

2016 SBIA Surf Industry Awards Information Pack

To celebrate the Surf Industry's outstanding Retailers, Products and Brands.

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About The SBIA Surf Industry Awards

The annual awards were launched in 2011 to celebrate the Industry's outstanding Retailers, Products and Brands. With 30 categories ranging from Core Boardstore to Mens Brand of the Year, the Awards also recognise outstanding Service to the Industry. Entering the Surf Industry Awards is a valuable endeavour that can deliver great benefits to your business and to your employees.

The 2015 Awards Night was a great success and was celebrated in fine style on the Gold Coast on June 11, 2015. The night attracted over 200 retailers and brand representatives from across Australia to acknowledge the high achievers of the Australian surf industry. See below for a full list of winners for the 2015 Awards.

2015 Ladies Brand of the Year	Billabong
2015 Mens Brand of the Year	Billabong
2015 Ladies Marketing Campaign of the Year	Billabong - A Bikini Kinda Life
2015 Mens Marketing Campaign of the Year	Billabong - Life's Better In Boardshorts
2015 Footwear Brand of the Year	Havaianas
2015 Swimwear Brand of the Year	Billabong
2015 Breakthrough Brand of the Year	Afends
2015 Boardshort of the Year	Rip Curl - Mirage MF Driven
2015 Wetsuit of the Year	Rip Curl - Flash Bomb Zip Free
2015 Surfboard of the Year	Haydenshapes - Hypto Krypto Future Flex
2015 Surfing Accessory of the Year	Rip Curl - SearchGPS Watch
2015 Sunglass of the Year	Oakley - Holbrook
2015 Product Innovation of the Year	Surf Hardware - FCSII
2015 Environment Award	Patagonia - Yulex Wetsuit Program
2015 Shop Fit Out of the Year	Strapper Surf & Blunt Skateboarding Co
2015 Sales Office of the Year	Billabong - Queensland
2015 NSW Sales Representative of the Year	Ben Starkey - O'Neill
2015 QLD Sales Representative of the Year	Simon Bonny - Billabong
2015 SA/NT Sales Representative of the Year	Will Mills - Mills Agency
2015 VIC/TAS Sales Representative of the Year	Finn Barry - Rusty
2015 WA Sales Representative of the Year	Kerry Whitford - Rip Curl
2015 NSW Retailer of the Year	Saltwater Wine Stormriders
2015 QLD Retailer of the Year	Beachbeat
2015 SA/NT Retailer of the Year	JR's Surf & Ski
2015 VIC/TAS Retailer of the Year	Strapper Surf & Blunt Skateboarding Co
2015 WA Retailer of the Year	Vidlers Cottesloe Surf
2015 NSW Breakthrough Retailer of the Year	Simon Law's Tsunami Surfer
2015 QLD Breakthrough Retailer of the Year	Suburban Surf
2015 SA/NT Breakthrough Retailer of the Year	Beaches Apparel
2015 VIC/TAS Breakthrough Retailer of the Year	Peninsula Surf Centre
2015 WA Breakthrough Retailer of the Year	Brownies
2015 Core Boardstore of the Year	Aloha Surf Manly
2015 Australian Retailer of the Year	Saltwater Wine Stormriders
2015 Service to the Industry	Surfing Australia

This pack is designed to help you understand the Surf Industry Awards process, as well as provide a step by step guide to completing your online entry.

If you have any questions about the Surf Industry Awards, process or your entry, please contact SBIA at admin@sbia.com.au.

Benefits of entering the 2016 Surf Industry Awards

Entering the Surf Industry Awards provides your business with unparalleled opportunity to:

- Gain recognition at a local, state and national level
- Raise the profile of your business and showcase your business to a state and nation wide audience
- Build a reputation for excellence inside and outside of your industry
- Boost staff morale through the recounting of successes and wins in your business

Finalists will be notified by email and announced in the SBIA newsletter and website. All Finalists, Runner Ups and Winners will receive official SBIA Surf Industry Awards FINALIST, RUNNER UP and WINNER graphics that can be used on websites, business cards, signage and social media.



Runner Ups will receive an SBIA Surf Industry Awards Runner Up certificate both printed and digitally.

Winners will receive an iconic SBIA Surf Industry Awards trophy. They will have the opportunity to purchase additional replica trophies to provide to state offices, additional stores, etc.



2016 Key Award Dates

Entries Open – Tuesday 12th January 2016

Entries Close – Monday 8th February 2016

Voting Opens – Tuesday 23rd February 2016

Ticket Sales Open – Tuesday 23rd February 2016

Voting Closes – Friday 7th March 2016

Finalists Announced – Thursday 31st March 2016

Awards Night – Thursday 26th May 2016

2016 Awards Night

The Surf Industry Awards is a gala event celebrating the Industry's best Retailers, Brands, Manufacturers, Products and Sales Teams. The 2016 Awards night is being held on the 26th May 2016 at the location below.

Crowne Plaza, Coogee
Oceanic Ballroom
242 Arden Street
Coogee, NSW, 2034

To read all about the 2015 Awards, visit here: www.sbia.com.au/events/2015-surf-industry-awards-night/



Eligibility

Participants, that being entrants, voters or judges, of the SBIA Surf Industry Awards are limited to current financial members of SBIA.

Brand Eligibility

Entries are open to all Surf & Boardsports Industry Brand/Manufacturer Members. Entry is FREE for SBIA Members.

SBIA Surf Industry Brands/Manufacturers must ENTER their own Brands and Products using the procedure outlined in the 'How To Enter' section on page 14.

Retail Eligibility

All SBIA Surf Retail Members are automatically entered into the State Retailer for the Year respective to their state. Finalist Retail Members are then required to accept their nomination before voting opens. Retail members that do not accept will forfeit their nomination and the next retailer in line will be invited to accept their nomination as a finalist.

SBIA Surf Industry Retailers must SUBMIT their own entries for the Shop Fit Out of the Year and Environment Awards using the procedure outlined in the 'How To Enter' section on page 14.

2016 Awards Categories and Information

There are 30 awards in total. 5 recognise brand excellence, 2 recognise marketing excellence, 6 recognise product excellence, 6 recognise sales and customer service, 9 recognise retail excellence, 1 environment award that is open across both retailers and brands and a service to the industry award. You can enter as many categories as are appropriate to your business, however only 1 entry per award category.

2016 Ladies Brand of the Year	2016 SA/NT Sales Representative of the Year
2016 Mens Brand of the Year	2016 VIC/TAS Sales Representative of the Year
2016 Ladies Marketing Campaign of the Year	2016 WA Sales Representative of the Year
2016 Mens Marketing Campaign of the Year	2016 Service to the Industry
2016 Footwear Brand of the Year	2016 Product Innovation of the Year
2016 Swimwear Brand of the Year	2016 Environment Award
2016 Breakthrough Brand of the Year	2016 Shop Fit Out of the Year
2016 Sunglass of the Year	2016 NSW Retailer of the Year
2016 Surfing Accessory of the Year	2016 QLD Retailer of the Year
2016 Boardshort of the Year	2016 SA/NT Retailer of the Year
2016 Wetsuit of the Year	2016 VIC/TAS Retailer of the Year
2016 Surfboard of the Year	2016 WA Retailer of the Year
2016 Sales Office of the Year	2016 Australian Retailer of the Year
2016 NSW Sales Representative of the Year	2016 Australian Core Boardstore of the Year
2016 QLD Sales Representative of the Year	2016 Australian Breakthrough Retailer of the Year

Brand Awards (Voted by Retailers)

2016 Ladies Brand of the Year
 2016 Mens Brand of the Year
 2016 Footwear Brand of the Year
 2016 Swimwear Brand of the Year
 2016 Breakthrough Brand of the Year

The Brand Awards recognise the surf industry's leading brands for each category. Each Brand Award submission should include a 30 second video (Vibe Clip) to support the entry. Brands will be voted on considering quality of products, marketing execution, customer and sales service, profitability and contribution to the surf and boardsports industry. The Breakthrough Brand of the Year recognises brands that have only been in the marketplace for five years or less. SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

- Do they offer quality products?
- Do they have exceptional Marketing execution that generates business?
- Do they provide quality customer service support?
- Do they provide outstanding sales service?
- Are they profitable for your business?
- Do they contribute to the surf and board sports?

Marketing Awards (Voted by Retailers)

2016 Ladies Marketing Campaign of the Year

2016 Mens Marketing Campaign of the Year

The Marketing Awards recognise the surf industry's best, most creative, marketing campaign. Each Marketing Awards submission should include a 30 second video and/or images to support the entry. Marketing campaigns must have been in the market during the previous 12 months. Marketing campaigns must be a specific campaign, such as "Brand – Campaign Name". Marketing Campaigns will be voted on creativity, brand image, execution and market positioning for print, digital and point of purchase material. SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members need to consider the following criteria:

- Was the campaign creative?
- Was the brand image displayed well?
- Was the campaign well executed?
- Did the campaign generate sales?

Product Awards (Voted by Retailers)

2016 Sunglass of the Year

2016 Surfing Accessory of the Year

2016 Boardshort of the Year

2016 Wetsuit of the Year

2016 Surfboard of the Year

The Product Awards recognise the outstanding products within each category and is determined by retailer vote. SBIA Retail Members vote considering product innovation, design and sales performance. Products must have been in the market during the previous calendar year. Products must be a specific style of the category, not a range such as "Brand – Style Name". Surfing Accessory of the Year must be an accessory used in the sport of surfing, such as equipment that goes on or around the surfboard - this excludes soft goods and clothing. SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

- Was the product innovative?
- Was the product well designed?
- Did the product sell/perform well in store?

Sales and Customer Service Awards (Voted by Retailers)

2016 Sales Office of the Year

2016 NSW Sales Representative of the Year

2016 QLD Sales Representative of the Year

2016 SA/NT Sales Representative of the Year

2016 VIC/TAS Sales Representative of the Year

2016 WA Sales Representative of the Year

The Brand/Manufacturer Sales & Customer Service Awards recognise the industry's best Sales & Customer Service Office and Sales Representative or Agency. Sales and Customer Service Awards are voted for considering the support and customer service received. Sales Office of the Year must be a specific office location of the brand such as "Brand – Office Location". Sales Representative must be a current employed representative or agent of a SBIA brand member. SBIA Retail members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Retail Members consider the following criteria:

- Do they understand your business needs?
- Do they work with you to achieve a collaborative outcome?
- Do they help drive sales through your business?
- Do they provide your business with outstanding customer support?

Product Innovation Award (Judged)

2016 Product Innovation of the Year

The Product Innovation Award is a judged award that recognises the surf industry's most outstanding product innovation. Submissions should include a 30 second video and/or images to support the entry. 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:

- Does the product provide value, need, differentiation and advantage in the marketplace?
- How is the product delivered to the marketplace and has it got a competitive advantage?
- Does the product have impact in the marketplace: sustainability, potential, etc?

Environment Award (Judged)

2016 Environment Award

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. Initiative(s) must have been active during the previous calendar year.

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

- Does the initiative demonstrate good environmental and sustainability practice?
- Does the initiative have any savings or cost benefits?
- What considerations were made in environmental protection and social responsibility?
- Does the initiative go beyond what is expected from the law and regulation authorities?
- Is the initiative innovative, creative and original?
- Does the initiative showcase leadership?

State Retail Awards (Voted by Brands)

2016 NSW Retailer of the Year
2016 QLD Retailer of the Year
2016 SA/NT Retailer of the Year
2016 VIC/TAS Retailer of the Year
2016 WA Retailer of the Year

The state based Retail Award categories recognise the surf industry's best retailer for that state. All SBIA Retail Members are AUTOMATICALLY entered into the State Retailer of the Year of their respective state. Retailers must operate solely within the state or territory nominated. The SBIA Industry Brand/Manufacturer Members cast one vote ranking 1st, 2nd and 3rd.

When voting, SBIA Brand/Manufacturer Members considering the following:

- Customer service
- Store presentation
- Merchandising
- Store Fitout
- Marketing
- Innovation
- Buying/inventory management

National Retail Awards

2016 Shop Fit Out of the Year (Judged)
2016 Australian Retailer of the Year (Judged)
2016 Australian Breakthrough Retailer of the Year (Judged)
2016 Australian Core Boardstore of the Year (Voted by Brands*)

The National Retail Award categories recognise the surf industry's best retailer for that category. Shop Fit Out of the Year, Australian Retailer of the Year, Australian Breakthrough Retailer of the Year are all judged categories. Australian Core Boardstore of the Year is voted only by SBIA Brand members that sell surfboards, surf accessories and wetsuits.

Shop Fit Out of the Year (Judged)

This awards is open to all retailers who have opened a new store or completed a significant refurbishment in the previous calendar year.

When judging, the judging panel considers the following criteria:

- Store design elements
- Space planning
- Ambience
- Innovation
- Merchandising
- Value proposition displayed

Australian Retailer of the Year (Judged)

The winners of each state retail award are automatically entered into this award.

When judging, the judging panel needs to consider the following criteria:

- Customer service
- Store presentation
- Merchandising
- Store Fitout
- Marketing
- Innovation
- Buying/inventory management

Australian Breakthrough Retailer of the Year (Judged)

For this award, there may be more than 1 winner.

When judging, the judging panel needs to consider the following criteria:

- Has the retailer transformed or improved their business through better processes, systems and merchandising?

Australian Core Boardstore of the Year (Voted by Brands*)

This award is limited to retailers that have a dedicated hardware, surf accessories and wetsuits area. The products in this area are used in the sport of surfing, excluding soft goods and clothing.

When voting, SBIA Brand members consider the following criteria:

- Customer service
- Store presentation
- Merchandising
- Store Fitout
- Marketing
- Innovation
- Buying/inventory management

Service to the Industry

2016 Service to the Industry

Service to the Industry Award is an integral part of the SBIA Surf Industry Awards. It is about recognising those who have made a significant and substantial contribution to the Australian Surf Industry. The SBIA Board invite members to nominate potential recipients. The Board meets and considers the nominees and by consensus decide each year's recipient.

Previous Service to the Industry Recipients

2015	Surfing Australia
2014	Don Burford – Burford Blanks Midget Farrelly – Surfblanks Australia Barry Bennett – Bennett Surfboards
2013	Alan Green – Quiksilver John Law – Quiksilver Gordon Merchant – Billabong Brian Singer – Rip Curl Doug Warbrick – Rip Curl
2012	Anthony Wilson –Wilson Retail, Saltwater Wine Stormriders

Voting and Judging Criteria

The voting premise is simply: Brands and Manufacturers vote for Retailers. Retailers vote for Brands & Manufacturers. There is no public vote and each brand/retailer gets one vote.

Industry Brand & Manufacturers Voting Procedure

National Sales Managers for SBIA Brand Members will be emailed a survey link which is 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 sales representatives to consider voting against the set criteria. A PDF of all the nominated retailers will accompany the link to be printed for consultation. National Sales Managers will then cast their collective vote ranking 1st, 2nd and 3rd per state on each of the state retail categories. Voting is to be completed before the voting closing date.

The votes will have weighted scores of 1st = 7 scores; 2nd = 3 scores; 3rd = 1 score.

Retail Voting Procedure

SBIA Retailer Members will be emailed a survey link that is 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 closing date.

The votes will have weighted scores of 1st = 7 scores; 2nd = 3 scores; 3rd = 1 score.

Judging Procedure

SBIA Brand/Manufacturer Members will judge the retail categories and Retail Members will judge the Brand/Manufacturer categories. For the Environment Award where both Brand/Manufacturer and Retail entries may be submitted, a panel of non-conflicting judges will be chosen across both Retail and Brand/Manufacturer networks.

There is a minimum of four judges for each category and one head judge. Judges are self-nominating, however are allocated against non-conflicting categories. Judges will review each entry and its supporting documents/videos/images/links. Before voting is conducted all judges will be contacted by the Head Judge to clarify the judging criteria. A meeting is then organised by the Head Judge for all judges to attend to discuss each entry against the criteria and to come to the conclusion of a Runner Up and Winner. The judging panel must keep the results confidential.

How To Enter

To enter the SBIA Surf Industry Awards, entrants must email admin@sbia.com.au to indicate their intention to have a dropbox set up via www.dropbox.com.au. Within the dropbox, there will be the Awards Information Pack and the Entry Form. The entrant must manage all content.

For entries to be valid, the dropbox must contain

1. The Information Pack
2. One Entry Form
3. A company logo that has a resolution higher than 300kbs
4. All required media (images, videos) to support each entry

Each entrant is responsible for ensuring the entries and contents of the dropbox are current. Failure to upload the completed Entry Form along with a company logo and all other supporting material is at the detriment of the entrant.

Only 1 Entry Form can be used per brand. SBIA understands there are various departments that may need to complete differing sections, therefore, sharing the dropbox amongst the organisation is permitted. Entrants need to keep in mind that the Entry Form that is in the drop box on the entry closing date, will be the final submissions for voting and judging.

For more information, please contact SBIA on admin@sbia.com.au

Good Luck!

2016 SBIA SURF INDUSTRY AWARDS CHECK LIST

Read the 2016 SBIA Surf Industry Awards Information Pack	<input type="checkbox"/>
Email admin@sbia.com.au to have a dropbox created	<input type="checkbox"/>
Upload a business logo that is larger than 300kb in .jpeg format into the dropbox	<input type="checkbox"/>
Complete the Entry Form and share the dropbox within your organisation if need be	<input type="checkbox"/>
Upload the Entry Form into the dropbox ensuring it is complete by Feb 8, 2016	<input type="checkbox"/>
Ensure all images and videos for each category are uploaded to the drop box	<input type="checkbox"/>
Mark the 2016 SBIA Surf Industry Awards date in your calendar – May 26, 2016	<input type="checkbox"/>