

RETAILER VOTE FOR BRAND, PRODUCT AND SERVICE AWARDS

Thank you for dedicating your time to make a valuable contribution to the **2023 SBIA Surf & Boardsports Industry Awards**. Your involvement in voting for your preferred brands, products, sales offices, and account managers is greatly appreciated.

Your vote holds significant importance to us. We kindly ask you to thoroughly review and contemplate the nominations before casting your votes. Please bear in mind that the provided link is unique to your email address and can only be used once. If you wish for the voting link to be directed to another representative within your business, please notify us at admin@sbia.com.au

VOTING PROCESS

During the voting process, it's crucial to consider the specific criteria associated with each award. Each business is entitled to submit one vote only. In cases where multiple individuals within your business receive this link, please ensure that only one vote is submitted. Invalid votes will be considered void.

The voting process is completely confidential, and the outcomes are utilised in an aggregated manner solely for determining the finalists and eventual winners in each category. ***The assigned scores for vote ranking are as follows: 1st place = 7 points, 2nd place = 3 points, and 3rd place = 1 point.***

Please note that this voting link is intended for Australian Surf & Boardsports Retailers.

We extend our gratitude once again for your participation, should you have any queries, please feel free to reach out to us via email at admin@sbia.com.au

Note: Retailers owned by Brand Members are not permitted to vote for products, brands, sales offices, or account managers from their parent company. Such votes will be considered void.

**Warm regards,
Lyndall Browning
SBIA Executive Officer**

* 1. Contact Information

Name

Company

Email Address

SALES AND CUSTOMER SERVICE AWARDS

2. Sales and Customer Service Office of the Year

The Sales & Customer Service Office of the Year awards recognise the industry's best office. Each award is based on popular vote by retailers.

Please take the time to familiarise yourself with the list for neighbouring states as the sales office may be listed under another state.

Please vote 1st to 3rd considering 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?

NB: Nominees are listed in alphabetical order

	1	2	3
Dragon Alliance (Marchon Eyewear) - Banksmeadow, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Futures Australia - Brookevale, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hurley - Manly, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberated Brands -Volcom and Captain Fin Balgowlah, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luxtotta (Essilor)- North Sydney, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nixon Sales Admin and Service Center - Gold Coast, QLD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ocean & Earth - Sussex Inlet, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patagonia Australia & New Zealand - Torquay, VIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rip Curl National Customer Service Office - Torquay, VIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rusty HQ - Osborne Park, WA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smith Optics (Safilo) - Peakhurst, NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stokehouse Australia (Vissla, Sisstr, Amuse) - Gold Coast, QLD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surf Hardware International - NSW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Leisure Collective (Creatures of Leisure, OTIS Eyewear, sito shades, Lay Day) - Dunsborough, WA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Australian Sales Agency of the Year

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

Please vote 1st to 3rd considering 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?

IMPORTANT: Nominees are listed BY STATE in ALPHABETICAL ORDER

This category will have 5 finalists which will consist of the Agency who receives the highest amount of votes in each of the following territories;

QLD, NSW, VIC/TAS, SA/NT, WA

	1	2	3
WA - AM Agency (Patagonia)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA - Bobby G Agency (Vissla)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA - Wildfire Agencies (Captain Fin Co.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA - Will Mills Agency (Hurley)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT - Bloom Management (Volcom)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT - Instant Agencies (Creatures of Leisure, OTIS Eyewear, Sex Wax, sito shades, Lay Day)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT - Will Mills Agency (Hurley)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Inspired Youth Agency (Captain Fin Co.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Modern Supply Co. (Futures Fins)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS- Easey Street Agencies (Volcom)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Evolve Agencies (Vissla)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - The Hello Life (Rusty)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Lark Agencies (Dragon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - PS Agencies (Creatures of Leisure, OTIS Eyewear, Sex Wax, sito shades, Lay Day)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Reid Young Agencies (Dragon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Carve'n Co (Dakine, Xcel & Palmers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Denpat Agency (Rip Curl)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Monte Agencies (Dragon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Odd Mob Agency (Rhythm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - The Good Life Agency (Smith Optics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - You're Welcome Agency (Captain Fin Co.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Australian Account Manager of the Year

The Account Manager of the Year award recognises the industry's best account manager in

the eyes of the industry's retailers.

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?

IMPORTANT: Nominees are listed BY STATE in ALPHABETICAL ORDER

This category will have 5 finalists which will consist of the Account Manager who receives the highest amount of votes in each of the following territories;

QLD, NSW, VIC/TAS, SA/NT, WA

	1	2	3
WA - Kerry Whitford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA - Mike Counsel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA - Mike Maxted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA - Paul Paterson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WA - Yong Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT - Finn Barry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT - Heath Townsend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA/NT - Travis Ochota	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Alex Summers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Bryan "Bella" Balthazaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Hayden Mannion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Jarad Lowe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Kyle Channon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Nic Muscroft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Olivia Wheeler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Ricky Sinclair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Ryan Modini	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Sarah Trumble	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QLD - Sean Finlay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Brett Russell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Daniel Jenkin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Finn Barry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Malcolm Walker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Mitch Randall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIC/TAS - Stephanie Lucas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Ami Sanderson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Andrew Hurton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NSW - Dave Wilson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Dayyan Neve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Hayden Mannion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Kyle Channon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Lee Keates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Matt Bilsborough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Mick Peters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Nathan Marsh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Ryan Modini	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NSW - Scotty McIlvenie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PRODUCT AWARDS

5. Wetsuit of the Year

The Wetsuit of the Year recognises the outstanding wetsuit amongst its peers and is determined by retailer vote.

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?

Note: Please do not cast a vote if you do not sell wetsuits. Nominees are listed in alphabetical order.

	1	2	3
HURLEY - Advantage Series 'Plus'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RIP CURL - Flashbomb Fusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RUSTY - A Series Ecoprene 3/2 CZ Long Sleeve Steamer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VISSLA - 7 Seas 3/2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VOLCOM - 3/2 Chest Zip Fullsuit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Surfboard of the Year

The Surfboard of the Year recognises the outstanding surfboard model of the year and is determined by retailer vote.

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?

Note: Please do not cast a vote if you do not sell surfboards. Nominees are listed in alphabetical order.

	1	2	3
FIREWIRE SURFBOARDS - Mashup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JS INDUSTRIES - Big Baron	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LOST SURFBOARDS - Driver 3.0	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PYZEL - Ghost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RUSTY - The Keg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SALT GYPSY - Mid Tide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SLATER DESIGNS - FRK+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Surfing Accessory of the Year

The Surfing Accessory of the Year is open to all accessories used in the sport of surfing (i.e. equipment that goes on or around the surfboard), excluding softgoods and clothing.

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?

Note: Please do not cast a vote if you do not sell surfing accessory products. Nominees are listed in alphabetical order.

	1	2	3
BOARDSOX - Boardsox Surfboard Covers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CAPTAIN FIN CO. - Mikey February Twin Fin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CREATURES OF LEISURE - PROTO™ 1.4 Traction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENDORFINS - KS Twin + 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FIREWIRE - Machado Seaside Quads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FUTURES FINS - Legacy Series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RIP CURL - Surf Series Anti-Chaos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SLATER DESIGNS - Action Pad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BRAND AWARDS

8. Boardshort Brand of the Year

The Boardshort Brand of the Year award recognises the surf industries leading Boardshort brand in the eyes of its retailers.

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?

Nominees are listed in alphabetical order.

	1	2	3
Florence Marine X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Former Merchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hurley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rhythm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rivvia Projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vissla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volcom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Swimwear Brand of the Year

The Swimwear Brand of the Year award recognises the surf industries leading Swimwear brand in the eyes of its retailers.

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?

Nominees are listed in alphabetical order.

	1	2	3
Hurley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rhythm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salt Gypsy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sisstrevolution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Sunglass Brand of the Year

The Sunglass Brand of the Year award recognises the surf industries leading Sunglass brand in the eyes of its retailers.

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?

Nominees are listed in alphabetical order.

	1	2	3
Dragon Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EPØKHE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oakley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTIS Eyewear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sito shades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smith Optics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Footwear Brand of the Year

The Footwear Brand of the Year award recognises the surf industries leading footwear brand in the eyes of its retailers.

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?

Note: Please do not cast a vote if you do not sell footwear.

Nominees are listed in alphabetical order.

	1	2	3
Globe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Havaianas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sanuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simple Shoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Small to Medium Brand of the Year

Each brand who enters this award is categorised by their membership level which is determined by brand revenue in the Australian market.

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?

Nominees are listed in alphabetical order.

	1	2	3
Arnette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boardsox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brixton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creatures of Leisure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dakine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dragon Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EPOKHE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Firewire Surfboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FCS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florence Marine X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Former Merchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Futures Fins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Globe International	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instinct Brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JS Industries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nixon Pacific	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oakley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ocean and Earth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTIS Eyewear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rivvia Projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salt Gypsy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salty Crew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sanuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sisstrevolution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slater Designs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smith Optics Australia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Critical Slide Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Varuna Surf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vissla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Xcel Wetsuits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Large Brand of the Year

Each brand who enters this award is categorised by their membership level which is determined by brand revenue in the Australian market.

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?

Nominees are listed in alphabetical order.

	1	2	3
Hurley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patagonia Australia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rhythm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rip Curl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rusty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volcom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

All Done!

Thank you for taking the time to participate in the 2023 SBIA Surf & Boardsports Industry Awards.

We look forward to seeing you on awards night on the 19th of October at the Manly Pacific Hotel. Keep an eye out for tickets!