



**2025 Surfing Queensland AGM
Tallebudgera Recreation Centre
25 June 2026**

CEO Report

While CY2025 presented several financial challenges for Surfing Queensland, largely influenced by a period of organisational transition and several consecutive leadership changes, the second half of the year delivered encouraging momentum.

Significant work was undertaken to strengthen stakeholder relationships, improve organisational efficiency, and establish a clearer strategic direction for the future. These foundations have positioned Surfing Queensland well to capitalise on a range of exciting opportunities in CY2026 and beyond.

Following my appointment as Chief Executive Officer during the latter half of 2025, a key priority was to simplify and clarify Surfing Queensland's strategic direction. This resulted in the refinement of our Strategic Plan from six strategic pillars to two overarching priorities: Participation & Community and High-Performance Pathways.

Supporting this strategic shift were several key behavioural changes that have now been embedded across the organisation:

- Understanding and living our Surfing Queensland values to attract and engage like-minded surfers, clubs, partners and stakeholders.
- Increasing face to face engagement and collaboration across our community.
- Strengthening partnerships with Board rider Clubs, Surf Schools, Surfing Australia, State Sporting Organisations and the World Surf League.
- Improving efficiency across our events, programs, systems and internal operations.
- Establishing sustainable revenue streams to support long term growth and stakeholder servicing.

Participation & Community

Membership

One of the most significant initiatives undertaken during the year was the development of the Surfing Queensland Boardrider Club Membership Program, which launched in January 2026.

The extensive consultation and face to face engagement conducted with clubs throughout late 2025 was instrumental in ensuring the program met the needs of our surfing community. I would like to sincerely thank our affiliated Boardrider Clubs and their members for their support throughout this process, as we continue to review and improve the program.

The membership program has provided Surfing Queensland with a sustainable resource dedicated to supporting club development, governance and participation outcomes. Importantly, it allows us to better support clubs in delivering safe, inclusive and thriving surfing communities throughout Queensland.

I am also pleased to report that Surfing Queensland currently has a record 47 affiliated Boardrider Clubs.

Events

Surfing Queensland delivered another extensive calendar of events throughout 2025 and 2026, conducting 17 events across more than 40 competition days on the Sunshine Coast and Gold Coast.

Key highlights included:

- The 2025 Gold Coast Open, held as a WSL QS1000 event, delivered strong attendance, significant economic impact and a positive financial outcome. The success of the event contributed to its elevation to QS4000 status in 2026.
- Parko's Grom Stomp, presented by Campbell Construction Co, recorded its largest competitor field to date with almost 300 junior surfers participating.
- The Queensland Surf Championships continued to showcase the state's best surfers across multiple disciplines. While Open and Masters divisions experienced declining participation, consistent with national trends, strong growth in Grommet and Junior divisions has prompted a review of the event format, with changes planned moving forward.

High Performance Pathways

Rookie to Ripper

The Rookie to Ripper program continued to provide valuable support to Boardrider Clubs across Queensland through coaching and judging development initiatives. The program has played an important role in strengthening grassroots pathways and creating opportunities for emerging surfers throughout the state.

While the current funding concludes in July 2026, the outcomes achieved through this initiative have been significant and will continue to influence future pathway development.

RISE and Surf Sisters

Surfing Queensland remains committed to increasing opportunities for women and girls through programs such as RISE and Surf Sisters.

These initiatives continue to support participation, leadership, governance and athlete development while helping create a more inclusive and equitable future for surfing across Queensland.

National Titles Success

Queensland's high-performance pathway continues to deliver outstanding results, highlighted by Queensland being crowned Overall Team Champions at the 2025 Australian Junior Surfing Titles.

This achievement reflects the dedication of our athletes, coaches, clubs, families and support networks throughout the state.

Communications & Marketing

Surfing Queensland experienced strong growth across its digital and social media channels throughout 2025 and into 2026, increasing the visibility of our events, programs, athletes and partners.

As our organisation continues to grow, a key priority for 2026 is the development of a formal Communications and Media Plan. This framework will improve planning, reporting and delivery across our growing portfolio of events, programs and partnerships, while supporting our commitment to operational efficiency.

Partnerships

Building strong and mutually beneficial partnerships has been a key focus during my first year as CEO.

When I commenced in the role, several partnership relationships had been impacted by a period of organisational change and leadership transition. A priority was to reconnect directly with our partners, better understand their objectives, and ensure partnership commitments were delivered consistently and professionally.

I would like to acknowledge and thank our valued partners for their support throughout the year:

Billabong, BYD Gold Coast, Blue Horizon, Bond University, Breaka, Campbell Construction Co, Cooee, Dritimes, Experience Gold Coast, Fast Twitch, First Set Boardstore, Flow Nutrition, Formula Sports, Hard Fizz, Kinghorn Foundation, Mogu Mogu, Nioactive, The Point Coolum, Queensland Government – Department of Sport, Racing and Olympic and Paralympic Games, QMS, Sip Coco, Sunshine Coast Council, Surfing Australia, Surfline, Suzuki, Tourism and Events Queensland, Tide Pools and Landscapes, Travla, Unisport, We Are Feel Good, World Surf League and Wyndham.

A notable achievement during the year was securing BYD Gold Coast as Surfing Queensland's major vehicle partner following the conclusion of our long standing partnership with Suzuki Queensland. The two year agreement represents an exciting new partnership for the organisation.

People & Places

The achievements of Surfing Queensland are only possible through the dedication of our staff, volunteers, directors, members and supporters.

I would like to sincerely thank the Surfing Queensland team for their hard work, professionalism and commitment to our values and strategic direction.

During the year we also recognised the retirement of Alan Biggs following more than 12 years of outstanding service to Surfing Queensland. Alan made a significant contribution to the organisation and the broader surfing community, and we thank him for his dedication and leadership.

At this AGM, we also acknowledge Director Jeff Frazer, who concludes nine years of volunteer service on the Surfing Queensland Board. Jeff's commitment and contribution to the governance of the organisation have been greatly appreciated. I also take this opportunity to thank the individuals on the Surfing Queensland Board for their support and advice.

I would like to acknowledge our Life Members. Their knowledge, experience and connection to the history of surfing in Queensland have been invaluable as we continue to shape the future of our organisation. Preserving and celebrating Queensland's surfing history remains an important priority.

Finally, I would like to recognise Elliot Dempster, Bailey Day, Chris Rogers, Keanu Chapman and Maddy Job, for their outstanding efforts throughout the year. As a small team, they consistently deliver across a broad range of responsibilities and contribute significantly to the success of Surfing Queensland.

Looking Ahead

Surfing Queensland enters the next phase of its development with optimism, stability and a clear strategic direction.

A major organisational priority is strengthening our financial position. Following six consecutive years of reported losses, our goal is to deliver a break-even result in CY2026 and return to profitability in CY2027.

Key priorities moving forward include:

Strategic Planning

- Implement the Surfing Queensland Strategic Plan 2026–2030.
- Develop and deliver a Communications and Media Plan.
- Conduct a comprehensive Events Review and continue collaboration on national pathway alignment.

Celebrating Queensland Surfing History

- Increase engagement with Life Members and Queensland surfing pioneers.
- Plan and deliver celebrations recognising the 50-year legacy of the Stubbies Surf Classic in 2027.

Boardrider Club Development

- Continue refining and improving the membership program.
- Invest in dedicated club support resources.
- Expand judging workshops and club development initiatives across Queensland.

Programs and Participation

- Deliver Talent UNLSHD, supporting the development of Under 14 and Under 16 female surfers.
- Develop future shark mitigation and ocean safety education initiatives.

- Expand adaptive surfing programs and strengthen alignment with future Paralympic opportunities.
- Investigate and implement a statewide surf etiquette education strategy.

The progress made during the second half of 2025 has created a strong foundation for Surfing Queensland's future. Through collaboration, innovation and a continued commitment to our surfing community, we are well positioned to create new opportunities for participation, performance and growth across the state.

Thank you to our members, clubs, surf schools, partners, volunteers and staff for your continued support of Surfing Queensland.

Luca Liussi

Chief Executive Officer
Surfing Queensland