission questions, [click here](#)

# Product Innovation of the Year (Judged category)

Eligible for Brands to enter

The Product Innovation Award is a judged award that recognises the surf industry's most outstanding product innovation. This category is open to all products in all categories. Products must have been in the market place during the previous calendar year.

**When judging, the judging panel considers the presentation of the initiative and the following criteria:**

1. The product's concept and design benefits.
2. The innovation elements and the impact the product has on the marketplace; sustainability, potential, any problem solving initiatives, etc.

3. The value, need, differentiation and advantage this product has in the marketplace.
4. How the concept is delivered to the marketplace and it's competitive advantage.
5. How you have communicated the initiative and how it elevates and displays leadership within the industry and society.

To review submission questions, [click here](#)



# Product Awards (Voted categories)

## Eligible for Brands to enter

**Wetsuit of the Year**  
**Surfboard of the Year**  
**Surfing Accessory of the Year**

The Product Awards aim to acknowledge the exceptional products within each category, and the winners are determined through a retailer vote. SBIA Retail Members play a crucial role in the voting process, considering factors such as product innovation, design, and sales performance.

To be eligible for the Product Awards, the nominated products must have been available in the market during the previous calendar year.

One specific category within the Product Awards is the Surfing Accessory of the Year. This category focuses on accessories used in the sport of surfing, specifically those that are designed to be

utilised on or around the surfboard. It is important to note that this category excludes soft goods and apparel, focusing solely on equipment and accessories directly related to the surfboard.

Each SBIA Retail Member is given the opportunity to cast one vote and rank their preferences for each category by selecting a 1st, 2nd, and 3rd choice.

**When voting, SBIA Retail Members will consider the following criteria:**

1. Was the product innovative?
2. Was the product well designed?
3. Did the product sell/perform well in-store?

To submit a nomination for these categories, [click here](#)

# Marketing Awards (Judged categories)

## Eligible for Brands to enter

**Ladies Marketing Campaign of the Year**  
**Mens Marketing Campaign of the Year**

The Marketing Awards are designed to honour the most innovative and progressive marketing campaigns within the surf industry. These awards recognise campaigns that effectively leverage all marketing mediums, including in-store, digital, and print. To ensure a comprehensive evaluation, each Marketing Award submission should include a 30-second video and/or images that support the entry.

To be eligible, marketing campaigns must have been active in the market within the previous 12 months. Each submission should be for a specific campaign, clearly indicating the brand and the campaign name. For example, the entry should be titled "Brand - Campaign Name."

The judging criteria for the Marketing Awards will focus on several key factors. These include creativity, which evaluates the originality and uniqueness of the campaign's concept and execution. Brand image will be assessed to determine how effectively the campaign aligns with and enhances the brand's identity. Execution refers to the quality and effectiveness of the campaign's implementation across various

marketing mediums. Lastly, market positioning will be evaluated to assess how well the campaign resonates with the target audience and differentiates the brand in the market.

The assessment of marketing campaigns will consider their performance in print, digital, and point-of-purchase materials. Judges will evaluate the overall impact and effectiveness of the campaign across these mediums.

**When judging, the external panel will consider the following criteria:**

1. Was the campaign part of a global campaign rollout or a local campaign only.
2. The campaign value proposition and how it was conveyed.
3. The channels and activations that were utilised and how they engaged with the end consumer.
4. How the campaign was enabled and delivered to your retail partner network.
5. What elements of innovation were incorporated into the campaign.
6. The outcomes and ROI of the campaign.

To review interview questions, [click here](#)

# Australian Retailer of the Year - Single Store & Multi Store (Judged categories)

Eligible for Independent Retailers to enter

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:** Hillzeez

**Single Store Winner:** Star Surf + Skate

**Single Store Runner Up:** Passport Surf

**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.

To review interview questions, [click here](#)

# Australian Core Boardstore of the Year (Judged category)

Eligible for Independent Retailers to enter

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:** Wicks Surf

**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.

To review interview questions, [click here](#)



## NEW AWARD CATEGORY

# Store Manager of the Year (Judged category)

Eligible for Retailers and Brands to enter

We are stoked to announce the introduction of Store Manager of the Year to this year's SBIA Awards.

The Store Manager of the Year category shines a spotlight on the exceptional leaders who go above and beyond to create exceptional in-store experiences, drive sales, and foster a positive work environment. These individuals possess a unique blend of management skills, customer service acumen, and a passion for achieving outstanding results.

By introducing this category, we aim to acknowledge the pivotal role that store managers play in the success of businesses, and to honour their unwavering commitment to excellence. Their leadership and ability to motivate their teams directly impact customer satisfaction, brand loyalty, and overall business growth.

### The nomination process will be as follows:

1. A senior representative from your company (e.g. Store Owner, Director, CEO) will be asked to nominate their Store Manager of the Year.
2. Nominations will be analysed by the SBIA Awards Team to ensure validity.
3. The senior representative of the company will be asked to complete a submission for their Store Manager of the Year.
4. The submissions will be reviewed and scored by an independent judging panel.

### The criteria for this award is as follows:

1. The Store Manager must have been employed in your business for at least the past 12 months.
2. The Store Manager must be nominated by a senior representative from your company (e.g. Store Owner, Director, CEO).
3. Definition of Store Managers: All individuals in the position of Store Manager of a retail outlet (online or shopfront) operating in the Australian Surf and Boardsports Industry are eligible.
4. Business owners who are the sole Store Manager do not qualify. Managers of multiple stores or Area Managers also do not qualify. Managers of purely online stores can enter if they could reasonably be defined as a Store Manager.
5. The business must have been in operation for at least 12 months and continue to be in operation on 19 October 2023. You must notify us via [admin@sbia.com.au](mailto:admin@sbia.com.au) if this changes.
6. You must nominate one person in your organisation to be the primary contact for your entry.

To submit a nomination for this category, [click here](#)

# Sales & Customer Service Awards (Voted categories)

## Eligible for Brands to enter

The Sales & Customer Service Awards recognise the industry's best Sales and Customer Service Office and Sales Representative or Agency.

Sales and Customer Service Awards are voted by retailers and we ask them to consider the support and customer service received.

### **Sales and Customer Service Office of the Year**

- Sales Office of the Year must be a specific office location of an SBIA brand member such as "Brand - Office Location"

### **Australian Account Manager of the Year**

- Australian Account Manager of the Year must be a current employee of a SBIA brand member  
- This category will have 5 finalists this year, the Account Manager with the most votes from each of the following territories: QLD, NSW, VIC/TAS, SA/NT, WA.

### **Australian Sales Agency of the Year**

- Australian Sales Agency of the Year must be currently engaged by an SBIA brand member  
- This category will have 5 finalists this year, the Account Manager with the most votes from each of the following territories: QLD, NSW, VIC/TAS, SA/NT, WA.

SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.

### **When voting, SBIA Retail Members consider the following criteria:**

1. Do they understand your business needs?
2. Do they work with you to achieve a collaborative outcome?
3. Do they help drive sales through your business?
4. Do they provide your business with outstanding customer support?

To submit a nomination for these categories, [click here](#)

# Shop Fit Out of the Year (Judged category)

## Eligible for all Retailers and Brands to enter

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.

To review submission questions, [click here](#)



# Conditions of Entry

**By entering the 2023 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.



# 2023 SBIA Awards Checklist

1

## Read

Read this 2023 SBIA Surf Industry Awards Nomination Kit, you can also access here <https://www.sbia.com.au/2023-nomination-kit/>

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2

## Decide

Once you have decided on the categories you wish to enter, read the nomination criteria available via <https://www.sbia.com.au/2023-category-criteria/>

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3

## Visit

Visit [Award Force](#) for Judged categories or our Google Forms (as below) for Voted categories, and begin your nomination process.

[Brand Awards](#)

[Product Awards](#)

[Retailer Awards](#)

[Store Manager of the Year](#)

[Sales and Customer Service Awards](#)

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4

## Complete

Complete all relevant nomination information and upload as much supporting content as possible i.e. images, video links etc.

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5

## Save The Date

Mark the 2023 SBIA Awards event in your calendar – October 19th, 2022