

AWARDS NOMINATION KIT

BRAND AND RETAIL



Awards



24.10.24

“To celebrate our industry
through the acknowledgment of
exceptional Retailers, Products,
and Brands”

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About the ASI Awards

The Australian Surf Industry Awards (formerly the SBIA Awards) were introduced in 2011 and are known as the premier platform for honoring excellence in the surf industry. This year, we're coming to you with a fresh name, revamped award categories, and an epic venue for our celebration.

With a total of 21 categories spanning across brand, marketing, product, innovation, environment, retail, and customer service, there's a category for every member of the ASI and we strongly encourage all members to nominate.

Participating in the 2024 ASI Awards is more than just a celebration; it's an opportunity for your business to gain industry-wide recognition, access valuable PR opportunities, and allow your team to bask in the glory and toast to their hard-earned achievements.

To guide you through the ASI Awards process, we've put together this comprehensive nomination kit. It's your guide for understanding the process and seamlessly completing your nomination and submission via Google Forms and Drop Box. If you have any questions, please reach out to the ASI Awards team at admin@sbia.com.au, and we'll assist you.

A message from our Board of Management

On behalf of the ASI Board of Management, we are super excited to bring to you the 2024 ASI Awards!

From small independent family businesses to large global brands, our industry is a unique ecosystem bound together by our shared passion for our sport and lifestyle we embrace.

The ASI Awards provide an opportunity to recognise our best-in-class brands and retailers and celebrate the achievements of each and every nominee.

Equally importantly, the annual awards night is THE gathering of the surf tribe. A night where the industry comes together to share laughs, camaraderie and celebration. Save the date; Thursday 24/10/2024

Good luck with your entries for this year's awards and we hope to see you on the night of nights!

Anthony 'Macka' Wilson

ASI President

Managing Director | Wilson Retail Co



Benefits of entering the 2024 ASI Awards

Entering the ASI 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.
- **Enhance Brand Visibility:** Increase your brand's visibility and exposure through the ASI Awards platform, reaching a wider audience and attracting potential customers and partners.
- **Marketing Opportunities:** Benefit from marketing and promotional opportunities associated with the ASI 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 ASI Awards season, opening doors for collaboration, partnerships, and knowledge-sharing opportunities.
- **Attract Top Talent:** The ASI Awards recognition can aid in attracting top talent who are motivated to work for an organisation that has been acknowledged for excellence in the industry.
- **Inspire Continuous Improvement:** The ASI 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 ASI Surf Industry Awards will be provided an ASI 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 ASI Awards trophy, symbolising 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 ASI Surf Industry Awards certificate, commemorating their notable performance and success in the awards program.

2024 Key Dates

3rd June, 2024

Nominations Open (Voted & Judged)

19th July, 2024

Nominations Close (Voted)

26th July, 2024

Voting Opens

7th August

Nominations Close (Judged)

Tickets on Sale

15th August, 2024

Voting Closes

6th September, 2024

Finalists Announced

24th October, 2024

ASI Awards Event

Eligibility

Participation in the 2024 Awards as nominees/entrants is open to all businesses in the Surf Industry. Whether your business is a financial member of the ASI or not, you have the opportunity to enter the awards.

Voters and judges of the ASI 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 ASI. Please don't hesitate to contact her via email at 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 ASI 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 ASI Awards team.



2024 Awards Information

The ASI Awards encompass a total of 21 awards, all aimed at acknowledging excellence in various aspects of the surf 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**.

2024 Awards Categories

BRAND AWARDS

(Voted by Retailers | Eligible for Brands)

2024 Brand Of The Year | Large
2024 Brand Of The Year | Small To Medium
2024 Boardshort Brand Of The Year
2024 Swimwear Brand Of The Year
2024 Sunglass Brand Of The Year
2024 Footwear Brand Of The Year

PRODUCT AWARDS

(Voted by Retailers | Eligible for Brands)

2024 Wetsuit of the Year
2024 Surfboard of the Year
2024 Surfing Accessory of the Year

JUDGED AWARDS | ELIGIBLE FOR BRANDS AND RETAILERS

(written submissions required for valid entry)

Environment Award
Product Innovation Award
Shop Fit Out of the Year

JUDGED | ELIGIBLE FOR BRANDS

(written submissions required for valid entry)

Product Innovation Award
Marketing Awards (Ladies Marketing Campaign of the Year & Men's Marketing Campaign of the Year)

RETAIL AWARDS

(Voted by Brands and Judged by Independent Panel | Eligible for Retailers)

2024 Australian Independent Retailer of the Year | Single Store
2024 Australian Independent Retailer of the Year | Multi Store
2024 Australian Independent 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

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 ASI Brand Members will be emailed a Google Forms link, specific to their email address to nominate retailers for award categories, similarly brands will also be emailed a second link to vote on these categories. These links 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 nominating and voting against the set criteria. A PDF of all the nominated retailers will accompany the voting 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

ASI 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 and 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. Judges will review each entry and its supporting documents/videos/images/links. The judging panel must keep the results confidential.



1

How to Nominate for an Award

For awards that require a voting element, please use the following links to nominate:

[Brand Awards](#)

[Product Awards](#)

[Retailer Awards](#)

[Store Manager of the Year](#)

[Sales and Customer Service Awards](#)

To enter the judged awards that require a submission, please email Lyndall Browning at lyndall@sbia.com.au to arrange a Dropbox to be set up for your business. You can download the submission forms from your Dropbox and then upload the completed submission, along with any images, videos, logos, or other relevant materials.

The following awards require a Dropbox:

- Marketing Awards (Men's and Ladies' Marketing)
- Product Innovation Award
- Environment Award
- Shop Fit Out Award

2

Entry

For judged categories, log into your business's dropbox 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 and videos e.g Logos, imagery, YouTube links, video files

Each entrant is responsible for ensuring the entries and contents are true and correct. Once entries have closed the file is shared with the judging panel.

3

Confirm

Once your business has completed the nomination process, please inform us at lyndall@sbia.com.au

4

Prepare to Celebrate

Save the 24th of October in your calendars, book your travel, grab a room at Manly Pacific, and get ready for one of the best nights on the Surf Industry calendar

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 ASI, 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 ASI Awards team of your decision.

The ASI 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 ASI 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, please use the links on Page 8.



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 July, 2023 to 7 August, 2024 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. ASI 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 ASI 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, ASI 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 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 to self-nominate.
3. Brands will then vote for up to 3 Independent Retailers.
4. Voting results will determine the Top 5 Retailers.
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 sit an interview with our Executive Officer addressing a series of weighted questions for assessment by the independent judging panel.

7. Finalists will also undergo a mystery shopping evaluation. This will involve secret shoppers visiting the finalists' retail location (1 only for multi doors) who will assess various aspects of their service and operations. The secret shoppers will use a standardised scoring system to evaluate the finalists, and the scores obtained will contribute to the overall results for determining the final winner.

To review interview questions and scoring process, [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.

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. Voting results will determine the Top 5 Retailers.
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 sit an interview with our Executive Officer addressing a series of weighted questions for assessment by the independent judging panel.

7. Finalists will also undergo a mystery shopping evaluation. This will involve secret shoppers visiting the finalists' retail location (1 only for multi doors) who will assess various aspects of their service and operations. The secret shoppers will use a standardised scoring system to evaluate the finalists, and the scores obtained will contribute to the overall results for determining the final winner.

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

Store Manager of the Year (Judged category)

Eligible for Retailers and Brands to enter

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 ASI 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 2024. You must notify us via 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 ASI 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 ASI 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 ASI 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.

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

When voting, ASI 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 ASI 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 ASI 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 2024 ASI Awards, you agree to adhere to the following conditions of entry:

1. All nominations must be completed via Drop Box 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 Drop Box 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.



2024 ASI Awards Checklist

1

Read

Read this 2024 ASI Surf Industry Awards Nomination Kit, you can also access [here](#)

2

Decide

Once you have decided on the categories you wish to enter, read the nomination criteria available [here](#)

3

Visit

Contact lyndall@sbia.com.au for a Dropbox to be set up for your business for judged categories. For voted categories use our Google Forms (as below)

[Brand Awards](#)

[Product Awards](#)

[Retailer Awards](#)

[Store Manager of the Year](#)

[Sales and Customer Service Awards](#)

4

Complete

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

5

Save The Date

Mark the 2024 ASI Awards event in your calendar – October 24th, 2024