



**SURFING
AUSTRALIA**



ANNUAL REPORT 2014

Snapper Rocks and a day to
remember, August 2014.
(Pic: Andrew Shield)



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ABOUT SURFING AUSTRALIA

Surfing Australia is a National Sporting Organisation that was formed in 1963 to establish, guide and promote the development of surfing in Australia.

Surfing Australia is the representative body on the International Surfing Association (ISA) of which there are 86 member countries and is recognised by the Australian

Sports Commission, the Australian Olympic Committee and is a member of the Water Safety Council of Australia.

Surfing underpins an important part of the Australian coastal fabric. It forms part of a lifestyle in which millions participate with a mystique in which millions more have a documented interest.

PURPOSE

TO CREATE A HEALTHIER AND HAPPIER AUSTRALIA THROUGH EXPERIENCING THE JOY OF SURFING FOR LIFE.

SURFING AUSTRALIA STATISTICS

The following statistics give a broad overview of the reach of surfing in Australia and the part that Surfing Australia plays in servicing our members and the community at large.

- 2.3 million surfers (Repucom 2013)
- 1.25 million are active surfers (Gemba 2010)
- 3 in 10 surfers are female (Gemba 2010)
- Around a third of non surfers would be interested in learning to surf (Gemba 2010)
- Approximately 425,000 annual Surf School participants
- 108 affiliated Surf Schools operating on over 600 Beaches Australia wide
- The Girls Go Surfing Day was delivered by more than 40 surf schools with more than 2378 participants
- 2844 Surfing Australia accredited coaches
- 1184 Surfing Australia accredited judges
- More than 200 affiliated Boardriders Clubs
- 17,723 Boardriders Clubs members
- Surfing Australia websites had 570,795 unique visitors, 1,010 896 visits and 3,032,115 page views for the 12 months to 30th June, 2014
- mySURF.tv has had more than 820,000 video views since its launch in December, 2013
- More than 122,000 followers on Facebook pages for Surfing Australia, the HPC, VEGEMITE SurfGroms and mySURF.tv
- 42 national events annually
- More than 2000 national event participants

VALUES

LEADERSHIP: BE PROACTIVE, BE CLEAR IN DIRECTION AND CREATE A CULTURE OF LEAD BY EXAMPLE.

PIONEERING: BE COURAGEOUS AND INSPIRATIONAL IN EMBRACING CHANGE AND BREAKING NEW WATERS.

INTEGRITY: EARN THE RESPECT OF OTHERS THROUGH LISTENING AND BEING BOTH TRUSTWORTHY AND APPRECIATIVE.

2014 ORGANISATIONAL HIGHLIGHTS

- Inaugural Australian Boardriders Battle run and won by Snapper Rocks Surfriders
- New digital platform www.mySURF.tv launched to market
- Welcomed new sponsors in Subway, Original Source, Toyota, Boost Mobile, Oakley, Milwaukee, Musclepharm and Everdure
- Implemented new AIS Winning Edge High Performance program that now sees 10 Australian ASP World Tour surfers training with Surfing Australia
- Mick Fanning won 2013 World Title
- ISA Events – 3rd consecutive gold for SUP Team Australia
- Wildcard TV documentary on junior girls surfing produced and aired on national TV
- Vegemite SurfGroms delivered to over 12,000 participants
- Subway Summer Surf Series for U16 and U18 surfers launched
- Completed works on stage 2 of the HPC and opened our new dedicated Sports Science department the first of its kind in the world
- Social reach grew by 182%
- Revenue growth for the period of 60%
- Changed from Incorporated Association to Company Limited by Guarantee
- Surf For Life Foundation raised \$55,386 and delivered Vegemite SurfGroms programs to 716 underprivileged children
- Ran 42 national events plus awarded 58 Australian Titles

PARTNERS



Dion Atkinson, Teahupoo
(Pic: ASP/Kirstin)



CHAIRMAN'S REPORT

Welcome to the Annual Report for the financial year 2013/2014. As I write this I am completing my seventh year as Chairman of Surfing Australia.

I am very proud of the achievements of Surfing Australia over that time. The early part of this millennium was very difficult for the organisation, and financial necessity required a period of shrinking services and programs, and our profile was reduced accordingly. With the assistance of the Australian Sports Commission, and more recently supportive corporate sponsorship, that situation has been turned around, and Surfing Australia is now one of the most dynamic sporting organisations in Australia today.

Recently Surfing Australia announced the final program needed to complete our Sport Development Pathway. We can now provide for surfers from aged 5 via the Vegemite SurfGroms program, through to the Wahu Surfer Groms Comps for 8 to 14 year olds, the Subway Summer Surf Series for 14 to 17 year olds, the Original Source Australian Boardriders Battle for all clubs in Australia, the National Titles for both junior and open surfers across multi-disciplines, the Hurley Surfing Australia High Performance Centre for elite athlete development prior to, and whilst, competing on the world stage, and the Hall of Fame awards to honour the past legends of the sport and our current achievers. That's quite an achievement.

At the same time, we are now pioneering a broader approach to participation via our Digital Master Strategy, spearheaded by mySURF.TV This is a very challenging arena in which to participate, but has the potential to allow Surfing Australia, and hence the member State bodies, to reach an audience beyond the structured sport of surfing. Over the course of the history of the organisation, this has often been dreamt of, and occasionally attempted – but never successfully. Although we have years of hard work ahead of us in this space, early indications are that we can finally taste some success in this arena.

From a financial perspective I have always maintained that large surpluses on the bottom line are undesirable, and in fact, probably unobtainable. If you report a large surplus, the question should always be: "What are we not investing in? What programs have we missed?" The last financial year is no different, and at an operating level we are reporting a small surplus. Not immediately apparent in the report is the gradual move at the funding level for Surfing Australia to rely less on direct government support, and to derive a majority of its revenue from commercial operations. This will become more apparent going forward. This has been a conscious effort, and the hard work of the entire team, and the CEO, Andrew Stark in particular, should be congratulated.

Although my time as Chairman is most definitely moving into its final years, I note there is still an enormous amount to be achieved. Accordingly, I call on all State members to continue their support of the board and executive of Surfing Australia, as we endeavour always to do our best and return the optimum result for all our stakeholders.

On that note, I commend this year's Annual Report to you all.

Norm Innis
CHAIRMAN



MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION

It has been another significant year for the Australian Sports Commission and the sports network as we continue to work together to pursue victory on the world stage and inspire all Australians to experience the joy of sport.

Despite a challenging economic environment, in 2013-14 the Australian Government invested almost \$120 million in our national sporting organisations. In high performance, Australia's Winning Edge continues to evolve as we target sports with potential to deliver international success and invest more in our most promising athletes.

Some highlights in 2013-14 have included:

- **Campaign Rio** — a partnership between the AIS, Australian Olympic Committee and Australian Paralympic Committee to prepare athletes for the Rio Olympic Games.
- **AIS Centre for Performance Coaching and Leadership** — the Centre continues to develop Australia's coaches and high performance leaders, with a Podium Coach program launched.
- **AIS Sports Draft** — a fast-tracked development program for talented athletes who are interested in transferring to Olympic or Commonwealth Games sports.

Our work with sports to reform governance structures and develop their strategic and commercial capabilities also continues. The ASC is determined to create better businesses and we are leading the way with a lean and agile operating model, a new AIS brand, and continued focus on philanthropy through the Australian Sports Foundation.

Grassroots participation remains a key priority, with the Australian Government's announcement of the Sporting Schools program a significant endorsement of community sport. The \$100 million program will commence in 2015 — reaching more than 850,000 children — and will enable sports to boost their participation numbers.

Australian sport is on a transformative journey. Few periods have been filled with so much activity or so much promise, and I appreciate your hard work and support over the past year. By joining us on this journey you continue to prove your capacity to succeed in this ever-changing sporting landscape.

John Wylie AM
CHAIRMAN
Australian Sports Commission



Australian Government
Australian Sports Commission



CEO'S REPORT

Welcome to the 2014 Surfing Australia Annual Report.

The past year has been a major period of growth for the organisation as we focused resources towards increasing and diversifying our revenue streams to allow for expansion and improvement to our sport development pathway and improved business sustainability.

In our 51st year we officially changed from a not for profit sporting association to a company limited by guarantee and in doing so we have taken on a far more appropriate governance structure.

We grew revenue by 60% which allowed for some excellent new programs to be launched and finished the year with an operating surplus of \$251,000 although an extraordinary asset (HPC) revaluation resulted in a write down to the overall bottom line. Our revenue growth came predominantly in the area of sponsorship with major partner for the period Be the Influence and we also welcomed new partners in Subway, Original Source, Toyota, Boost Mobile, Oakley, Billabong, Milwaukee, Musclepharm and Everdure.

We boldly launched three major new initiatives in the period including the Australian Boardriders Battle, Subway Summer Surf Series and our new digital content platform www.mySURF.tv.

Our sport development pathway was strengthened significantly over the past year with the introduction of the biggest ever national boardriders club series in the history of the sport. The Original Source Australian Boardriders Battle was born offering over \$100,000 in prize money and will help build capacity and profile of boardriders clubs Australia wide for many years to come.

The Subway Summer Surf Series filled the competition void for the important U16 and U18 age group and was launched in August with a national roll out of 13 events this summer. This complements our national U8-U14 Wahu Surfer Groms Comps series perfectly. The 10 event Wahu series was confirmed for a further 3 years.

Our entry level grassroots junior participation program Vegemite Surfing continued to grow in popularity with 10% population awareness achieved and now 30,000 5-12 year old participants in the past 3 years with 12,000 in the last year. This represents over 300,000 hours of quality surfing participation.

Fifty-eight National Titles were run and won across shortboard, longboard, SUP and bodyboard and in multiple age divisions. Our Hurley Surfing Australia High Performance Centre was expanded in both infrastructure and programming. We opened the doors to a new sports science department to house our growing Phd scholar team and we successfully implemented a brand new AIS Winning Edge elite athlete program that saw 11 ASP Australian World Tour Athletes involved in its first year.

The new look Association of Surfing Professionals (ASP) was rolled out in spectacular fashion and obvious improvements were apparent from the first event on the Gold Coast and right throughout the global tour.

Our State Branches thrived delivering more national programs than ever before and receiving a significant injection from Surfing Australia through the Be the Influence sponsorship program. State Branches are extremely important partners and members to Surfing Australia and work with us in unity to grow the sport nationally.

Surfing Australia entered the brave new digital world with our new digital content platform www.mySURF.tv. The innovative new platform was launched as a strategy to broaden the reach of our organisation. It is also an important business sustainability program and will in the long term act as our own broadcast arm with important reach and promotional capacity and revenue to grow our sport. The mySURF.tv project is a part of a broader digital master strategy that includes the redevelopment of all Surfing Australia websites to new more powerful responsive designed sites to cater for current consumer trends in digital use.

Our relationship with the Australian Sports Commission (ASC) and Australian Institute of Sport (AIS) continues to flourish and in the last year the ASC prepared a case study on our organisation to map the best practice organisational improvement over the last 5 years. This case study is testament to our reputation and relationship with the ASC. We sincerely appreciate the fantastic ongoing support of the Australian Government through the ASC and AIS and look forward to our continued partnership into the future.

We welcomed several new staff members this year to the team taking the full time staff to 21. We have invested in our staff to create a high performance business culture of passionate hard working people with good values and who all love the sport. Overall, the year was a resounding success and one that kicked off a new three year strategic plan that will take Surfing Australia to new heights and importantly keep us focused on our purpose to create a healthier and happier Australia through experiencing the joy of surfing for life.

I would like to acknowledge our dedicated Board of Directors and in particular our Chairman Norm Innis. We farewelled Board Member and now Life Member Mal Gregson this year and welcomed a new Board Member in Carly Loder.

I would like to thank our member states, valued partners and stakeholders for another successful year and we look forward to working with you to take surfing to new heights in coming years.

A handwritten signature in blue ink, appearing to read 'Andrew Stark'.

Andrew Stark
CHIEF EXECUTIVE OFFICER

BOARD MEMBERS



NORM INNIS - CHAIRMAN

Norm Innis, aged 57, resides at Noosa on the Sunshine Coast with his wife, Veronica, and two young children, and has been a member of Surfing Australia's Board since 2004. He has a Bachelor's degree in Commerce, and has extensive experience in the surfing industry. Norm worked with Quiksilver from 1982 until 2004, holding positions as Managing Director of Australia, Managing Director Asia Pacific, and General Manager of Quiksilver International. Both during his employment at Quiksilver, and since, Norm has been actively involved in a number of areas of surfing administration; including Chairman ASP International, President Noosa Malibu Club, Director Noosa Festival of Surfing, and as a sponsor and organiser of numerous surfing events around the world. In addition to his ongoing role as Chairman of Surfing Australia (since the beginning of 2008), Norm currently runs his own investment company, and the NJ Innis Charitable Foundation that supports a number of philanthropic endeavours in surfing. In 2013 Norm was awarded the OAM for his service to the sport of surfing.



ROB COOMBE

Rob has over 30 years' of corporate experience in Australia and Asia including over 10 years in a CEO capacity. Rob is currently the CEO of QSRH Ltd ("QERH"). QSRH owns and operates three iconic brands in the Quick Service Restaurant Sector with 18,000 people employed throughout 600 restaurants in Australia and overseas. Prior to joining QSRH, Rob was responsible for Westpac's Retail, Business and Agri banking operations throughout Australia. For the six years before that he was the CEO of BT Financial Group, responsible for all of Westpac's funds management, financial planning, insurance, private banking, broking, platform and superannuation businesses in Australia. Rob is also a founding Director and Deputy Chair of the Australian Indigenous Education Foundation (AIEF), a member of the Advisory Board to the UTS Faculty of Law and a Director of CIMB Group, the largest investment bank in the ASEAN region and one of the largest banks in Malaysia. In 2011 Rob was awarded the prestigious UTS Alumni of the Year for Excellence in recognition of his achievements in the business community and social sector. Rob is a passionate surfer who learnt to surf on the NSW South Coast, an area that he still visits and surfs as often as possible.



DON O'RORKE

As co-founder and sole shareholder of Consolidated Properties, Don has overseen more than 200 projects nationally, ranging from master-planned residential communities through to retail, industrial and commercial developments. Don is a former National Chair of the Property Council of Australia's Urban, Planning and Sustainability Committee and former President of the Queensland Division, having served on the Council for 10 years. He is also a former Director of listed national property group Trinity, former Director of Brisbane Marketing, and former Deputy Chairman of the Wesley Medical Research Institute. Don currently sits on the Reserve Bank's Small Business Finance Advisory Panel and is a Board Member of Surfing Australia. Don is a passionate surfer who can regularly be seen in the lineup at Casuarina Beach, NSW.



MATT FINNIS

Matt was appointed Chief Executive Officer of the St Kilda Football Club in April 2014 after previously holding the position of Chief Executive Officer at the AFL Players' Association from September 2009. As Chief Executive Officer of the AFL Players' Association, Matt represented the interests of current, future and former AFL players in a range of industrial, commercial and development matters. Prior to joining the AFL PA he worked as a commercial lawyer advising numerous sporting organisations, businesses, athletes and government. Matt is chairman of Ladder, an AFL Players charitable initiative to tackle youth homelessness, and a director of AFL SportsReady – an industry based training company providing education and employment opportunities for young people. Matt was also a founding director of HeartKids Australia, a charity supporting children born with congenital heart disease. Matt is married to wife D'Arne and a father to two young boys, Jake and Ryley and daughter, Elizabeth.



LAYNE BEACHLEY

Layne Beachley is the most successful female surfer in history. As a member of the Surfing Australia board she brings an undisputed level of credibility as both a competitive surfer and a social entrepreneur. With seven ASP World Titles and a total of 29 tour victories her competitive record is unmatched. She has also given so much back to the sport of surfing through her public profile, 15 years of active service on the ASP board and staging the richest ASP Women's World Tour event for seven consecutive years. Outside of surfing through her own charity the Aim for the Stars Foundation, girls across Australia have received over \$500,000 in financial grants to assist them with pursuing their dreams and achieving their goals. Layne is also an ambassador for The National Breast Cancer Foundation, Laureus Sport For Good Foundation, Planet Ark and Sunnyfield. She also sits on the board of the Sport Australia Hall of Fame.



SEAN DOHERTY

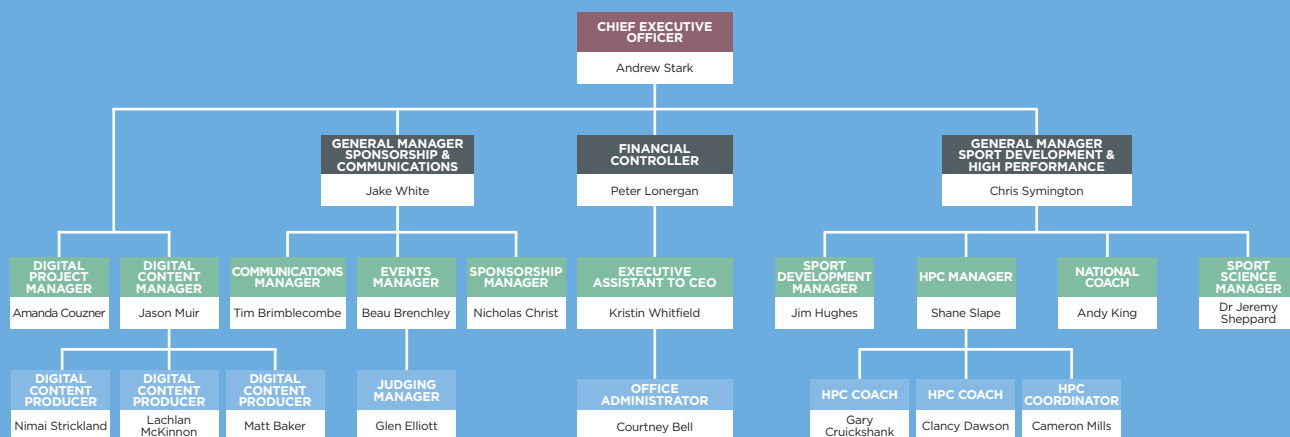
Sean Doherty can be found surfing "Gentleman's Hour" most mornings at Bells Beach or Winkipop after the early crowd have all gone to work. After graduating from Newcastle University with a Business degree he took a job working at Tracks surfing magazine, and after 10 years at the magazine he became its longest serving and most successful editor. His writing has been published widely in surf, lifestyle and travel magazines across the world, and his debut book, the biography of surfing legend Michael Peterson, became a national bestseller. He has worked as a surfing commentator and correspondent for 15 years, and has worked on the broadcasts of more than 50 World Tour events. He works today as a freelance writer and editorial consultant. He has been a board member of Surfing Australia since 2004.



CARLY LODER

Carly Loder is a marketing professional with over 16 years corporate marketing experience and has held senior roles covering all disciplines in marketing and communications with deep experience across the brand, digital and innovation disciplines. Carly currently is the Director of Marketing and Communications for FOX SPORTS Australia – Australia's leading sports broadcaster. Prior to joining FOX SPORTS, Carly was the Chief Marketing Officer for BT Financial Group for 3 years. Carly holds a Bachelor of Business degree from Newcastle University and is currently studying to complete an Executive MBA from the Kellogg School of Marketing at North Western University. Carly is a Certified Practicing Marketer, awarded by the Australian Institute of Marketing.

STAFF



ANDREW STARK Chief Executive Officer

Andrew has been in the Surfing Australia CEO role since March 2009 and accepted the position after 9 years at Surfing Queensland as their CEO. Andrew has a Bachelor of Business Management degree from the Queensland University of Technology and has over 15 years experience in sport management and the surfing industry. Prior to becoming involved in the sporting industry Andrew worked in the advertising and marketing industry. Andrew is a Graduate of the Australian Institute of Company Directors, and was a Board member for the Sport Federation of Queensland for 5 years (2005-09) and was a Board member of the Gold Coast Sport Business Task Force for 4 years (2006-09).

Andrew is a recognised business change specialist and has proven ability to instigate organisational cultural change and deliver sustainable business growth outcomes. In the role as CEO at Surfing Australia since commencing the organisation has changed into a dynamic high performing sustainable business. This includes annual turnover growth in the last 5 years of over 300% and staff levels from 7 to 21 full time resulting in significantly increased capacity and programs for the sport.

Andrew has extensive experience in sport development programming and has internationally recognised knowledge and experience in the management of multi-million dollar budget events. Andrew has been involved in the staging of over 200 events throughout 8 countries over the past 15 years. Andrew has extensive and proven sponsorship acquisition and servicing skills and experience.

Andrew has lectured at University and has been a guest speaker at various sport business seminars including the Triathlon National Conference (2014), Sports Matters Global Sports Conference in Singapore (2013), Australian University Sport National Conference (2013), Business of Sport Summit (2012), Sports Business World Conference (2010 & 2011), the Super Events World Australia Conference (2011), Sponsorship Australasia National Conference (2011) and the Australia New Zealand Sports Law Association Annual Conference.

Andrew was awarded the Queensland Sport Administrator of the Year at the 2004 Queensland Sport Awards and was also awarded an Australian Surfing Hall of Fame award for excellence in Administration in 2005. Andrew is a passionate and experienced surfer and is determined to take surfing to the mainstream in Australia.



CHRIS SYMINGTON

General Manager Sport Development & High Performance

Chris has over 15 years experience in sport as both a volunteer and administrator. Initially a volunteer working within the Surf Life Saving movement in Victoria, Chris moved into the professional side of the sport in 2001. For the next three years he attended Deakin University part time whilst working full time to gain his Masters Degree in Sports Management. After almost 5 years with Life Saving Victoria as the Manager of Aquatic Sports, he took on the challenge of starting his own business called Trakstart which delivered a variety of athletic programs to the education sector. The core business being the delivery of active after school programs for primary aged children. It was through this business that key partnerships were formed with Athletics Victoria and Athletics Australia who identified the value of these products for the development of their sport. After 3 years of growing the business, Chris decided to move on from Trakstart and in June of 2009 joined the team at Surfing Australia.



JAKE WHITE

General Manager Sponsorship & Communications

Jake has over 10 years' experience in the sport of surfing. Since joining Surfing Australia in July 2009, he has serviced an array of mainstream and surf specific sponsors, delivered events nationally and internationally, coordinated media and managed the key communications tools for the governing body of surfing in Australia while in his current role as the General Manager of Sponsorship & Communications. His background prior to Surfing Australia consisted of working as Media Manager for Surfing Queensland for over five years, with media outlets worldwide publishing his photography. Jake has been actively involved in surfing events across all levels including his former role as Media Manager for the annual Association of Surfing Professionals (ASP) World Tour Quiksilver Pro on the Gold Coast. While he has a strong background in media and events, his major focus in recent years has been developing his sponsorship and business development skills, networking abilities and servicing flair. He has also delivered brand activation platforms for Surfing Australia corporate partners including but not limited to Vegemite, Subway, Nikon, Original Source, Toyota, Suncorp, Milwaukee, Wahu and a wide range of endemic brands. He continues to provide amazing support to these partners and prides himself on going above and beyond to maximise the outcomes of these partnerships.



PETER LONERAGAN

Financial Controller

Peter has held various managerial positions in the hospitality industry before branching into accounting. His experience in this field includes the financial management of a busy wholesale company importing crystals, as well as his role as Financial Services Manager of a human resource group specialising in finding and maintaining employment for people with disabilities. He has worked at Surfing Australia for the past six years and his qualifications include a Diploma of Business Management, Associate Diploma in Business Management (Accounting) and Bachelor of Building (Management). He was also awarded Accounting Student of the Year (Second Place in NSW) and is an Associate Member of IPA.



KRISTIN WHITFIELD

Executive Assistant To CEO

Kristin joined the team at Surfing Australia in September 2010. Kristin completed a Bachelor of Human Movement Science (Majoring in Sports Management) at Southern Cross University and has experience in the area of sports administration and event management. After graduating in 2007, Kristin worked as a Golf Event Coordinator at RACV Royal Pines Resort, where she was responsible for coordinating and managing a wide spectrum of golf and sporting events, differing in size, scale, and profile, including corporate golf days, professional golf tournaments and the ANZ Ladies Masters, which is the richest ladies golf tournament in Australia.

STAFF



DR JEREMY SHEPPARD **Sport Science Manager**

Dr Jeremy Sheppard has worked in elite sport since 1992. He is based at Surfing Australia's High Performance Centre, where he is the Sport Science Manager and Head of Strength and Conditioning. Prior to joining Surfing Australia, Dr Sheppard has worked in strength coach and senior scientist positions with Olympians at Queensland Academy of Sport, Australian Institute of Sport, and Canadian Sport Centre. His professional and national team experience includes Canada, the US, Australia, and Europe, with prior consulting in the NRL, NFL, and AFL. Jeremy is a graduate of the Canadian National Coaching Institute (Canada), and has an undergraduate degree (Human Movement), Masters (Sport Science) and PhD (Strength Science). He obtained his Level 4 Coaching certification in Strength and Conditioning under the Coach's Association of Canada program, and is also certified by the Australian Strength and Conditioning Association (ASCA) as a Level 3 coach, whilst being recognised by the ASCA as a Master Coach. Jeremy is also certified as a Level 2 Olympic Weightlifting coach, Medical Exercise Specialist, Specialist in Performance Nutrition, and a Certified Strength and Conditioning Specialist. He has authored 13 book chapters and over 60 scientific and coach abstracts and manuscripts. He is a board member of the Australian Strength and conditioning Association and an advisor to Hurley and Nike.



ANDY KING **National Coach**

Andy King is a former top 35 WQS surfer and was Head Coach of the Red Bull Surfing Program for seven years working closely with three-time ASP World Champion Mick Fanning and fellow World Tour competitors Julian Wilson, Adriano de Souza, Michel Bourez and Tiago Pires. Brought up in Cronulla and coming through the ranks of the Cronulla Boardriders Club, Andy was ranked 27 on the WQS when a career-ending injury in 2004 bought his competitive days to an end. Andy was faced with two options – either let the incident box him in as a victim or pick himself up and give back to the sport that had given him so much. A role as a mentor became available with Red Bull and Andy played a key role in creating a smooth pathway for juniors through the WQS to the ASP World Tour. With four of his surfers qualifying for the elite level of the sport after progressing through his program, Andy spent four years on the World Tour as a mentor and coach for the surfers before joining Surfing Australia in 2013.



SHANE SLAPE **High Performance Centre Manager**

Shane is a core surfer who has a passion for surfing which dates back over 30 years. Shane comes to the role of Surfing Australia High Performance Centre Manager with a Diploma in Sales and Marketing, tertiary education in construction management and a strong portfolio of management positions. These positions range from an Administrative/Project Management role in the construction industry through to sales and marketing experience in the surf industry with CULT Industries as Queensland/Nth NSW Sales Representative. As the High Performance Centre (HPC) Manager, Shane is responsible for the operation of the HPC, management of sales and marketing, management of centre staff and assisting with the implementation of High Performance government funded programs.



JIM HUGHES **Sport Development Manager**

Jim is an experienced Sports Development Manager with over 10 years experience in the development, planning and implementation of surf programs, courses and events around the globe. He has been actively involved in all levels of the industry; from coaching and establishing a string of successful surf centres to managing various high profile events and competitions that promote the sport. Jim completed a 4 year Bachelor degree in Surf Science & Technology in 2005, specialising in elite performance management and junior sport participation in surfing. Subsequently, he worked with a number of State Educational Departments, schools and clubs in the development and delivery of a variety of successful surfing programs to the education sector.



AMANDA COUZNER **Digital Project Manager**

Amanda began her Surfing Australia campaign in 2008 as a surf coach for Surfing South Australia then quickly progressed to Surf School and Business Development Manager. A two-time National volleyball champion, a State League Reserves netballer and a keen surfer, her passion for sport and surfing has been unshakeable throughout her life. With a Degree in Sport and Recreation Management, in 2011 a business development role took her to Surfing New South Wales where she played a crucial role in developing the award winning Surfers Rescue 24/7 program. Recognising the significance the digital industry can play in sport, Amanda took on a business development role at Neon Stingray Application Development Company. Now equipped with digital insights and industry best practices she is passionate about incorporating her digital and sport development experience at Surfing Australia.



JASON MUIR

Digital Content Manager

Jason Muir is lucky enough to combine his love for surfing, film making and Australia as Digital Content Manager for Surfing Australia as well as directing features for mySURF.tv. With a background in documentary and magazine television, Jason started making surf films as a side project and has produced and directed titles from the hard core Gripping Stuff surf movies to producing Taj Burrow's break out doco Sabotaj. He then worked for Quiksilver on the The Quiksilver Crossing, Roxy's Shimmer and was cinematographer on Young Guns 1 and 2 leading to him co-directing Dane Reynolds' First Chapter and Young Guns 3. Both films took home Surfer Magazine Surfer Poll awards for Best Film and Direction. Jason produced surfing's first remote webcast at the Quiksilver Pro Fiji 2000. He has also created commercials for top Australian brands Breville, MYOB, Quiksilver and Roxy.



TIM BRIMBLECOMBE

Communications Manager

Tim has worked internationally as a journalist for more than 20 years in a series of mediums including online, newspapers and magazines. He started his career working in regional Queensland before heading to England to work as a sub-editor on the national metropolitan newspapers the Guardian, The Times and the News of the World. He then managed the internet sites for the Cricket World Cup and Rugby World Cup for satellite broadcaster Skysports. He returned to Australia to help establish Sportal Australia, the country's largest independent provider of digital sports content. Tim also spent several years in senior editorial positions at national magazines FHM and Australia's Surfing Life before returning to newspapers as Chief of Staff of the Sun newspapers and Deputy Sports Editor at Gold Coast Publications.



BEAU BRENCHLEY

Events Manager

Beau Brenchley has worked in the surfing industry for approximately 18 years since the age of 15. He has wide experience across retail, wholesale, manufacturing and events. Beau has been employed by Surfing Australia since 2009 and is currently the Events Manager. Beau successfully manages all Surfing Australia sanctioned events Australia wide and has worked with the ASP as Computer Operator on ASP World Tour events. Beau resides in Northern NSW and has been a passionate surfer born and bred on Queensland's Gold Coast. He has an extensive knowledge of and experience within the surfing industry that allows him to fulfil a wide range of commitments and he also assists the Sport Development Manager, the General Manager Sponsorship & Communications and the Communications Manager in all aspects of their roles.



NICHOLAS CHRIST

Sponsorship Manager

Nicholas graduated from the University of Queensland in 2008 attaining both a Bachelor of Laws and a Bachelor of Business Management. During the course of his studies, he completed a specialisation in Sports Law at Tulane University in New Orleans, USA. Since gaining his admission as a Solicitor in 2009 with HWL Ebsworth, Nicholas has seen his career transition from the law into sport and now works with Jake White across the management of the Surfing Australia sponsorship portfolio.



LACHLAN MCKINNON

Digital Content Producer

Lachlan has been around the surf industry his whole life with both parents working in surfing media. At the age of 14 he began working for and being mentored by a string of esteemed cinematographers and film makers including Mike Prickett, Pete Frieden, Jack McCoy and John Gordan. After five years he became freelance and for the next five years worked for a host of surf companies producing video content on events, product campaigns and documenting surf trips and making television shows. He also made surf movies for Waves and Tracks magazines before joining Oakley fulltime and making the Oakley Dispatch surf series and movie.



NIMAI STRICKLAND

Digital Content Producer

Nimai has a Certificate IV in digital screen and has worked as a filmer and editor within the surfing industry for more than 10 years. Working and travelling the world for companies such as Quiksilver and Billabong, Nimai has documented surfing events globally and has worked closely with some of the world's most elite surfers. Nimai is the Digital Content Producer for Surfing Australia and together with his team he will be creating, developing and assisting in a variety of audio-visual and digital content productions for Surfing Australia TV and mySURF.tv.

STAFF



MATT BAKER **Digital Content Producer**

Matt comes to Surfing Australia with a solid grounding in daily television news production. He has previously worked for Channel 9 and NBN for more than five years as a newsroom cameraman, editor and producer and also as a television commercial producer and editor. Born and bred on the Gold Coast, Matt is a lifelong surfer with extensive digital surf content production.



COURTNEY BELL **Office Administrator**

Courtney has been involved in surfing all her life. Competing in Queensland junior surfing events since a young age, lead to a stint on the Australian Pro Junior Series from 2005-2008. Since completing a Bachelor of Business degree with majors in Sport Management and Marketing at Griffith University in 2012, Courtney joined the Surfing Australia team in 2013 on a full time basis in Office Administration, after a long period of working in retail. Her work throughout university included working with the Brisbane-based athlete management company Velocity Sports and assisting the Communications Manager and the Business Development Manager, in the areas of talent and market research for AFL, rugby league, rugby union, cricket and cycling.



CAMERON MILLS **High Performance Centre Coordinator**

Cameron has been passionately involved in sport for the better part of his life. After playing competitive soccer, tennis and golf, he started surfing in 2009 and directed his tertiary studies toward the sporting sector. He graduated from Griffith University in 2011 with a Bachelor of Business, majoring in Marketing with a Sport Management minor. After completing a volunteer internship in the Hurley Surfing Australia High Performance Centre administration office, his position evolved into a part time role and in June 2012 he was appointed to a full time position.



GARY CRUICKSHANK **High Performance Centre Coach**

Gary has been a professional surfing coach since 2001. Prior to 2001 Gary worked in the surfing industry as a surfboard manufacturer and competed professionally for 4 years on the Australian Professional Surfing Association (APSA) Domestic Circuit and 3 years on the ASP World Tour, before the introduction of the WQS and WCT format. From these years of experience, Gary is now working full time at the High Performance Centre, coaching surfers of all ability levels, from WCT surfers, all the way down to micro groms. Gary is passionate about taking all surfers' abilities to the next level, so they can have a bigger smile after each surf, whether it is a competition, or freesurfing down at the local break.



CLANCY DAWSON **High Performance Centre Coach**

Clancy is a recent addition to Surfing Australia fulltime after three years working part-time at the Hurley Surfing Australia High Performance Centre (HPC). His role at the HPC is diverse as he is involved in both the High Performance and User Pay programs. Prior to coaching, Clancy spent four years competing on the WQS and reached the top 50 but after a serious ankle injury decided to pursue other career options. He spent five years being coached through the HPC during his competitive career which sparked his interest in surf coaching. This prompted a move from Bondi Beach to Tweed Heads in 2004 to complete a Diploma of Sports Management (Southern Cross University). Clancy still regularly competes for Bondi Boardriders in teams' events.



GLEN ELLIOTT **Judging Manager/Contest Director**

Glen has worked in the surfing industry since the mid 1980s learning the art of surfboard making while glassing on the Gold Coast. He started judging while still competing in local and State events and also achieved his level 1 coaching credentials with Surfing Queensland in 1990. In 1998 Glen was appointed the ASP Australasian Head Judge and in 2001 he joined Surfing Australia in the role of Judging Manager with the main aim of developing a National Judging Development Structure, which has now also been implemented by the International Surfing Association. The Surfing Australia Judging Course and resources are now considered the world standard and are currently available in 21 countries. He continues to expand on his role by regularly Head Judging ASP and ISA contests and is currently the Surfing Australia National Contest Director.



Australia's three contenders
for the 2014 Women's ASP
World Title - Stephanie
Gilmore, Tyler Wright and
Sally Fitzgibbons (Pics: ASP)

SPORT DEVELOPMENT PATHWAY



A national junior participation program
for 5-12 year olds.
30,000 participants over the past 3 years.



A national, 10-event junior competition
series to cater for micro groms from
Under 8 through to Under 14.



A nationwide, 13-event junior surfing
series for surfers between the ages of
14 years - 17 years.



National boardrider club
competition series to promote
clubs and build capacity in clubs.
Offers \$120,000 prize money.





National Titles

Australian Junior Surfing Titles
 Australian Surf Festival
 Including : *Open Surf Masters,*
Australian Longboard Titles,
Australian Bodyboard Titles
 Australian Standup Paddleboard Titles
 Australian Indigenous Surfing Titles



State of the art high performance training facility designed for Australia's elite surfing talent and supported by the Australian Institute of Sport (AIS).

The HPC also offers programs for recreational surfers.



Held annually to preserve the history of Australian surfing and honour its great achievers.

Delivering the pathway through





VEGEMITE SURFGROMS

The world's first nationally available junior participation program in surfing has had a third year of huge success and growth across Australia. VEGEMITE SurfGroms has now established itself as the program of choice to engage thousands of primary aged children in the fun and healthy lifestyle that surfing can offer. It presents youngsters with an opportunity to develop strong ocean awareness and beach safety skills at a very influential period in their lives, whilst enjoying the confidence and freedom associated with learning to surf.

The third season was launched nationally in September 2013 and went on to see more than 12,000 participants aged between 5 and 12 years old take part from all corners of the country. Since the program's introduction in 2011, more than 30,000 children have enrolled representing over 300,000 hours of participation and over 40,000 parents have subscribed.

The program has a growing network of more than 80 delivery centres around Australia, and has now provided in excess of \$5.5m worth of revenue into the Surfing Australia Surf Schools network.

VEGEMITE SURFGROMS HAS PROVIDED IN EXCESS OF \$5.5M WORTH OF REVENUE INTO THE SURFING AUSTRALIA SURF SCHOOLS NETWORK.

THE THIRD SEASON WAS LAUNCHED NATIONALLY IN SEPTEMBER 2013 AND HAD MORE THAN 12,000 PARTICIPANTS.



SINCE THE PROGRAM'S INTRODUCTION IN 2011, MORE THAN 30,000 CHILDREN HAVE ENROLLED REPRESENTING OVER 300,000 HOURS OF PARTICIPATION.

THE PROGRAM HAS A NETWORK OF MORE THAN 80 DELIVERY CENTRES AROUND AUSTRALIA.

Furthermore, Surfing Australia is also extremely excited to have introduced Stand Up Paddleboarding (SUP) into the VEGEMITE SurfGroms program in 2014. SUPing is one of the world's fastest growing recreational water sports and a fantastic way of developing children's balance, agility and coordination. It is incredibly fun and easy to learn, so a really worthwhile introduction to a great junior sporting program.

Surfing Australia continues to be extremely grateful for the support provided by the Australian Sports Commission and all of the sponsors of the VEGEMITE SurfGroms program through its third season.

PROUDLY SUPPORTED BY:





SURF FOR LIFE PROJECT

BETWEEN APRIL AND SEPTEMBER 2014, SURFING AUSTRALIA DELIVERED 17 PROGRAMS TO 716 UNDERPRIVILEGED AUSTRALIAN CHILDREN ACROSS FOUR STATES.

Following on from the success of last year's collaboration between the Quiksilver Foundation and the VEGEMITE SurfGroms program in which over 500 underprivileged Australian children were given the opportunity to take part in the VEGEMITE SurfGroms program, Surfing Australia decided to establish its own initiative to continue this project into 2014. This became known as the Surf for Life Project.

The objective of this project was to once again raise enough money to deliver VEGEMITE SurfGroms to 500 underprivileged children from all around Australia. Exclusively for those that would otherwise have no access to the program, this initiative aimed to provide children with an experience they would never forget and introduce them to a new sport that may offer them new opportunities through life.

With the support of the Australian Sports Foundation, \$55,386 in donations came flooding in from members of the public and from supporting organisations. Noteworthy contributions were made by the Quiksilver Foundation; the N.J. Innis Charitable Foundation; and Vegemite in support of the Surf for Life Project. Surfing Australia also raised additional money for the project by taking part in the Gold Coast Marathon – primarily organised by Amanda Couzner, our Digital Project Manager.

Subsequently, between April and September 2014, Surfing Australia worked with 11 national children's charities and delivered a total of 17 programs to 716 underprivileged Australian children across four states. These programs were collectively delivered by 11 of our leading VEGEMITE SurfGroms Delivery Centres around the country.

Surf For Life programs have been conducted at:

- Darwin with YMCA Top End
- Noosa with the Dokko Aboriginal Corporation
- Cronulla with the Kookaburra Kids Foundation
- Gerroa with the Kookaburra Kids Foundation
- Forster with Mission Australia
- Scotts Head with Nambucca Valley Youth Services
- Inverloch with the Bass Coast Community Foundation
- Torquay with Ronald McDonald House Charities Australia
- Moana Beach with Anglicare, Relationships Australia and Junction Australia
- Greenmount with Kalwun and Jellurgal Groups and The Smith Family Charity
- Cairns with Mossman Youth Centre
- Port Macquarie/Hastings Program with local primary schools
- Port Stephens with Smith Family Program
- Emerald Beach with St Vincent de Paul North Coast Settlement Services
- Old Bar with Wesley Mission
- Lennox Head with Life Without Barriers

The programs were taken by VEGEMITE SurfGroms delivery centres including Darwin Surf School, Merrick Davis' Learn To Surf Noosa, Cronulla Surf Academy, Great Lakes Surf School, Surf Camp Australia, Trent Munro Surf Academy, Offshore Surf School, Great Ocean Road Surf Tours, Surf Culture Moana, Glide Watersports, Port Macquarie Surf School, Port Stephens Surf School, Solitary Islands Surf School, Saltwater Surf School and Rubbersoul Boardriders.

This program continues to be a huge success story for everyone involved and Surfing Australia is looking forward to growing this project next season. If you would like to make a tax-deductible donation towards this initiative, please go to www.surfforlife.com.au and click on 'Donate'.

PROUDLY SUPPORTED BY:



**N.J. Innis
Charitable
Foundation**



**Australian
Sports
Foundation**



WAHU SURFER GROMS COMPS

Australia's surfing stars of the future are again on show at the Wahu Surfer Groms Comps national series.

Regarded as one of the major stepping stones in the development of young Australian surfers, the 10-event Wahu Surfer Groms Comps caters for surfers from Under 8 to Under 14 and is held in New South Wales, Queensland, Victoria, Western Australia, South Australia and Tasmania.

The Under 8 is a mixed division with parent assists, while competition is held in both boys and girls in the Under 10, Under 12 and Under 14 divisions. The series is a key element in the extension of Wahu's partnership with Surfing Australia.

In addition to backing the Wahu Surfer Groms Comps for a further three years, Wahu is continuing as a support sponsor for the VEGEMITE SurfGroms junior surfing program for three more years.

WAHU SURFER GROMS COMPS SCHEDULE:

EVENT 1 - Northern Beaches, NSW - September 6 -7, 2014

EVENT 2 - Coffs Harbour NSW - October 11-12, 2014

EVENT 3 - Kiama, NSW - October 18-19, 2014

EVENT 4 - Trigg Point, WA - November 8-9, 2014

EVENT 5 - Sunshine Coast, QLD - December 13-14, 2014

EVENT 6 - Cronulla, NSW - December 20-21, 2014

EVENT 7 - Gold Coast, QLD - January 10-11, 2015

EVENT 8 - Ocean Grove, VIC - January 31-February 1, 2015

EVENT 9 - Fleurieu Peninsula, SA - February 21, 2015

EVENT 10 - Clifton Beach, TAS - February 28, 2015

This year Wahu also became the naming rights sponsor of the Wahu Australian Bodyboard Titles as part of the Australian Surf Festival at Coffs Harbour from August 14-18.

Success at the Wahu Surfer Groms Comps has launched the careers of many of Australia's most promising surfers. Previous champions include former World Junior Champion Matt Banting, World Under 16 Champion Jacob Willcox and many members of the Australian junior team that has contested the ISA World Junior Championship including Luke Hynd, Eli Steele, Kai Hing, Chris Zaffis, Quinn Bruce, Isabella Nichols, Holly Wawn and Laura Poncini.

As an added bonus, the respective winners of the Under 14 boys' and girls' divisions from each event will receive an invite to attend an all-expenses paid, three-day Wahu Surf Camp at the Hurley Surfing Australia High Performance Centre.

A qualified chef is also firing up the Everdure barbie making sure the hordes of grommets, parents and staff don't go hungry with the Everdure Sausage Sizzle feeding the crew on both days of competition at all 10 events.

PROUDLY SUPPORTED BY:







SUBWAY SUMMER SURF SERIES

SUBWAY SUMMER SURF SERIES

Junior surfing in Australia is riding a new wave of support with the Subway Summer Surf Series.

Organised by Surfing Australia, the 13-event series is held around Australia over summer showcasing the country's best male and female surfers in the under 16 and 18 age divisions.

The new series was created to fill a competition void which exists at a crucial point in the development of Australia's leading junior surfers. It represents an important link in the 'pathway to the podium' developed by Surfing Australia, with surfers now able to progress from the VEGEMITE SurfGroms program, onto the Wahu Surfer Groms Comps, into the Subway Summer Surf Series, followed by the Original Source Australian Boardriders Battle.

Proudly supported by Subway, Surfing Australia and Billabong, the Subway Summer Surf Series will help young Australian's continue to develop their passion for surfing, whether it be professionally or recreationally and carry on to enjoy a lifetime of surfing.

Ambassadors for the Subway Summer Surf Series are ASP World Tour competitor and 2012 World Champion Joel Parkinson and leading ASP World Tour female competitor Laura Enever.

The male and female winners from the U/18 divisions of each event in the series will be invited to attend a three-day Subway Surf Camp at the Hurley Surfing Australia High Performance Centre at Casuarina. The camp, conducted by Australia's leading surf coaches, aims to provide participants with the assistance and training they need to make the transition from surfer to professional athlete.

SUBWAY SUMMER SURF SERIES EVENT CALENDAR - 2014/15:

- EVENT 1** - Dee Why, NSW - September 13-14, 2014
- EVENT 2** - Newcastle Beach, NSW - September 27-28, 2014
- EVENT 3** - Sunshine Coast, QLD - October 25-26, 2014
- EVENT 4** - Torquay, VIC - November 1-2, 2014
- EVENT 5** - Kiama, NSW - November 22-23, 2014
- EVENT 6** - Clifton, TAS - December 13, 2014
- EVENT 7** - Gold Coast, QLD - January 3-4, 2015
- EVENT 8** - Phillip Island, VIC - January 17-18, 2015
- EVENT 9** - Margaret River, WA - January 31 - February 1, 2015
- EVENT 10** - Victor Harbor, SA - February 14-15, 2015
- EVENT 11** - Cronulla, NSW - March 7-8, 2015
- EVENT 12** - Trigg, WA - March 14 -15, 2015
- EVENT 13** - Yamba, NSW - March 21-22, 2015

PROUDLY SUPPORTED BY:





Snapper Rocks Surfriders celebrate their victory



The Be The Influence Australian Boardriders Battle was held during the summer of 2013-2014 and culminated in a massive national final on the Australia Day Long Weekend in Cronulla earlier this year with the clubs sharing in \$115,000 prize money.

A huge crowd watched as Snapper Rocks Surfriders took out the inaugural title ahead of local favourites Elouera Boardriders and Merewether Boardriders.

The 2013-2014 Be the Influence Australian Boardriders Battle was proudly supported by Be the Influence - Tackling Binge Drinking, Billabong, Toyota, Nikon, Surfing Australia, Surfing NSW, Destination NSW, the Association of Surfing Professionals and Milwaukee.



Stephanie Gilmore surfing for Snapper Rocks Surfriders at Cronulla

POINTS TALLY - 2013-2014 BE THE INFLUENCE AUSTRALIAN BOARDRIDERS BATTLE NATIONAL FINAL

1.Snapper Rocks Surfriders (QLD)	3780
2.Elouera Boardriders (NSW)	3250
3.Merewether Surfboard Club (NSW)	3020
4.Queenscliff Boardriders (NSW)	2870
5.Yallingup Boardriders (WA)	2860
6.North Narrabeen Boardriders (NSW)	2660
7.Seaford Boardriders (SA)	2650
8.Kirra Surfriders (QLD)	2550
9.Werri Boardriders (NSW)	2490
10.Avoca Boardriders (NSW)	2470
11.Cronulla Sharks Boardriders (NSW)	2450
12.Torquay Boardriders (VIC)	2350
13.13th Beach Boardriders (VIC)	2150
14.D-Bah Boardriders (QLD)	2150
15.Margaret River Boardriders (WA)	2150
16.South Arm Boardriders (TAS)	2050



Mick Fanning representing Kirra Surfriders Club during the Queensland round

ORIGINAL SOURCE AUSTRALIAN BOARDRIDERS BATTLE 2014-2015

Series 2 of the national series, the 2014-2015 Original Source Australian Boardriders Battle will involve more than 100 of Australia's best boardriders clubs in eight State qualifying rounds starting in October and culminate in a two-day, National Final for 20 clubs again on the Australia Day Long Weekend on 24-25 January, 2015 at Cronulla.

The series is proudly supported by naming rights partner Original Source and major support partners in Toyota, Nikon, Oakley, Boost Mobile, Sutherland Shire Council, Milwaukee, FCS, Surfing Life, Fuel TV and Destination NSW.

It is officially sanctioned by the Association of Surfing Professionals (ASP), which allows Australian ASP World Championship Tour surfers (men and women) the opportunity to represent their local boardriders club at respective State qualifying events and the National Final. In total \$120,000 is up for grabs across the entire National Series. There is \$33,000 available across the eight State qualifying events, while \$87,000 will be on offer at the National Final. The winning boardriders club will receive

\$20,000, while \$42,000 will be split between the clubs finishing second to 20th.

Additional National Final prize money includes \$12,000 across 12 Skins heats; \$5,000 across 5 Women's heats; \$5,000 for the Fox Sports Patriot Club Award; \$1,000 each to the Wayne Bartholomew and Layne Beachley Medal Winners; and \$1,000 for the Milwaukee Heavy Duty Hack.

The Original Source Australian Boardriders Battle also includes a \$60,000 Monster Raffle giveaway with one lucky ticket holder to drive away in a new Toyota RAV4 valued at \$55,000. Other prize packs will be provided by Milwaukee, Original Source, Nikon, Oakley, Boost Mobile and FCS. The Monster Raffle is open to all Surfing Australia affiliated boardriders clubs with proceeds returning to the boardriders club community.

THE ORIGINAL SOURCE AUSTRALIAN BOARDRIDERS BATTLE SCHEDULE:

EVENT 1 - Scamander, TAS - October 4, 2014

EVENT 2 - Fleurieu Peninsula, SA - October 25, 2014

EVENT 3 - Gold Coast, QLD - November 1 - 2, 2014

EVENT 4 - NSW Central - North Narrabeen, NSW - November 8, 2014

EVENT 5 - NSW Nth - Yamba, NSW - November 15, 2014

EVENT 6 - Yallingup, WA - November 22, 2014

EVENT 7 - Phillip Island, VIC - December 13, 2014

EVENT 8 - NSW Sth - Kiama, NSW - January 10, 2015

NATIONAL FINAL - Cronulla, NSW - January 24 - 25, 2015

PROUDLY SUPPORTED BY:



2014 Australian Indigenous
Champion Otis Carey with
runner-up Russell Molony



NATIONAL TITLES

Surfing Australia's events portfolio has experienced a resurgence in the past year, delivering a record number of professionally organised events at the grassroots through to regional, state and finally the national level.

More than 200 of Australia's best junior surfers took part in the 2013 Soundwave Australian Junior Surfing Titles at Kiama in New South Wales from 30th November-7th December.

The event is regarded as the pinnacle of junior surfing in Australia and was treated to some outstanding conditions.

Six states were represented in the battle for the prestigious national titles in Under 14, Under 16 and Under 18, while school surfing also made up a significant part of the event with competitors also chasing the Australian School Surfing Association Titles.

History was made in August at the Australian Surf Festival in Coffs Harbour when the Wahu Australian Bodyboard Titles were held during the festival for the first time.

The 17-day event attracted more than 450 surfers from around the country with National Titles decided in Open Surf Masters, Single Fin, Longboard and Logger divisions plus the inaugural Wahu Australian Bodyboard Titles.

The country's best SUP racers and surfers converged on the Gold Coast in October for the Toyota Australian SUP Titles. More than 250 competitors represented their States across three disciplines: surfing; technical race of several laps in and out through the surf; and a 20km marathon.

The event was based at Currumbin, one of the main centres for the burgeoning sport of SUP in Australia with several training groups in the area boasting some of the world's best paddlers.

AUSTRALIAN CHAMPIONS

2013 SOUNDWAVE AUSTRALIAN JUNIOR TITLES

UNDER 18

Boys	Fraser Dovell (NSW)
Girls	Isabella Nichols (QLD)

UNDER 16

Boys	Joe Van Dijk (VIC)
Girls	Emi Campbell (WA)

UNDER 14

Boys	Caleb Tancred (NSW)
Girls	Macy Callaghan (NSW)

DUKE KAHANAMOKU AWARD

Joe Van Dijk (VIC)

ISABEL LETHAM AWARD

Isabella Nichols (QLD)

OVERALL TEAMS' TITLE

Queensland

SCHOOL TEAMS' TITLE

Queensland



2013 AUSTRALIAN SCHOOL SURFING ASSOCIATION TITLES

MR SHIELD FINALS

UNDER 19

Boys	Margaret River Senior High WA (Jacob Willcox/Josh Burke)
Girls	St Joseph's Banora Point (Ashlee Spence/Alyssa Lock)

UNDER 16

Boys	Palm Beach Currumbin (Joe Brooker/Quinn Bruce)
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ALL STAR SCHOOLS FINALS

UNDER 19

Boys	Nick Callister, Jack Reginato (QLD)
Girls	Isabella Nichols, Jade Wheatley (QLD)

UNDER 16

Boys	Zac Wightman, Luke Condon (NSW)
Girls	Lucy Callister, Laura Poncini (QLD)

2014 AUSTRALIAN INDIGENOUS CHAMPION

Otis Carey (Sydney, NSW)

2014 AUSTRALIAN SURF FESTIVAL CHAMPIONS

LONGBOARD

Over 65 Men	Neville Smith (QLD)
Over 60 Men	Peter Becker (NSW)
Over 55 Men	John Lane (VIC)
Over 50 Men	Greg Brown (Vic)
Over 45 Men	John Schmidenberg (NSW)
Over 40 Men	Jason Livingston (NSW)
Over 35 Men	Justin Redman (WA)
Open Men	Clinton Guest (QLD)
Open Women	Emma Webb (VIC)
Junior Women	Lily Ellis (NSW)
Junior Men	Joel Skinner (NSW)
Over 35 Women	Debbie Allan (NSW)
Open Loggers	Harley Ingleby (NSW)
Over 40 Loggers	Lee Considine (VIC)
Junior Loggers	Ben Considine (VIC)

OPEN SURFMASTERS

Open Men	Nic Squires (NSW)
Open Women	Jessica Grimwood (NSW)
Over 35 Men	Jake Paterson (WA)
Over 40 Men	Glenn Pringle (NSW)
Over 45 Men	John Schmidenberg (NSW)
Over 50 Men	Rod Baldwin (NSW)
Over 55 Men	Wayne Kinerson (NSW)
Single Fin	James Fleming (WA)
Over 35 Women	Sandra English (NSW)

2014 WAHU AUSTRALIAN BODYBOARD TITLES

Senior Men	Adam Keegan (QLD)
Masters	Luke Jackson (QLD)
Grand Masters	Steve Watson (VIC)
Junior Women	Sam Gillett (NSW)
Open Women	Shauna Gillett (NSW)
Drop Knee	Dion Myers (NSW)
Open Men	Ben Veitch (WA)
Grommet (U14)	Harry Crain (NSW)
Junior Men (U18)	Jarrah Hamlin (NSW)
Cadet (U16)	Finn Haslau (WA)

2014 TOYOTA AUSTRALIAN SUP TITLES

SURFING

Open Men	Jackson Close (QLD)
Open Women	Emma Webb (VIC)
Over 40 Men	Rick Jacovich (WA)
Over 50 Men	Richard Finlay-Jones (NSW)

TECHNICAL RACE

Open Men	Toby Cracknell (NSW)
Open Women	Karla Gilbert (QLD)
Over 40 Men	Troy Pease (QLD)
Over 40 Women	Sue Dorries (QLD)
Over 50 Men	Michael Stokes (NSW)

MARATHON

Open Men	Beau O'Brian (QLD)
Open Women	Karla Gilbert (QLD)
Open Men	Troy Pease (QLD)
Over 40 Women	Jean Ringrose (VIC)
Over 50 Men	Glen Cochran (NSW)

NATIONAL HIGH PERFORMANCE PROGRAM

Surfing Australia's High Performance Program continues to grow and develop as we see increased engagement at all levels of the pathway.

After a period of significant change last year from both a staffing and program structure perspective, we are now seeing a much clearer pathway emerge for both athletes and coaches who are striving to operate at the very top of our sport.

Three talent identification camps have been established at the junior level for both boys and girls and will source the very best talent from our junior event series and state based high performance programs.

The most talented juniors from these camps are identified and supported by our national High Performance staff in conjunction with the State based HP staff.

These camps are the: U/14 Wahu Surf Camps; U/16 Mark Richards and Layne Beachley Camps; U/18 Subway Surf Camps.

The next step along the High Performance Athlete Pathway is the Elite Scholarship Program (ESP).

This group is made of ASP World Championship Tour athletes, top rated emerging World Qualifying Series athletes and junior aged surfers who have demonstrated potential for successful senior careers. This scholarship is the pinnacle of Surfing Australia's High Performance Athlete Pathway and comes with the full support and benefits that are on offer through our most senior HP staff lead by National Coach Andy King and Sport Science Manager Dr Jeremy Sheppard.

Supporting this pathway are the coaches that operate at both a State and National level. A healthy collaborative approach has developed a strong connection between our key coaches around the country.

More opportunities are emerging for coaches to share and develop than we have ever seen before through state HP programs, national talent ID camps and positions on national teams.

Surfing Australia is committed to the ongoing development of our state based network of coaches to ensure that athletes are adequately supported in their daily training environment at home.

PROUDLY SUPPORTED BY:



WCT Surfers



ELITE SCHOLARSHIP PROGRAM

WQS/Prime



NATIONAL DEVELOPMENT PROGRAM

Junior Surfers



NATIONAL TRAINING CAMPS

Junior Surfers
(National Training Camps)



ELITE SCHOLARSHIP PROGRAM (ESP)

Surfing Australia's Elite Scholarship Program (ESP) has quickly established its credentials as the number one destination for surfers wanting to succeed on the world stage. In its first full year of operation in 2013 the scholarship assisted four young Australian athletes in Mitch Crews, Dion Atkinson, Dimity Stoye and Nikki Van Dijk achieve their dream of qualifying for the 2014 ASP World Championship Tour.

The program which is led by National Coach Andy King and Sport Science Manager Dr Jeremy Sheppard had also supported the career revival of Bede Durbidge and the World Title aspirations of Sally Fitzgibbons. Athletes who are fortunate enough to achieve these scholarships are provided with 'Total Athlete Management' which involves access to all the services the HP team has to offer with the ultimate goal of supporting them to become the best possible surfer they can be.

THE ATHLETES CURRENTLY IN THE PROGRAM ARE:

ASP World Championship Tour:

Bede Durbidge, Mitch Crews, Adam Melling, Dion Atkinson, Julian Wilson, Adrian Buchan, Matt Wilkinson, Sally Fitzgibbons, Laura Enever, Dimity Stoye and Nikki Van Dijk

ASP World Qualification Series:

Jack Freestone, Wade Carmichael, Connor O'Leary, Cooper Chapman, Keely Andrew, Codie Klein and Phillipa Anderson

THE SURFING AUSTRALIA TEAM PUBLISHED MORE THAN 10 RESEARCH MANUSCRIPTS IN 2014 AND MORE THAN 10 ABSTRACTS.



SPORT SCIENCE

Surfing Australia's strength and conditioning and sport science team has continued to build on the depth and breadth of athlete engagement, as well as applied surfing research at the Hurley Surfing Australia High Performance Centre. Working closely with National Coach Andy King and contract coaches, Dr Jeremy Sheppard and his team work with junior athletes all the way through to the WCT, covering areas of physical preparation and physiology, biomechanics, injury prevention, and performance analysis. A key aspect to this program is the process of integrating short and long-term periodised plans for each athlete, and monitoring training load and the athlete's response to training load. Advanced mental preparation plus nutritional analysis and education have also been enhanced as we seek to expand our athlete services.

Strength & Conditioning PhD scholar Tai Tran is completing and submitting his PhD at the end of 2014. He has now taken a role with Canadian Sport Institute with the half-pipe Olympic snowboard program. Five studies are accepted for publication as a result of this collaboration, advancing our knowledge of training methods for sensorimotor ability (balance). Biomechanics scholar Lina Lundgren has made considerable headway in her examination of injury causation from landing aerials, and will complete in July 2015. New scholars Josh Secomb (Strength & Conditioning) and Oliver Farley (physiology) have taken well to their roles in the sport science team, and have nearly completed their data collection for their PhD (completing end of 2015). Joseph Coyne (masters) submitted his thesis on strength and its influence on paddling ability at the end of 2014. In 2015 Dr Sheppard will welcome two new PhD Scholars, Joanna Parsonage (UK) and Monica Schick (USA) who were recruited in 2014

PROUDLY SUPPORTED BY:



and secured the prestigious International Post-Graduate Research Scholarship through ECU. Other new research collaborations include engagements with Southern Cross University (biomechanics of paddling), Bond (3-D anthropometry analysis), Cal State University San Marcos (Wetsuit Thermoregulation), University of Lisbon (physical characteristics of surfers), and consultations with Nike/Hurley.

The Surfing Australia team published more than 10 research manuscripts in 2014, and more than 10 abstracts. Dr Sheppard published four textbook chapters with major publishers, and presented keynote speaking lectures in the USA (Nike and NSCA conference), New Zealand and Canada. Jeremy continues to serve as an elected board member of the Australian Strength and Conditioning Association and an editorial board member for the Journal of Strength and Conditioning Research and the International Journal of Sport Performance and Physiology.

Surfing Australia would also like to acknowledge the work of our Sports Science and Sports Medicine (SSSM) panel. Their voluntary contribution to the growth of our High Performance programs is invaluable and we are truly appreciative. The SSSM panel is made up of the following members:

Professor Chris Gore (AIS Physiology), Professor Julie Steele (University of Wollongong) Professor Robert Newton (ECU) Professor Damian Farrow (AIS) Dr Gary Slater (Wallabies) Dr Mark Osborne (Swimming Australia) Dr Stuart Watson (Narrabeen Lakes Sports Medicine), Mr Jason Patchel (AIS Psychology).

SINCE THE HPC'S OPENING MORE THAN 2000 RECREATIONAL SURFERS HAVE ALSO ACCESSED THE FACILITY FOR SURF COACHING, STRENGTH AND CONDITIONING EDUCATION PROGRAMS AND TRAINING CAMPS.



HURLEY SURFING AUSTRALIA HIGH PERFORMANCE CENTRE

The Hurley Surfing Australia High Performance Centre (HPC) is the benchmark for surf coaching globally. The best equipment, surf science research and coaches are being used to ensure Australian surfers continue to dominate the world stage and be at the forefront of World Title contention.

The HPC opened in June 2012 and the coaches have continued to work with surfers of all ability levels including emerging junior athletes, right through to professional surfers on the ASP World Championship Tour (WCT). Over the past 12 months Australia's top surfing talent who have continued to utilise the HPC facilities and coaches include WCT surfers Bede Durbidge, Sally Fitzgibbons, Adam Melling, Adrian Buchan, Dion Atkinson, Mitch Crews, Dimity Stoyale and Nikki Van Dijk.

Since the HPC's opening more than 2000 recreational surfers have also accessed the facility for surf coaching, strength and conditioning education programs and training camps. Over the past six months the HPC has updated a new marketing strategy with a view to increase the patronage of the facility. The main target markets being recreational surfers, sporting teams and school groups.

This year has seen the release of new marketing collateral including surfer and sporting team/schools brochures with a clear message to reflect the needs of our customers.

The HPC has also launched a new stand alone website which went live on the 8th October. The website is not only an information source for potential participants it also includes a user friendly booking system with the aim to enhance the camp participants' experience from the time of booking to the conclusion of their camp.

Whilst the HPC's core business is surf coaching, the building's versatile nature also lends itself to hosting sporting teams and school groups. With abundant surrounding facilities and a surrounding region that includes Byron Bay and Mt Warning, the HPC is tailor made to fulfil any requirements from these groups. Teams who have attended the HPC in the past include the Australian Rugby Sevens, Triathlon Australia, Cricket Australia Under 20s, Rugby Canada, Rugby Japan, Surf Life Saving NSW, Hockey Victoria, Country Rugby League as well as a number of school groups for training and development camps.



TRAVELSIM TEAM AUSTRALIA

ISA WORLD JUNIOR SURFING CHAMPIONSHIP

Team Australia finished third while Joe Van Dijk (Phillip Island, VIC - Under 16 Boys) won the silver medal and Laura Poncini (Moffat Beach, QLD - Under 16 Girls) the bronze medal at the 2014 VISSLA ISA World Junior Surfing Championship in Ecuador during April.

The event at Salinas Beach attracted more than 300 of the world's best Under 18 and Under 16 surfers from 32 countries. Hawaii won the event on 21,168 points, ahead of France (20,872), followed by Australia (20,628) and the United States (18,418).

In 2-4ft (1-1.5m) surf, Team Australia went into the final day sitting in second spot with three surfers - Van Dijk, Poncini and Isabella Nichols (Coolum, QLD - Under 18 Girls) still in contention for a medal. Nichols was eliminated early in the day after finishing fourth in the last heat before the final to finish in sixth place overall.

ISA WORLD SUP AND PADDLEBOARD CHAMPIONSHIP

Team Australia surged to a third straight ISA World SUP and Paddleboard Championship in Nicaragua in May. The week-long event attracted more than 250 of the world's best SUP and paddleboarders from 28 countries. The surfing competition was held at La Boquita and the racing was held on Lake Nicaragua.

With a firm grip on the trophy heading into the final day of 5km sprint races, Team Australia stormed home winning four gold medals, one silver and a bronze on the last day. It took the team's tally for the week to seven gold medals, including the overall team champion gold and relay gold, four silver medals and three bronze medals. The team finished on 16,750 points, ahead of the USA (13,100), Brazil (10,667) and Spain (10,501).

ISA 50TH WORLD SURFING GAMES

Team Australia finished second at the ISA 50th World Surfing Games in Peru during November. In a tremendous run of swell all week at the righthand point break at Punta Rocas, Australia had two people in both the men's and women's final.

Shane Holmes and Nic Squires finished third and fourth respectively in the men's event as did Philippa Anderson and Jessica Grimwood in the women's event. Australia finished second on 11,340 points, only 62 points behind Peru (11,402) with Argentina (10,922) in third.

U/18 BOYS

9th	Monty Tait (Maroubra, NSW)
11th	Luke Hynd (Tallebudgera Valley, QLD)
11th	Cody Robinson (Jan Juc, VIC)
31st	Fraser Dovell (Avalon Beach, NSW)

U/18 GIRLS

6th	Isabella Nichols (Coolum, QLD)
7th	Holly Wawn (Newport, NSW)

U/16 BOYS

2nd	Joe Van Dijk (Phillip Island, VIC)
8th	Zac Wightman (Lennox Head, NSW)
11th	Quinn Bruce (Coolangatta, QLD)
31st	Shaun Manners (Margaret River, WA)

U/16 GIRLS

3rd	Laura Poncini (Moffat Beach, QLD)
9th	Billie Melinz (Coalcliff, NSW)

TEAMS CHAMPIONSHIP

3rd	Team Australia
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MEN'S SUP SURFING

2nd	Jackson Close (QLD)
9th	Beau Nixon (NSW)

WOMEN'S SUP SURFING

3rd	Shakira Westdorp (QLD)
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MEN'S SUP RACING

Lincoln Dews (QLD)	Silver (marathon), Silver (5km course)
Toby Cracknell (NSW)	7th (marathon), 10th (5km course)

WOMEN'S SUP RACING

Shakira Westdorp (QLD)	Silver (marathon), Gold (5km course)
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MEN'S PADDLEBOARD

Rhys Burrows (QLD)	Gold (marathon), Gold (5km course)
Rory Chapman (NSW)	Bronze (marathon), Bronze (5km course)

WOMEN'S PADDLEBOARD

Jordan Mercer (QLD)	Gold (marathon), Gold (5km course)
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TEAMS CHAMPIONSHIP

1st	Team Australia
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MEN

3rd	Shane Holmes (NSW)
4th	Nic Squires (NSW)
7th	Hayden Blair (NSW)
61st	Otis Carey (NSW - injured)

WOMEN

3rd	Pilippa Anderson (NSW)
4th	Jessica Grimwood (NSW)

TEAMS CHAMPIONSHIP

2nd	Team Australia
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AUSTRALIAN SURFING AWARDS INCORPORATING THE HALL OF FAME

The Australian surfing community gathered in Manly in February to honour North Narrabeen legend Col Smith as he was inducted into the Australian Surfing Hall of Fame. Smith became the 36th inductee into the Hall of Fame.

Smith's induction was one of a number of presentations as part of the 2014 Australian Surfing Awards. Surfing Australia Life Membership was awarded to Victorian Mal Gregson for his many dedicated years of service to Surfing Australia.

Three-time ASP World Champion Mick Fanning was named Male Surfer of the Year, while ASP 2013 Women's World No.2 Tyler Wright was named Female Surfer of the Year. The Rising Star Award was won by Victoria's Nikki Van Dijk who made her debut this year on the ASP Women's World Championship Tour.

The Waterman of the Year Award was won by Tony 'Doris' Eltherington following his miracle rescue of South African surfer Brett Archibald who had fallen overboard off Indonesia and considered lost at sea. Eltherington, who pioneered surfing in many parts of Indonesia and the Pacific Ocean and is synonymous with the surf charter industry, also won the Peter Troy Lifestyle Award for the person who has given their life over to surfing and in doing so has enriched the surfing culture around him.

The ASB Surfing Spirit Award for a project or campaign that has given back to surfing through charitable,

humanitarian, environmental or philanthropic pursuits was won by National Surfing Reserves for its dedication to recognising iconic surfing sites around Australia.

The Surf Culture Award for a project that captures and explores a quintessential element of Australian surfing culture was won by TC, the autobiography written by two-time World Champion Tom Carroll and his brother Nick.

The Simon Anderson Club Award went to Merewether Surfboard Club following their hugely successful 2013. Luke Shadbolt's photo of a surfer's excitement at an exploding wave in Brazil won the Nikon Surf Photo of the Year and Missing, the film following World Champion Mick Fanning, was named Nikon Surf Movie of the Year.

Tasmanian big-wave champion Marti Paradisis was the inaugural winner of the Original Source Intense Surf Challenge ahead of South Australia's Josiah Schmucker. The six-month long, digital, interactive big-wave competition garnered a huge following through the site www.intensesurfchallenge.com with more than 120,000 views of contestants' entries. Paradisis won \$30,000 for his efforts and promptly gave \$5000 to Schmucker, who had already collected \$5000 as runner-up.

The Australian Surfing Awards were supported by Nikon, Destination NSW, Original Source, Travelsim, Australasian Surf Business Magazine and the Federal Government's Illicit Drugs in Sport Program.

2014 Nikon Photo
of the Year by Luke
Shadbolt



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AUSTRALIAN SURFING AWARDS

INCORPORATING THE

HALL OF FAME

1. International College of Management at Manly, venue for the 2014 Australian Surfing Awards.
2. Hall of Fame Inductee Col Smith.
3. Male Surfer of the Year Mick Fanning with 1978 World Champion Wayne Bartholomew.
4. Female Surfer of the Year Tyler Wright with award presenter Layne Beachley.
5. Surfing Australia Life Membership recipient Mal Gregson (right) with Surfing Australia chairman Norm Innis.
6. Rising Star Award – Nikki Van Dijk.
7. Peter Troy Lifestyle Award winner Tony 'Doris' Eltherington with Libby Troy. Tony also won the Waterman of the Year.
8. Surf Culture Award winner – TC by Tom Carroll and Nick Carroll with award presenter Barton Lynch.
9. Winners of the Simon Anderson Club of the Year – Merewether Surfboard Club.
10. ASB Surfing Spirit Award went to National Surfing Reserves with Brad Farmer (centre) and Professor Andrew Short, with award presenter ASB publisher Keith Curtain (left).
11. Nikon Surf Photo of the Year winner Luke Shadbolt with Nikon Head of Marketing Nick Segger.
12. Nikon Surf Film of the Year winner Missing – with Tim Wreyford, Taylor Steele and Mick Fanning.
13. Original Source Intense Surf Challenge winner Marti Paradisis (right) with runner-up Josiah Schmucker.

PROUDLY SUPPORTED BY:



SPONSORSHIP

Surfing Australia's commercial division has gone from strength to strength, expanding our corporate sponsorship portfolio to 24 partners, whilst maintaining our focus on aligning with mainstream Australian brands.

We have continued to assist our partners by engaging audiences, creating meaningful brand experiences, promoting their products and key messages right across the country, whilst connecting them with youth-minded markets in a way no other sport can.

Surfing Australia offers its partners several levels of sponsorship involvement, from grassroots programs, to community, corporate and event sponsorships.

Notably, Subway partnered with Surfing Australia as the naming rights sponsor to the 13-event Subway Summer Surf Series, which is also supported by Billabong. The Subway brand fits well with Surfing Australia's purpose which is to create a healthier and happier Australia through experiencing the joy of surfing for life.

Surfing Australia has welcomed Toyota as its official vehicle supplier in a three-year partnership as a major corporate supporter and inked an extended three-year deal with Nikon.

The peak surfing organisation realigned Original Source as the naming rights partner of the Australian Boardriders Battle, which also secured new support from Oakley, Boost Mobile and Milwaukee.

The organisation successfully activated its partnership with Vegemite and the Vegemite SurfGroms program, extended its deal with Wahu, DHD and FCS on multi-year deals, and procured Everdure Barbeques and MusclePharm Nutrition Company.

Surfing Australia prides itself on being appreciative of its corporate backing and going above and beyond their obligations to maximise the outcomes of its partners.

SURFING AUSTRALIA'S SPONSORSHIP PORTFOLIO INCLUDES:





SURFING AUSTRALIA
MEDIA AND PHOTOGRAPHIC SERVICES

I AM POWERED BY NIKON



SURF SCHOOLS

THERE ARE 108 MEMBER SURF SCHOOLS OPERATING ON OVER 600 BEACHES WITH APPROXIMATELY 425,000 PARTICIPANTS.



2014 has been another exceptional year for Surfing Australia's network of surf schools around the country. Now with 108 member surf schools operating on over 600 beaches around the country, with approximately 425,000 participants, the Australian surf schools industry is one of the fastest growing industries on the Australian coastline providing the Australian public with an ever increasing opportunity to "create a healthier and happier

Australia through experiencing the joy of surfing" in a safe and controlled environment.

A greatly improved quality assurance program and the development of new operational standards and guidelines for Australian surf schools are examples of recent benefits and support being provided to our network by Surfing Australia. Intended to focus on providing the network with the latest standards in operations and safety, the new Surf Schools Operations Guide will directly support the development of the network at every business level and service all areas of this growing industry to ensure our Australian surf school network continues to prosper and maintain its global status as a leader in terms of quality, safety and best practices.

The Surfing Australia Surf Schools network encompasses all affiliated surf schools; surf tour businesses; stand-up paddleboarding schools; bodyboarding schools and elite coaching centres in Australia. It is supported by Surfing Australia's educational packages that provide instructor training and accreditations in all disciplines, as well as professional development opportunities for coaches wanting to improve their skills.

BOARDRIDERS CLUBS

Surfing Australia's Club system is the most advanced in the surfing world and is a vital link in our sport development pathway. Surfing Australia is committed to working with our clubs to ensure the sport of surfing continues to go from strength to strength and maintains its status as a truly iconic Australian pastime.

Most significant to the development of our clubs network in 2013/14 was the successful implementation of the new club surfing series the Australian Boardriders Battle (ABB) - the biggest grassroots boardriders event series in Australian surfing history with \$120,000 in prize money. The event is officially sanctioned by the Association of Surfing Professionals (ASP), thereby allowing Australian ASP World Championship Tour surfers (men and women) the opportunity to represent their local boardriders club. Another great initiative to come out of this event was the "Monster Raffle"

which provided a fundraising opportunity to every club in Australia, not just the clubs competing in the event. The concept was designed to help build the capacity of our 200 plus clubs operating all around the country.



Surfing Australia also continued to support the ongoing education of club members through the Boardriders Club Education Scheme which provides one member of each club around the country with the opportunity to obtain a Judging and Coaching qualification free of charge. This program delivered in conjunction with the State Branches continues to up skill club members annually.

THERE ARE MORE THAN 200 AFFILIATED BOARDRIDERS CLUBS AND 17,723 BOARDRIDERS CLUBS MEMBERS.



EDUCATION

Over the past year Surfing Australia completed the biggest overhaul of its surf education courses and resources for many years. The purpose of the review was to update the current courses resources to reflect best practice and then to add new courses that will cover the additional disciplines of Stand Up Paddleboarding and Bodyboarding.

There are now eight coaching and judging courses available for delivery by all State Branches:

- Level 1 Surf Coaching
- Level 2 Surf Coaching
- SUP Flat Water Coaching
- SUP Open Water Coaching Module
- SUP Surf Coaching Module
- Level 1 Bodyboarding Coaching
- International Surf Judging and Officiating Course
- International Bodyboarding Judging and Officiating Course

All of Surfing Australia's surf education courses are endorsed by the Australian Sports Commission through the National Coaching Accreditation Scheme (NCAS) and the National Officiating Accreditation Scheme (NOAS).

Surfing Australia's surf education programs are also utilised globally through a licencing agreement with the International Surfing Association (ISA). This long standing partnership is a result of Surfing Australia continuing to set the standard for surf education around the world.

**THERE ARE
1184 SURFING
AUSTRALIA
ACCREDITED
JUDGES**

**THERE ARE
2844 SURFING
AUSTRALIA
ACCREDITED
COACHES**



STATE BRANCHES



2014 signifies a great milestone in the history of Surfing Queensland as we celebrate 50 years since the inception of the Australian Surfriders Association Queensland or ASAQ as it is more commonly known.

From its humble origins 50 years ago, the ASAQ, which became Surfing Queensland, is now a thriving organisation chartered with the development of surfing from the grassroots level to the elite. What better example of the organisation's capacity to promote the sport of surfing than the 2014 Quiksilver and Roxy Pro event at Snapper Rocks on the Gold Coast.

Surfing Queensland has been managing the Quiksilver and Roxy Pro World Tour events since their inception and the organisation has well and truly solidified itself as a world leader in the management of surfing events. The coveted Queensland Championship Circuit was also bolstered in 2014 with the inclusion of an ASP 1-star rating to the iconic MP Classic. The 2014 series was blessed with amazing waves and, as always, Queensland's best open men raised the bar and put on a spectacular display of surfing at all four stops.

Surfing Queensland launched the SUP Mum's Program in 2014 and is proud to offer mum's a free stand-up paddleboard program, which offers a fantastic overall physical workout while the kids are entertained as well. Children aged five and over are offered a range of activities as part of the program while mum enjoys a paddle. This monthly program will run for the duration of 2014 on both the Gold and Sunshine Coasts.

The Jallum Jarjums "Fish Kids" Indigenous Program was back in 2014 with Surfing Queensland co-ordinating the activation of the overall program in conjunction with Palm Beach Currumbin High School. The initiative revolves around integrating Indigenous youth into the sport of surfing and along with four learn to surf days, six Indigenous students from Palm Beach Currumbin High School will be offered the chance to be part in the Surf Ready Employment Program designed to prepare Indigenous youths for placement within the surf industry.



2014 has been a full-throttle year for the Surfing NSW team. Since January, the team has been engaged in delivering a variety of different events, programs and educational opportunities all over the New South Wales coastline.

Midway through July, Surfing NSW secured the support of The National Roads & Motorists' Association (NRMA) for 2014/15 as the organisation's major sponsor. The NRMA will support more than 30 youth surf events to be held at NSW beaches along the east coast. The sponsorship will benefit youth surfing and support Surfing NSW water safety initiatives.

The NRMA NSW Junior State Titles in Port Macquarie saw nearly 350 junior surfers from all over New South Wales take part in the annual seven-day competition, which determined the qualifiers for the Australian Junior Surfing Titles in WA in December.

In other events, Surfing NSW was proud to announce that 2014 would see two rounds of NSW Bodyboard State Titles in both Kiama and Harrington, while the 2014 HIF NSW Surfmasters Titles presented by Moby's Beachside Retreat and The Australian Skin Cancer Clinics NSW Longboard Titles presented by HIF saw amazing conditions for both events in the Great Lakes region.

Surfing NSW's free CPR and board rescue course Surfers Rescue 24/7 has continued to gain traction over the past 12 months with the three-hour course rolled out through a range of high schools, camps and boardriders clubs. The course also received glowing support from world-renowned, big-wave surfer and Hawaiian waterman Laird Hamilton who paid a visit to the Port Stephens Country Club Southern Cross SUP Festival at Shoal Bay in May.



2014 has been a year of change for Surfing Victoria with the ASP and Rip Curl Pro under new ownership. Although presenting some new challenges for the organisation, the overall response from punters was positive with fans loving the improved facilities and event site. We are looking forward to further working with the new ownership structure to create a better experience for spectators every year. The event saw Mick Fanning claim his third Bell against Taj Burrow in a dropping swell at Winki Pop. The women's event was dominated by Carissa Moore, who claimed her second Bell in a row.

After an up and down year on the World Tour, Victorian Nikki Van Dijk has requalified for the ASP Women's World Tour as the sole Victorian on the world stage. Nikki put together a string of great results to requalify through the WQS including a win at the Swatch Girls Pro France.

The Australian Indigenous Community gathered again at the sacred site of Bells Beach for the third annual Australian Indigenous Surfing Titles. The event was taken out by freesurfer Otis Carey who took down former champion Russel Molony in the final.

The HIF Clip of the Season was run for the second year in a row, allowing Victorian Surfers the chance to submit web clips and be judged by the surfing community. Todd Rosewall and Ron Hurst won the \$1000 cash prize for a long double barrel. Over 1400 votes were counted across the weeklong voting period.

Surfing Victoria would like to thank our major partners VicHealth, TeamUp, Play it Safe by the Water and the Victorian state government along with HIF, Toll and A&L Windows and Doors for their support of our organisation in 2014 and we look forward to a prosperous and successful 2015.



Taj Burrow, Bells Beach
(Pic: ASP/Cestari)



2013/14 was a year of further growth and expansion for Surfing Tasmania, the second of a three-year redevelopment program. An expanded domestic and national calendar of events, growing boardriders club memberships and activities made for a very hectic but productive year.

Surfing Tasmania's 12 event calendar of events included 10 State Championship events at all corners of the state including Bruny Island in the south to Scamander in the north-east and Marrawah in the north-west. For the first time in a few years Surfing Tasmania successfully hosted several new national event series; the Original Source Australian Boardriders Battle and Wahu Surfer Groms Comps.

The year also saw the formation and affiliation of the new Southern Tasmanian Bodyboard Club and the inclusion of the SUP community within the new Park Beach Boardriders Club bringing the total of Surfing Tasmania affiliated clubs to five.

The most successful feature of the year was the development of club championship rounds/events. North West Boardriders, North East Boardriders, Park Beach Boardriders and South Arm Boardriders all conducted season long club events creating a whole new level of competition in Tasmania. Several clubs included shortboard, longboard, bodyboard and SUP events for their members highlighting the pleasing level of inclusion and co-operation between surfers of all codes.

Coaching camps were again popular at club and state level. Gary Cruickshank, Surfing Australia coach, also conducted a successful weekend camp in February for our Development Squad.

The big challenge ahead for Surfing Tasmania is to source sufficient support for the part time Executive Officer position through a mix of State Government, corporate and Surfing Tasmania funding to enable the organisation to achieve its full potential over the coming years.



2014 has been an extremely busy and successful year for Surfing SA. We continue to see membership numbers grow, more events and increased numbers in our development surfing programs.

This year we have introduced an Indigenous surfing event to complement our Indigenous Surfing Program allowing participants to test their skills in a competitive yet fun environment. Surfing SA has partnered with Surf Life Saving SA delivering surfing days, surf lifesaving instruction and an end of season surfing competition day. This was thoroughly enjoyed by all and we look forward to presenting it again in 2015.

The Adelaide Airport Company has committed to support our Disabled Surfing Program for another year. We are extremely grateful to them for funding the program, which is so well received by the participants. These weekly lessons are a highlight over the summer months for those who attend.

The Hurley Winter Classic continues to grow in stature and now attracts competitors from around Australia. This year's event was held at Waits Point in pumping 4-5 ft surf and won by John Cummins (Coolangatta, QLD) and Ellie Francis (Middleton, SA). We look forward to growing this event with our sponsor Hurley.

Coaching programs are growing and the association is implementing programs in regional centres with the aid of the Office for Recreation and Sport.

Dion Atkinson (Seaford, SA) qualified for the 2014 WCT. It has been a while since SA has had a representative on the world stage. After a wonderful performance in Tahiti we hope to see him requalify for the 2015 season.

We look forward to a great 2015.



It has been a year full of continued growth and excitement for Surfing WA. The highlight of the year was certainly our 50th year celebrations, which included the release of our full colour coffee table book, followed by events in Margaret River in April and Perth during August.

2014 has welcomed the consolidation of the Surfing WA Surf School participation numbers and sustainable growth across SunSmart Learn to Surf, SunSmart Learn to Stand-Up Paddle (SUP) and VEGEMITE SurfGroms programs. Through our network of 13 licensed surf schools and 26 clubs, we have accredited a host of coaches and officials and are continually improving the standard of program and event delivery across the state. The Surfing WA network now extends across 3800kms of coastline.

This year has seen a major growth across our High Performance Program, which is now recognised as best practice in Australia. A record number of State Talent Squad surfers took advantage of the many opportunities on offer including Strength and Conditioning Training Programs, Margaret River Grompox Event and High Performance Coaching.

It has been a monumental year for the Surfing WA events department with a clear focus on governing the management and delivery of a diverse and exciting range of events at the grassroots, regional, state, national and international level. This year also saw the return of the Drug Aware Margaret River Pro to the World Championship Tour for both men and women, an event managed by Surfing WA in partnership with the ASP. The event this year attracted record numbers across spectator attendance, live online webcast, community engagement and global exposure for the Margaret River region.

After a full 50th year of operation, we look forward to continued growth in our key strategic areas into 2015 and beyond.

PROMOTING THE PATHWAY



mySURF.tv is Surfing Australia's new digital content platform, and its purpose is to inspire and engage through sharing stories of the surfing lifestyle.

Launched Dec 1 2013

822,025 video views

(as at October 31st, 2014)

Average monthly video views: 154,191

Average monthly unique users: 111,567

Surfing Australia TV is a monthly, half-hour program broadcast on TV4ME (Channel 74) that showcases the organisation's many different programs from junior development, through to elite athlete coaching, event management and industry education.

Surfing Australia TV airs at 7pm on Thursday nights and receives 20 repeats per month.

The **surfingaustralia.com** website on average, has more than 40,000 unique visitors per month, and more than 70,000 visits.

Other websites we own and control include:

www.surfgroms.com

www.surfingaustraliahpc.com

www.surfingaustraliatv.com

www.surfcoach.com

www.surfingaustraliapix.com

Plus soon to be built: learntosurf.com

The **Surfing Australia Magazine** is a 116-page, perfect bound, bi-annual edition with a print run of 4000 and a readership of 12,000. A digital version is available on all platforms including PC, mobile and tablet providing a multi-media experience featuring video and photo galleries.

FACEBOOK

Total Followers = 126,353

INSTAGRAM

Total Followers = 34,541

TWITTER

Total Followers = 5,657

YOUTUBE

Lifetime Views = 562,217



Surfing Australia's digital media platform mySURF.tv is poised to continue its growth as it enters its second year.

Launched in December, 2013, the platform is fast approaching one million video views and in November, 2014, will launch its own weekly national television show on ONE HD.

To be hosted by Joel Hurrey and leading Australian female pro-junior surfer Ellie-Jean Coffey the weekly program will showcase the massive range of surfing content available on the platform.

Since its launch, mySURF.tv now houses more than 355 video clips covering a huge variety of subject matter from profiles, lifestyles, and rare archival and exclusive footage from all over the globe. mySURF.tv has joined the world's best surfers in Tahiti, Indonesia, Europe, Hawaii, plus all around Australia ensuring viewers have no shortage of content.

Respected documentary producer Jason Muir took on the role as Digital Content Manager earlier in the year and joined well known surfing video producers Lachlan McKinnon and Nimai Strickland. Matt Baker, a former NBN and Channel 9 news cameraman and editor, joined the team midway through the year.

The launch of mySURF.tv was a result of Surfing Australia working with the Australian Sports Commission (ASC) and looking at ways to commercialise its business to become more sustainable. Improving the digital capacity of National Sporting Organisations is seen as critical to the future of Australian sport and this new platform will help Surfing Australia reach a broader audience.

Surfing Australia's Digital Content team also produces the monthly Surfing Australia TV program plus create a host of digital products for all of Surfing Australia's events and programs and its corporate partners.

mySURF Statistics (as at 31st October, 2014)

mySURF Video Views (monthly average)	154,191
mySURF Unique Users (monthly average)	115,567
Facebook Reach (monthly average)	6,900,000
Instagram Reach (monthly average)	86,910
Facebook Followers	39,768
Instagram Followers	18,649
Membership	5,500



MEDIA

The Surfing Australia Media and Communications Department has been rated as “industry leading” by the Australian Sports Commission and has gained coverage in all mediums for a wide range of events, programs and brands.

We offer a quality media service Australia-wide and overseas, and also provide a range of other professional PR services including copy writing, photography, video news releases and distribution, press launches and event media management.

Our media team continues to service many events in the Australasian region, from the highest level through to State and regional events.

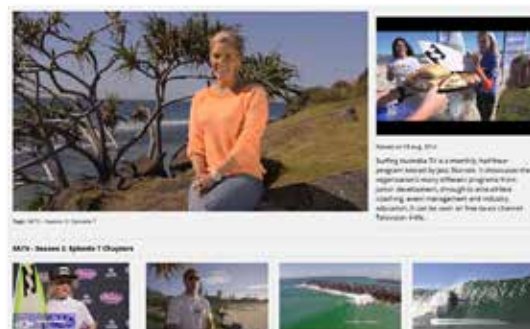
We've also been busy servicing the Hurley Surfing Australia High Performance Centre, VEGEMITE SurfGroms, Original Source Australian Boardriders Battle, Subway Summer Surf Series, WAHU Surfer Groms Comps, Australian Surfing Awards and numerous program launches along with community and corporate related media.



The Surfing Australia digital content team continues to produce Surfing Australia TV. SATV is broadcast at prime time every Thursday at 7pm on TV4ME.

TV4ME is available on Channel 74 in Queensland and capital cities and Channel 64 in regional areas. Hosted by Jess Skarratt, SATV is a monthly, half-hour program showcasing the organisation's many different programs from junior development, through to elite athlete coaching, event management and industry education.

Surfing Australia TV is also available 24 hours, seven days a week through its dedicated website www.surfingaustraliatv.com.



SURFING AUSTRALIA MAGAZINE

The Surfing Australia magazine has developed into a sophisticated marketing tool providing a comprehensive coverage of the organisation's activities as well as providing quality features on the many characters in all areas of the sport.

The bi-annual magazine has a print run of 4,000 with a readership of 12,000. A digital version is available on all platforms including PC, mobile and tablet. The past two electronic editions have been viewed more than 3,600 times.

DVD covermounts provide a complete package with the most recent Winter edition bundled with three DVDs – Surfing Australia's latest documentary on female surfing Wildcard, the inaugural Australian Boardriders Battle television show and the Original Source Intense Surf Challenge television show.



WEBSITES

Surfing Australia continues to grow its stable of internet and social media assets ensuring a wide coverage for all its activities and partner exposure.

Surfing Australia websites had 570,795 unique visitors, 1,010,896 sessions and 3,032,115 page views for the 12 months to 30th June 2014.

Website	Sessions	Unique Visitors	Page Views
surfingaustralia.com	513,065	254,619	1,510,081
mySURF.tv	230,537	139,941	413,928
surfgroms.com	112,560	62,881	646,302
surfcoach.com	62,931	39,169	214,420
surfingaustraliatv.com	16,980	12,457	36,368
surfingaustraliapix.com	7,045	5,883	17,156
sasurfschools.com	67,118	55,338	192,669
surfingaustraliadis.com	660	507	1,191
Total	1,010,896	570,795	3,032,115



SOCIAL MEDIA

Surfing Australia has enjoyed extensive growth in its social media strategy across four major platforms – Facebook, Twitter, Instagram and YouTube.

Our coverage ensures wide brand visibility and extensive opportunity to leverage relationships with partners and ambassadors. The number of fans continues to grow rapidly across all platforms.



Facebook	Followers
Surfing Australia	70,118
mySURF.tv	39,768
HPC	9,713
VEGEMITE SurfGroms	6,754
Total	126,353

Instagram	Followers
Surfing Australia	13,521
mySURF.tv	18,649
HPC	2,371
Total	34,541

Twitter	Followers
Surfing Australia	5,657

Youtube	Views
Lifetime	562,217
12 months (to 30th June 2014)	220,698

FINANCIAL STATEMENTS

It was a big year for Surfing Australia: turnover was above \$7 million; the mySURF.tv channel was launched; the Australian Boardriders Battle (ABB) was held around the country; the Australian National Preventative Health Agency (ANPHA) funding landed with a splash; while the organisation moved to become a Company Limited by Guarantee.

The operating surplus was **\$251,036**, while an extraordinary write-down impacted heavily on the overall bottom line. This write-down was a revaluation of the High Performance Centre which resulted in a write down of (\$1,039,240).

The High Performance Centre had a disappointing year as it lost momentum and direction due to staff changes. A more dynamic marketing strategy and collateral have been developed, the website has been totally revamped and tighter controls have been implemented.

The Sponsorship and Communications business unit contributed almost half the income (46%) with increased sponsorship from Nikon, Milwaukee, Original Source and Toyota to name a few. ANPHA provided the seed funding for the ABB which captured the imagination and hearts of club surfers from all around the country.

In the Sport Development area the Educational resources were increased and revitalised to form a sophisticated suite of publications and workbooks. The Digital Media department was created to house both mySURF.tv and Surfing Australia TV productions. It acts as a selling point to existing and prospective sponsors, plus provides video and media services for internal and external clients alike.

Financially Surfing Australia continued to grow with a 60% increase in revenue. Overall we ended the year in a sound financial position with strong growth and no debt.

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2014

	2014 \$	2013 \$
CURRENT ASSETS		
Cash and cash equivalents	675,262	649,049
Accounts receivable and other debtors	404,044	1,208,212
Inventories	7,482	11,344
Other current assets	12,422	42,841
TOTAL CURRENT ASSETS	1,099,210	1,911,446
NON-CURRENT ASSETS		
Property, plant and equipment	1,996,420	2,695,057
TOTAL NON-CURRENT ASSETS	1,996,420	2,695,057
TOTAL ASSETS	3,095,630	4,606,503
CURRENT LIABILITIES		
Accounts Payable and Other Payables	1,032,650	1,213,299
Lease Liabilities	384,579	977,156
Provisions	78,742	49,680
Other current liabilities	31,024	9,529
TOTAL CURRENT LIABILITIES	1,526,995	2,249,664
TOTAL LIABILITIES	1,526,995	2,249,664
NET ASSETS	1,568,635	2,356,839
EQUITY		
Retained earnings	1,568,635	2,356,839
TOTAL EQUITY	1,568,635	2,356,839

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2014

	2014 \$	2013 \$
STATEMENT OF COMPREHENSIVE INCOME		
Revenue	7,432,718	4,641,054
Cost of sales	(5,123,001)	(2,898,493)
Change in Inventories	(3,862)	(772)
Advertising expenses	(33,796)	(86,847)
Auditors' remuneration	(7,000)	(7,000)
Bad and doubtful debt expenses	(1,668)	(1,656)
Depreciation and amortisation expenses	(80,262)	(76,155)
Employee benefits expenses	(1,181,210)	(1,062,508)
Lease expenses	(16,583)	(15,488)
Other expenses	(734,300)	(566,870)
Profit for the year	251,036	(74,735)
Realised loss on non-current assets	(1,039,240)	-
Total comprehensive income for the year / attributable to the members of the entity	(788,204)	(74,735)

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2014

	2014 \$	2013 \$
CASH FLOWS FROM OPERATING ACTIVITIES		
Receipts from customers	1,163,786	1,182,109
Payments to suppliers and employees	(8,107,417)	(4,708,535)
Interest received	20,495	29,237
Operating Grants Receipts	3,523,532	3,311,358
Other Income & Reimbursements	3,638,691	1,266,291
Movement in Trade Debtors	804,367	(1,107,140)
Movement in Other Liabilities	(442,577)	-
Movement in Prepayments	(387,048)	(497,160)
Net Cash Provided by Operating Activities	213,829	(523,840)
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from sale of plant & equipment	41,624	-
Payments for property	(379,240)	(44,765)
Net Cash Provided by (Used in) Investing Activities	(337,616)	(44,765)
CASH FLOWS FROM FINANCING ACTIVITIES		
Repayment of borrowings	150,000	(65,488)
Net Cash Provided by Financing Activities	150,000	(65,488)
Net increase in cash held	26,213	(634,093)
Cash at beginning of financial year	649,049	1,283,142
CASH AT END OF FINANCIAL YEAR	675,262	649,049

“To create a healthier and happier Australia through experiencing the joy of surfing for life.”







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