



FY19 ANNUAL REPORT

“WINNING IS EUPHORIC, BUT IT LASTS A SHORT TIME. YOU’VE GOT TO LAP IT UP, THEN MOVE ON TO THE NEXT THING. I THINK I’VE KEPT WINNING BECAUSE I HAVEN’T ATTACHED MYSELF TO PAST SUCCESSES.”

STEPHANIE GILMORE



PHOTO/COVER PHOTO: Steph Gilmore takes out the OIO RIO Pro and World Title number seven / WSL



PHOTO: Julian Wilson fins free on the Gold Coast / Andrew Shield

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A MESSAGE FROM SPORT AUSTRALIA



Sport and physical activity has enormous influence on our nation's health, education, social, economic and diplomatic outcomes.

It's why Sport Australia and the AIS remain steadfast in our vision: to make Australia the world's most active sporting nation, known for its integrity, sporting success and world-leading sports industry.

Australia's commitment, outlined in the Australian Government's national sport plan, Sport 2030, is to reduce physical inactivity by 15 per cent. It's a huge challenge Sport Australia enthusiastically accepts.

We are making significant progress, and Sport Australia's programs are benefitting sport, as well as broader community health and wellbeing, including tackling issues such as obesity. Our partnerships with National Sporting Organisations (NSOs) remain fundamental, but we are also engaging more than ever with other networks to grow our sporting industry. Collaboration with physical activity providers, health, education and various levels of Government can deliver more for sport and all Australians.

This was highlighted in 2018-19 when Sport Australia, on behalf of the Australian Government, delivered \$150million in new participation programs. The \$100million Community Sport Infrastructure Grants Program is enhancing hundreds of grassroots facilities across Australia. The \$28.9million Participation Grants Program is encouraging innovative programs that help break the down barriers to physical activity. The new \$22.9million Better Ageing Grants Program is helping senior Australians 65 and older to get more active and socially connected.

Our national Sporting Schools program remains a key platform to address childhood inactivity and drive generational change. We have funded 7300 schools and recorded more than 5.2million attendances since its launch in mid-2015. We continue to look at ways to maximise the impact of Sporting Schools and link it with our work in physical literacy. By teaching our children to run, throw, jump or kick, we put them on the path to better lives.

There is no success without integrity. We continue to encourage environments that are inclusive and welcoming. Increasing diversity in our industry is critical and we want to make sport the benchmark for a more equitable society.

All this work is emphasised by our national behaviour change campaign, Move It AUS. Our call to action is to 'Find Your 30' minutes of physical activity every day, and enjoy the benefits.

We are continuing to build the capability of the sports industry, addressing governance reform to bring out the very best in our sporting organisations. The One Management project looks at helping sports align their strategy, workforce and financial management.

The AIS, in partnership with the National Institute Network and National Sporting Organisations, is aligning Australia's high performance sport strategy too. The National High Performance Sport Strategy 2024

signals the first time all Federal and State/Territory sports agencies have signed up to a joint high performance strategy.

In November 2018, the AIS announced an updated investment model for high performance sport and through this improved framework, Olympic, Paralympic and Commonwealth Games sports will benefit from a longer term approach to funding. Instead of annual grants to sport, for the first time the AIS is providing longer-term funding commitments to give sports more stability and certainty to plan ahead.

All of this work is important with the 2020 Tokyo Olympics and Paralympics drawing near, and the 2022 Beijing Winter Games and Paris 2024 beyond that.

Enhancing athlete pathways and athlete wellbeing are primary areas of focus for the AIS, and are keys to creating long-term sustainable success. We have embedded 20 Athlete Wellbeing Managers across National Sporting Organisations, and, working closely with the AIS Wellbeing and Engagement team, are delivering key programs and support from mental health programs, through to career guidance and connection to Australians at the community level.

The AIS is also leading collaborative sports research, applied technology and innovation initiatives including the Gold Medal Ready program, a unique partnership with the Australian Army to help athletes perform under pressure.

From backyards to benchmark international events, we believe unquestionably in the power of sport and physical activity to reflect the very best in our culture and to be a powerful vehicle for change.

Thank you for all you do for Australian sport and best wishes for the year ahead.

JOHN WYLIE AM
CHAIR
SPORT AUSTRALIA



Australian Government
Australian Sports Commission

SPORTAUS

PARTNERS



2018/19 ORGANISATIONAL HIGHLIGHTS

- Created together with our State member- the new Surfing in Australia aligned strategy. Launching FY20 with clear objectives, drivers & expected outcomes
- 2018 - WSL Women's World Title: Stephanie Gilmore
- 2018 - WSL Men's Runner Up World Title: Julian Wilson
- 2018 ISA World Junior Surfing Games Juniors in USA: Overall Team Bronze and U/16 Men's Individual Gold: Grayson Hinrichs
- 2018 ISA World Surfing Games Open in Japan: Overall Team Silver and Individual Gold: Sally Fitzgibbons
- 2018 ISA World SUP Titles; Overall Team Gold and Team Relay Gold, 5 x Individual Gold Medals from Shakira Westdorp, Grace Rosato, Lachie Lansdown and Michael Booth
- 2018 ISA World Adaptive Surfing Championships; Sam Bloom, Mark Mono Stewart, Matt Formston and David Monk achieved amazing individual results
- 2019 - WSL Event Wins: Sally Fitzgibbons (Oi Rio Brazil), Stephanie Gilmore (Corona Bali Protected)
- 2019 Olympic Squad of 14 athletes confirmed (April)
- mySURF.tv exceeded its annual 1,500,000 Australian views on player
- Renewed Surfing Australia partners in Woolworths, Hyundai, AirAsia, Nikon, Griffith University, Pils Peanut Butter and MF Softboards
- Delivered Series 6 of the nude Australian Boardriders Battle National Series. National reach through the 21 hours of live TV broadcast through our partner Fox Sports
- Delivered monthly Surfing Australia TV show with national audience of 2.5million and the new The Hold Down with Ronnie and Vaughan series across Summer with 2.3million views from 9 episodes
- mySURF.tv was a finalist and received a highly commended at the 2018 Sport Australia Media Awards
- SA x Hydralyte Sports partnership won the "Best Small Budget Marketing Campaign" (under \$1Million) at the 2018 Australian Self Medication Industry (ASMI) Awards
- SA Social Media surpassed 615,000 (5th biggest National Sporting Organisation in Australian Sport)
- Established new mandate to renovate existing products and services to enable growth in areas of Surf Schools, Boardrider Clubs, Coaching & Judging
- Secured additional grants to support Participation & Community initiatives- \$500,000 to get women and girls active in, on and around the water and \$75,000 to develop a new online learning management model
- Rebranded from 'Sport Development' to 'Participation & Community' and commenced recruitment for 5 new positions to support growth objectives and new programs
- Delivered learn to surf programs for 7,700 nude Surf Groms participants
- Successfully opened expanded High Performance Centre facility including premium hotel style accommodation, large conference room, expanded lounge, kitchen & dining, state of the art gymnasium and 80 surfboard demo quiver
- The new HPC was able to deliver a 35% increase in revenue versus FY18 Also, a 25% increase in patronage
- Successfully launched Skate & Tramp Membership Program allowing young athletes to access centre on a weekly basis
- Implemented a centralised booking and inventory management system for all High-Performance Centre assets and programs
- Launched new website with all coaching programs available to book instantly online
- Team Australia continued their reign atop the sports of Stand-Up Paddle (SUP) and Paddleboard to earn their 6th gold medal in 7 years at the 2018 ISA World SUP and Paddleboard Championship in Wanning, China Australia's dominant performance was buoyed by 5 individual gold medals from Westdorp
- The 2018 Australian Bodyboard Titles were successfully run on the Tweed Coast as part of the 2018 SAE Group Australian Surf Festival



PHOTO: The morning peak hour traffic at Snapper Rocks / Andrew Shield

A blue-tinted photograph of a surfer riding a wave. The surfer is positioned in the lower right quadrant, riding the face of a large, curling wave. The wave's crest is breaking into white foam. In the background, a city skyline with several tall buildings is visible against a clear sky. The entire image has a monochromatic blue color scheme.

NEW SURFING IN AUSTRALIA
5 YEAR STRATEGIC PLAN CREATED
FY20-FY24
LAUNCHING JULY 1ST 2019

STRATEGIC PILLARS SURFING IN AUSTRALIA

1 PARTICIPATION & COMMUNITY

Grow an inclusive and active community through surfing

2 EVENTS

Delivering a high quality competitive and lifestyle events portfolio

3 HIGH PERFORMANCE PROGRAM

Support our Australian athletes to become the world's best surfers and people

PURPOSE

A healthier and happier Australia by enriching communities through surfing.

VISION

To be one of Australia's most loved and viable sports creating authentic heroes and champions.

MISSION

For Surfing In Australia to maximise its outcomes for the sport and to develop our surfers at all levels.

VALUES

REAL

We live the surfing lifestyle and we share the stoke.

RESPECTFUL

We are appreciative of our community, environment and celebrate our surfing history and culture.

PROGRESSIVE

We embrace change and innovation.

ORGANISATIONAL EXCELLENCE

We strive to set world standard bench marks in sport management practices, governance and business excellence.

MEDIA & CHANNELS

To tell the best stories of Surfing Australia to grow audience and revenue

PARTNERSHIPS

Best in class opportunities for partners and generate revenue, increase reach and impact for Surfing Australia

HIGH PERFORMANCE CENTRE

To deliver the best in class high performance experiences

5 YEAR STRATEGIC PLAN FY20-FY24

1 PARTICIPATION & COMMUNITY

Grow an inclusive and active community through surfing.

DRIVERS

- Surf Schools
- Boardrider Clubs
- Surf Coaching
- Surf Judging
- Shore Thing (Women in Waves)
- Surfers Rescue 24/7
- Surfing Foundation
- Surf Memberships
- SurfBetterNow.com

ASPIRATION

Setting the global bench mark for sport education, surfing professionals and delivering compelling experiences for participants at all levels.

2 EVENTS

Deliver a high quality competitive and lifestyle events portfolio.

DRIVERS

- ABB
- National Titles
- Junior Series
- Lifestyle Events
- Awards
- New Competition Events

ASPIRATION

The worlds best competition pathway and surf lifestyle events creating stoked competitors and new surf fans.

3 HIGH PERFORMANCE PROGRAM

Support our Australian athletes to become the world's best surfers and people.

DRIVERS

- Athletes
- Coaching
- Leadership & Culture
- Daily Performance Environment
- Camps & Competition
- Research & Innovation
- State HP

ASPIRATION

National Pride and Inspiration by being the dominate global competitive surfing nation in every aspect including Olympics, ISAs and WSL competitions.

4 MEDIA & CHANNELS

Tell the best stories of Surfing in Australia to grow audience and revenue.

DRIVERS

- Owned Channels
- Earned Media
- Distribution Partners
- Products & Formats (long)
- Products & Formats (short)
- Products & Formats (live)
- Products & Formats (partners)
- Surfing Australia Studios

ASPIRATION

A fully fledged Media business in Surfing providing content, products and services to broadcast and media networks and businesses.

5 PARTNERSHIPS

Best in class opportunities for partners, generate revenue, increase reach and impact for Surfing In Australia.

DRIVERS

- Exclusive Rights
- Naming Rights
- Presenting Rights
- Support Partners
- Content
- Strategic Partnerships
- Government Partnerships

ASPIRATION

Our partnerships, products and service are considered as a premium opportunity in the Australian sport partnership mix.

HIGH PERFORMANCE CENTRE

Deliver best in class high performance experiences.

DRIVERS

- Facilities Hire
- Camps
- Coaching
- Memberships
- Merchandise

ASPIRATION

The HPC is the #1 sports camp and surf coaching destination in Oceania.

BUSINESS PLAN FY20

1 PARTICIPATION & COMMUNITY

Grow an inclusive and active community through surfing.

DRIVERS

- Surf Schools
- Boardrider Clubs
- Surf Coaching
- Surf Judging
- Shore Thing (Women in Waves)
- Environment

MEASURES OF SUCCESS

- Surf School accreditations at 110
- BRC accreditation at 200
- New coaching framework & delivery system (implement LMS)
- 320 Registered Judges & new educational framework
- 4950 participants – Shore Thing
- Partner with Surf Rider

2 EVENTS

Deliver a high quality competitive and lifestyle events portfolio.

DRIVERS

- ABB
- National Titles
- Junior Series
- Lifestyle Events
- Awards
- New Competition Events

MEASURES OF SUCCESS

- Increase ABB competing clubs to 70
- Increase National Titles competitors to 1,000
- Grow competitors in Junior Series to 1,200
- Test Byron Bay Surf Festival
- Update the Awards Night structure
- Develop & run 1 new competition event
- Develop & run 1 new lifestyle event

3 HIGH PERFORMANCE PROGRAM

Support our Australian athletes to become the world's best surfers and people.

DRIVERS

- Athletes
- Coaching
- Leadership & Culture
- Daily Performance Environment
- Camps & Competition
- Research & Innovation
- State HP

MEASURES OF SUCCESS

- 1 WSL Shortboard World Title
- 43% of Aust Women qualify for WSL CT 2020 (7 of 16)
- 28% of Aust Men qualify for WSL CT 2020 (9 of 32)
- ISA Word Surfing Games overall team 1st or 2nd place (Jnr & Open)
- 2x Aust Men & Women qualify for the Olympics

4 MEDIA & CHANNELS

Tell the best stories of Surfing in Australia to grow audience and revenue.

DRIVERS

- Owned Channels
- Earned Media
- Distribution Partners
- Products & Formats (long)
- Products & Formats (short)
- Products & Formats (live)
- Products & Formats (partners)
- Surfing Australia Studios

MEASURES OF SUCCESS

- 1.6 million viewers on mySURF.tv
- Monthly Earned Media Feature Stories/Articles with 2 million reach
- \$320k distribution partner revenue
- Develop & produce at least 1 new long form show or series
- Produce 2 short form series with 2 million combined viewership
- Launch mySURF.tv live – webcast a live swell event
- 6 external production clients with \$200K revenue

5 PARTNERSHIPS

Best in class opportunities for partners, generate revenue, increase reach and impact for Surfing In Australia.

DRIVERS

- Exclusive Rights
- Naming Rights
- Presenting Rights
- Support Partners
- Content
- Strategic Partnerships
- Government Partnerships

MEASURES OF SUCCESS

- Team Australia 100% sold & \$1million+ in revenue
- All Event & Programs Naming, Presenting & Support Partner rights sold
- Secure 1 additional high six figure partner
- Content & digital revenue exceeding \$660k
- Continue with Griffith University Strategic Partnership
- Confirm 1 new strategic partner
- Best in class partnership services & no regrettable loses

6 HIGH PERFORMANCE CENTRE

Deliver best in class high performance experiences.

DRIVERS

- Facilities Hire
- Camps
- Coaching
- Memberships
- Merchandise

MEASURES OF SUCCESS

- Accommodation is operating at 60% capacity
- Successfully implement quarterly speciality camps
- 10% profit margin increase across camps & coaching y.o.y
- Skate & Tramp revenue is \$59k
- Merchandise gross profit is 60%

STRATEGIC PILLAR INTER DEPENDENCIES



WE WILL BE FAMOUS FOR

1

*The global benchmark
for sport education &
surfing professionals*

2

*The world's best
competition pathway &
surf lifestyle events.*

3

*The #1 high
performance program
in the world.*

4

*A thriving media
company.*

5

*Having the most
valuable partners in
Australian sport.*

CEO REPORT



Welcome to the 2019 Surfing Australia annual report.

After nine months in the role as Surfing Australia's CEO, I am pleased with the ground that we have covered as an organisation as our sport rapidly approaches its Olympic debut in 2020. Personally, it has been a pleasure and a great learning experience getting to know the Surfing Australia team, our state members, surfers, stakeholders and partners in this incredible sport.

With our objective to grow an inclusive & active community through surfing, the Participation and Community department provided a continued focus on the nudie Surf Groms with 7,700 kids, aged 5-12 years that participated in the eight week Learn to Surf program. We are very grateful for the support of Mick Fanning as our ambassador. In addition, recognition must go to our major partners Rip Curl & nudie for their commitment to encouraging our Australian youth to go surfing.

Our objective to deliver a high-quality competitive events portfolio is key to our sports success and the 2019 nudie Australian Boardriders Battle did not disappoint. With incredible surfing, camaraderie and spectator

engagement, we had over twenty hours of live broadcast on Fox Sports and thousands of surfing fans and spectators checking out the action in Newcastle. Congratulations to Merewether Surfboard Club for taking out the event in style in their home city. Over sixty clubs competed in qualifying events and twenty four boardrider clubs won a spot to the National Finals, a truly commendable effort and a fantastic achievement for club surfing.

It is really encouraging to see the quality of competition and positive spirit of the Surf Dive 'n Ski Australian Junior Championships held on South Australia's breathtaking Fleurieu Peninsula. An outstanding location, firing waves and great appreciation to Surfing South Australia with the support of Surfing Victoria for organising such an inspiring event for our juniors.

Our High-Performance program is committed to supporting Australian athletes to become the world's best surfers & people. FY19 has remained an extremely busy period with the Olympic readiness plan being implemented to schedule. A massive congratulations to our 2018 World Champion Stephanie Gilmore, crowned with her seventh World Championship Title. Huge compliments also to Sally Fitzgibbons (sixth) and Niki Van Dijk (tenth). Men's shortboard also had standout performances by Julian Wilson, taking it down to the last event of the year at Pipeline coming in number two in the world. A great effort also for Owen Wright (sixth) & Wade Carmichael (ninth) for great 2018 seasons.

Team Australia continued their reign atop the sports of Stand-Up Paddle (SUP) and Paddleboard to earn their sixth gold medal in seven years at the 2018 ISA World SUP and Paddleboard Championship in Wanning, China. A job well done to the entire team for such a great result. Australia's dominant performance was buoyed by five individual gold medals from Westdorp (SUP Surfing), Grace Rosato (Paddleboard Technical and Distance Races), Lachie Lansdown (Paddleboard Technical Race) and Michael Booth (SUP Distance Race). In addition to five golds, Australia earned eight further Individual medals from star athletes such as Terrene Black, Sam McCullough, and Harry Maskell.

The Media and Owned Channels department continued to thrive with Fox Sports content delivery. A new epic season of 'The Hold Down'. The TV series rated well with nine episodes and 2.3 million views on Channel 9 and 9GO! and is booked for a second season in FY20 with hosts Ronnie and Vaughan Blakely. The Surfing Australia social media network

went from strength to strength with 238,037 Instagram and 356,602 Facebook followers. mySURF.tv, the Australian surfer's destination for premium content hit a new high with 1,534,033 Australian views on mySURF.tv player.

A lot of learnings and a reasonable performance for our newly improved High Performance Centre. We met our revenue KPI of \$677,000, made up of pay to play camps, coaching, accommodation, corporate conferences, term two memberships, meeting room & day bookings. Plenty of runway here for greater usage & future outcomes for the centre.

Coming into the role each state and Surfing Australia all had different strategies (seven in total). It became apparent that the value of everyone running in the same direction, with the same intent and ways of working was key to maximising our outcomes for the sport. Providing significant consultation with each state and Surfing Australia, listening to everyone's needs and ensuring local/state variations were considered allowed us to deliver an evolved strategy creating a more positive impact nationally. The outcome was an improved strategy, improved ways of working, and an aligned national approach to the sport. We are excited to implement the new Surfing in Australia strategy in FY20.

Our partnership objective is to have the best in class opportunities for partners, generate revenue, increase reach and impact for surfing in Australia. We would like to acknowledge the AIS and SportAus for continuing to see surfing as a key sport for Australians and investing in its outcomes. Huge thanks and gratitude to our major exclusive partnerships, Woolworths, SAE Group, 2XP, nudie, Hydralyte Sports, Nikon and Hyundai for your commitment to our sport. To the State CEO's, Chairs and their teams, thank you for your trust and commitment to our surfing purpose.

Finally, thanks to Layne Beachley our champion Chairperson, the dedicated Surfing Australia Board Members and the wider Surfing Australia team for their dedication, passion and drive to deliver on so many important initiatives that grow the sport of surfing in this country.

CHRIS MATER
CHIEF EXECUTIVE OFFICER

CHAIR REPORT



PHOTO: Tyler Wright sets up for the barrel at Currumbin Alley / Andrew Shield

With surfing's Olympic debut just around the corner, Surfing Australia has enjoyed another massive twelve months with internal restructure and competitive success on the world stage.

Congratulations to Stephanie Gilmore on her record equalling seventh World Title in 2018 and also a big thumbs up to Sally Fitzgibbons who, at the time of writing this, sits at World Number four, one spot ahead of Steph. A big congratulations to all of our male and female competitors on the world stage this past year, and a special mention to Owen Wright on an impressive win at pumping Teahupoo. I also wish to recognise the inspiring win by Samantha Bloom, claiming her first ISA Adaptive World Championship in Dec 2018.

It's great to see the 2019/20 Surfing Australia Strategic Plan in full swing with a host of new initiatives like "The Shore Thing" program, set to launch very soon.

The Surfing Australia High Performance Centre has been flourishing over the past year with the hustle and bustle of general public, tramp and ramp, and High Performance camps. Sharing my knowledge and experience with Australia's hottest under 16 year-old girls as part of our Talent ID program is one of my annual highlights.

We were stoked to see Merewether Surfboard Club win the 2018/19 nudie Australian Boardriders Battle Series Final back in February. It was a fiercely contested final and this hallmark event continues to invest heavily into national boardriders clubs.

Finally, a special thanks to our CEO Chris Mater, leading the way with some bold new initiatives, shining a bright and formidable light on the future of the organisation.

Happy Surfing!

Layne

LAYNE BEACHLEY AO
CHAIR

BOARD MEMBERS



ROB COOMBE

DEPUTY CHAIR

Rob is currently Executive Chairman of Generation Development Group (“GDG”) an ASX listed financial services company which fully owns Generation Life, Ascalon Capital and operates a Pooled Development Fund licence.

Rob is also Chairman of Tibra Capital and a main board Director of CIMB Group, one of the largest universal banks in the ASEAN region. He also Chairs CIMB’s Global Risk and Compliance Committee and is a member of the Advisory Board of 5V Capital Investors, a leading Australian private equity investor in established growth companies.

On top of Rob’s commercial interests, he is a founding Director and Deputy Chair of the Australian Indigenous Education Foundation (AIEF) and Deputy Chairman of Surfing Australia,

Between 2013 and 2019, Rob was firstly CEO (2013-2017) then Chairman of Craveable Brands, the largest Australian owned Quick Service Restaurant business. Rob’s tenure with this business was during its ownership by Archer Capital and culminated in a successful exit to PAG in August 2019.

Before joining Craveable Brands, Rob was responsible for all of Westpac’s Retail, Business and Agri banking operations. Prior to this role, Rob spent 6 years as 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. In total, he has over 35 years corporate experience in both Australia and Asia, primarily in financial services.

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.



FIONA DE JONG

LLB (Hons), BIT, AMP (Harvard)

Fiona is a former triathlete and lawyer with 12 years’ experience in Olympic sport administration. As CEO and Director of Sport at the Australian Olympic Committee (AOC), she delivered 10 Australian Olympic campaigns – 3 summer, 3 winter and 4 youth Olympic teams in 9 countries, making Olympic dreams a reality for over 1600 Australian athletes.

Fiona is currently Head of Australia’s Nation Brand at the Australian Trade and Investment Commission (Austrade), leading the Australian Government’s most ambitious global brand platform to encourage the world to visit, study, invest and do business with Australia.

Fiona holds degrees in Law (Hons), Information Technology and began her career as a lawyer and implementing eCommerce projects in finance sector.

She is a board member of Surfing Australia, Australian Government Sport Diplomacy Advisory Council, Chair Australian Shooting Selection Committee, Trustee of Centennial & Moore Park Trust, Governor of the Centennial Parklands Foundation, and former member of the AOC Executive, Australian Olympic Foundation, Olympic Winter Institute of Australia, International Olympic Committee (IOC) Marketing Commission and IOC Taskforce on Safeguarding Athletes.



MIKE BAIRD

Mike’s long and illustrious career in banking began back in the late 1980’s as a National Australia Bank (NAB) graduate in Sydney, something he used as a springboard to senior roles at NAB’s Corporate and Institutional Banking team in Australia and the United Kingdom.

His career has also included roles as Senior Corporate Finance Manager at Deutsche Bank and Head of Corporate and Institutional Banking at HSBC in Australia and New Zealand.

Mike is currently the Chief Customer Officer – Corporate and Institutional Banking at NAB, a role he took on in 2017 after having been the forty-fourth Premier of New South Wales. In his current role, Mike leads a team of more than 7000 employees across 700 banks.

The former Minister for Infrastructure, Minister for Western Sydney, and the Leader of the New South Wales Liberal Party from April 2014 to January 2017 said his love of Surfing made the challenge of sitting on the board an easy decision.

BOARD MEMBERS



ADRIAN BOURIS

Adrian has over thirty years extensive experience in investment banking and corporate and commercial law over a range of numerous industries and sectors. He was formerly Managing Director of the Australian Investment Banking Division of ING Bank N.V., and prior to that Director of SG Hambros Australia.

Adrian is currently principal and managing director of BBB Capital Pty Ltd, non-executive director of Yellow Brick Road Holdings Limited, non-executive director of the Momentum Media/Sterling Publishing group and Director and part-owner of The Surf Travel Company. Prior to his appointment to the Surfing Australia Board, he was a non-executive director on the Board of Surfing NSW for approximately eight years, and holds an unending passion for "Surfing in Australia".



CARLY LODER

Carly Loder is a sales and marketing professional with over twenty years experience in the Entertainment, Media and Financial Services industries.

Carly holds a Bachelor of Business and has held three major roles over the past twenty years - the founding Chief Sales and Marketing Officer for Kayo Sports, Director of Marketing and Communications for Fox Sports and the Chief Marketing Officer for BT Financial Group.

Carly is married to Graham and they live on the Northern Beaches with their two year old son Beau.



BRETT CHENOWETH

Brett is a proven CEO in both public and private companies, specialising in media, with particular expertise in digital businesses and international operations. He is a former CEO of APN News and Media and has held senior executive roles at the Silverfern Group, Telecom New Zealand, Publishing & Broadcasting Limited, ecorp, NineMSN and Village Roadshow Pictures. Brett has held Board and Chairman positions on a number of private and public companies over the past fifteen years in the media, telecommunications, technology and entertainment sectors, in Australia, New Zealand, the United States and Asia.

Brett is currently Chairman of Madman Entertainment, Chairman of Yellow Pages Group, Chairman of The Advisory Board of HRL Morrison & Co., Chairman of Canberra Data Centres (CDC), Chairman of Creative Enterprises Australia (CEA) and a Principal of the Bombora Group.



ACE BUCHAN

Adrian is a two-time World Surf League (WSL) World Junior Champion and thirteen year veteran on the WSL Men's World Tour. His career highlights include wins at Teahupoo and Hossegor. He's a World Pro Surfers (WPS) Athlete Representative to the WSL and a WSL Board Member.

Adrian is the President and co-founder of Surfaway.com and an ambassador for youth mental health charity Reach Out Foundation, WSL Pure Foundation, the Take 3 For The Sea (Ocean stewardship) Foundation and Waves For Change Foundation. He's also a published children's author with his book "Macka's Barrel Into The Dreamtime."



nudie SURFGROMS



nudie SurfGroms is Australia's keynote national junior participation program for surfing. The program has concluded its eighth season and is now launching into its ninth season.

The program presents youngsters with an opportunity to develop strong water awareness and ocean safety skills at a very influential period in their lives, whilst enjoying the confidence and freedom associated with getting in the water and enjoying our natural environment.

The eighth season was launched nationally in September 2018 and went on to see more than 7,700 kids between the ages of 5 and 12 years old participating from all corners of the country. Since the programs introduction in 2011, more than 80,000 kids have registered.

The program has a growing network of more than 60 delivery centres around Australia and has provided in excess of \$10 million worth of revenue into the Surfing Australia Surf School's network over the past eight seasons.

Surfing Australia also offers nudie SurfGroms through Sport Australia and their Sporting Schools program. Sporting Schools is a national participation program introduced in 2015 by the Australian Government with a \$100m investment towards encouraging primary aged kids from all around Australia to engage with new sports and live a healthy and active lifestyle.

2,000 children have participated in nudie SurfGroms Programs as part of Sporting Schools during the 18/19 season. Surfing Australia continues to be extremely grateful for the support provided by Sport Australia and all of the sponsors moving into the ninth season.

7,701 PARTICIPANTS IN THE 8TH SEASON

MORE THAN 80,000 CHILDREN HAVE ENROLLED SINCE THE PROGRAM'S LAUNCH IN 2011

PROVIDED MORE THAN \$10 MILLION IN REVENUE TO THE SURFING AUSTRALIA SURF SCHOOLS NETWORK



“ENCOURAGING AND GIVING YOUNG PEOPLE THE OPPORTUNITY TO LEARN TO SURF IS ONE OF THE MOST IMPORTANT THINGS WE DO.”

**SURFING AUSTRALIA CEO
CHRIS MATER**



SURF FOR LIFE PROJECT

Surfing Australia's Surf for Life project has had another very successful year, with over 2,000 children from hard to reach communities receiving the program benefits.

Surfing Australia's task in 2018/19 was to once again raise enough money to deliver safe surfing programs to children from all around Australia who normally wouldn't have the chance.

Exclusively for those that would otherwise have no access to surfing, this initiative aims to provide children with an experience they will never forget and introduce them to a new sport that may offer them new opportunities through life and into the future.

With the support of the Australian Sports Foundation, donations came flooding in from members of the public and from supporting organisations. Noteworthy contributions were made by Surf Dive 'n Ski, the NJ Innis Charitable Foundation, the Prior Family Foundation, Macquarie Sports and nudie in support of the Surf for Life Project.

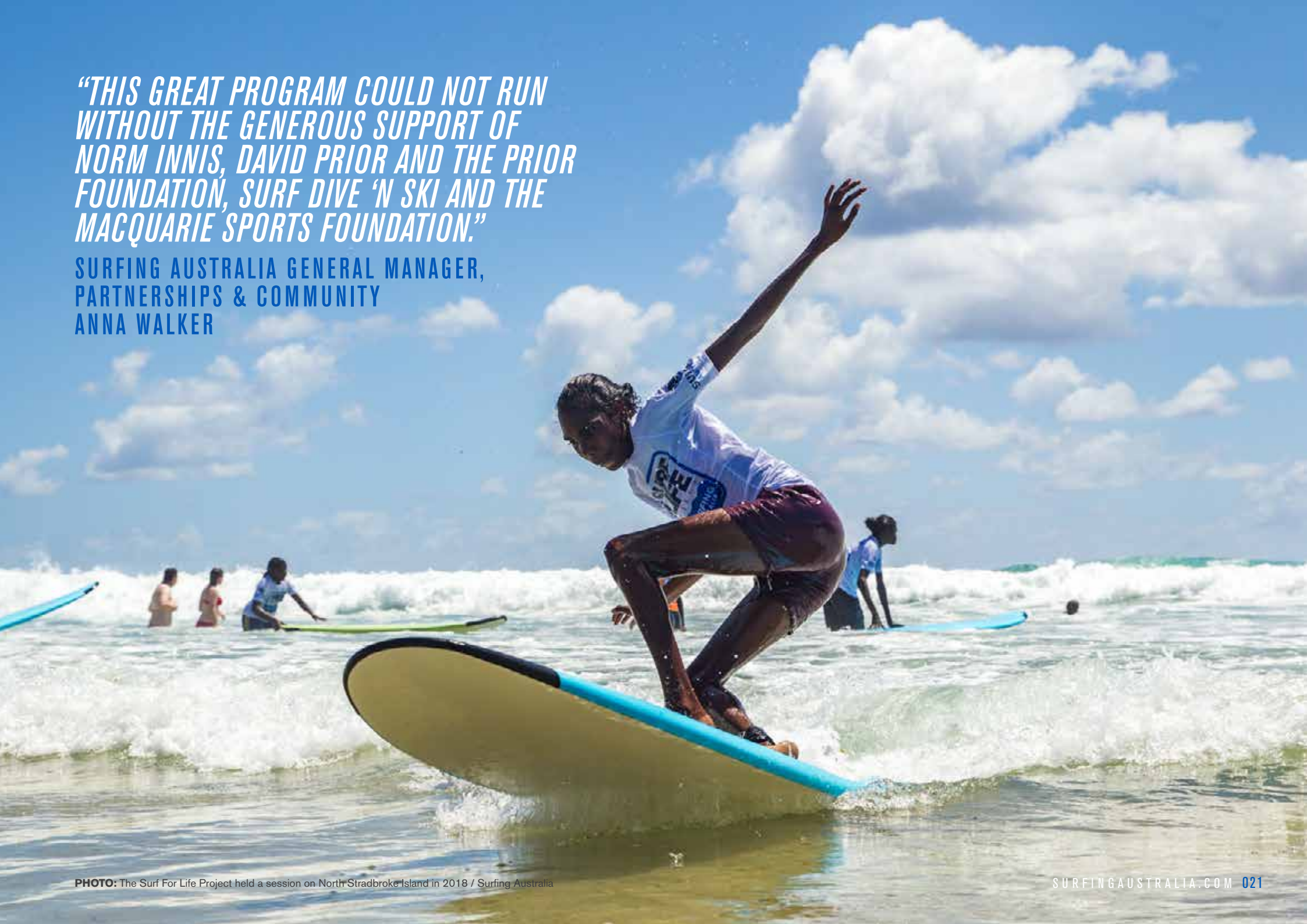
More than \$100,000 was raised for 2018/19 with Surfing Australia working over a number of national Children's charities helping to deliver over 30 programs to hard to reach Australian kids across five different states. These programs were collectively delivered by our network of Surfing Australia Surf Schools around the country.

**MORE THAN \$100,000 RAISED
OVER 2,000 PARTICIPANTS IN THE PAST YEAR
OVER 30 PROGRAMS DELIVERED ACROSS AUSTRALIA**



“THIS GREAT PROGRAM COULD NOT RUN WITHOUT THE GENEROUS SUPPORT OF NORM INNIS, DAVID PRIOR AND THE PRIOR FOUNDATION, SURF DIVE ‘N SKI AND THE MACQUARIE SPORTS FOUNDATION.”

**SURFING AUSTRALIA GENERAL MANAGER,
PARTNERSHIPS & COMMUNITY
ANNA WALKER**



Woolworths SURFER GROMS COMPS

Presented by
 SURFING AUSTRALIA
 pic's PEANUT BUTTER

WOOLWORTHS SURFER GROMS COMPS



Woolworths Surfer Groms Comps Presented By Pic's Peanut Butter

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

This years Woolworths Surfer Groms series welcomed 750 grommets with the competition seeing 10 events over 6 states.





PHOTO: Zahlia Short celebrates victory in the Under 14 Girls division / Surfing Australia

HYDRALYTE SPORTS SURF SERIES PRESENTED BY HYUNDAI

The three leg 2018/19 Hydralyte Sports Surf Series saw Dakota Walters (NSW) and Molly Picklum crowned 2019 Australasian / Oceania WSL JQS champions, sealing themselves a spot into the upcoming World Junior Championship. The series provides an important event platform at a crucial point in the development of Australia's leading junior surfers.

The series saw 270 surfers across 3 events each held in their respective states of QLD, NSW and VIC.







nudie AUSTRALIAN BOARDRIDERS BATTLE SERIES

Merewether Surfboard Club won the 2019/19 nudie Australian Boardriders Battle Final in pumping waves at Newcastle Beach. It was a huge day for the local club who won without their lynch pins Ryan Callinan and Jackson Baker. The purpose of the nudie Australian Boardriders Battle program is to build the profile and capacity of community boardriders clubs Australia-wide.

The nudie Australian Boardriders Battle saw the participation of over 60 clubs this year. 8 gripping events were held across 6 states.





***“THE AUSTRALIAN
BOARDRIDER CLUBS ARE
THE HEART AND SOUL OF
AUSTRALIAN SURFING.”***

**SURFING AUSTRALIA
EVENTS MANAGER
BEAU BRENCHLEY**





NATIONAL TITLES

In November, 2018, the best SUP surfers and racers from across the country descended on the Gold Coast for the Hyundai Australian SUP Titles.

The Surf Dive 'n Ski Australian Junior Surfing Titles also took place in November 2018 at Victor Harbor in South Australia.

Six states battled it out for bragging rights in under 14, 16 and 18 divisions.

The Australian Indigenous Titles were held in May 2019 at the iconic location of Bells Beach on Victoria's famous Surf Coast where champions were crowned in pumping waves.

Northern New South Wales was the venue in August for the 2019 SAE Group Australian Surf Championships with the Tweed Coast making the perfect host for Open Surf Masters, Longboard, Logger and Bodyboard and Adaptive divisions.

More than 500 competitors represented their states across all disciplines, the event was another big success for organisers and surfers alike.



PHOTO: Nic Squires on his way to victory, and on the podium with National Champion India Robinson / Surfing Australia



PHOTO: Nathan Wilson going to the air during the 2018 Australian Bodyboard Titles / Surfing Australia

2018/19 NATIONAL CHAMPIONS



2019 OCEAN WARRIORS HONOR ROLL

OPEN MEN:

Finn Hill

OPEN WOMEN:

Jasmine McCorquodale

MASTERS MEN:

Scott Winch

LONGBOARDS:

Matt Molony

JUNIOR BOYS:

Finn Hill

JUNIOR GIRLS:

Summer Simon

ELDERS:

Donny James

SHORTBOARD AUSTRALIAN TITLE

Over-40 Men: Ben Dickens (NSW)

Over-40 Women: Emma Webb (VIC)

Over-40 Loggers: Scott Trew (WA)

Over-45 Men: Jason Livingston (NSW)

Over-50 Men: Jason Livingston (NSW)

Over-50 Women: Peppie Simpson (QLD)

Over-55 Men: Greg Brown (VIC)

Over-60 Men: Mike Pimm (NSW)

Over-60 Women: Leith Goebel (QLD)

Over-65 Men: Albie Curtis (QLD)

Over-70 Men: Daniel Bond (NSW)

Over-70 Women: Sue Altman (QLD)

AUSTRALIAN LONGBOARD TITLES

Junior Men: Riley Thomson (QLD)

Junior Women: Luca Doble (QLD)

Junior Men Loggers: Landen Smales (QLD)

Junior Women Loggers: Charlotte Lethbridge (QLD)

Open Men: Harley Ingleby (NSW)

Open Women: Emily Lethbridge (QLD)

Open Men Loggers: Clinton Guest (QLD)

Open Women Loggers: Emily Lethbridge (QLD)

2019 nudie AUSTRALIAN ADAPTIVE SURFING CHAMPIONS

MIXED - (AS2 / AS3 / SUP): Mark 'Mono' Stewart

AS VI - (Visually impaired): Matt Formston

AS5: Samantha Bloom

AS4 - PRONE: Gavin Bellis

AS1 - WOMEN (AS1 / AS-1LL): Kate Crosbie

AS1 - MEN (AS1 / AS-1LL / AS-1 Stand/Kneel): Dale Taylor

2019 NORTH STAR AUSTRALIAN BODYBOARD CHAMPIONS

Open Men: Nathan Wilson (NSW)

Open Women: Britt Ladley (QLD)

Over-35 Men: Mitch East (NSW)

Over-45 Men: Justin Kirkpatrick (VIC)

Under-18 Junior Men: Sam Giddy (NSW)

Under-16 Cadet Boys: Sam Giddy (NSW)

Under-14 Grommet Open: Marlon Riley (NSW)

Drop Knee: Scott Kitchen (NSW)

SHORTBOARD

OPEN MEN

1: Nic Squires (NSW)

2: Nathan Cook (NSW)

3: Cooper Davies (QLD)

4: Callum Robson (NSW)

OPEN WOMEN

1: India Robinson (VIC)

2: Dimity Stoye (QLD)

3: Alysse Cooper (NSW)

4: Tru Starling (NSW)

2019 SHORTBOARD AGE DIVISION CHAMPIONS

Over-35 Men: Shaun Gossmann (QLD)

Over-35 Women: Mellisa Bartz (NSW)

Over-40 Men: Shane Wehner (NSW)

Over-45 Men: Col Bernasconi (NSW)

Over-50 Men: Mark Tickle (NSW)

Over-50 Women: Sandra English (NSW)

Over-55 Men: Ged Cook (NSW)

Over-60 Men: Neil Cameron (NSW)

*“IT’S GREAT TO SEE SURFING AUSTRALIA PUTTING
WAVE QUALITY FIRST OVER ACCESS TO THE BEACH AND
INCLUDING US IN THE AUSTRALIAN SURF CHAMPIONSHIPS.
THAT’S A REAL STEP FORWARD FOR OUR SPORT.”*

MARK ‘MONO’ STEWART





PARTNERSHIPS

The partnership division at Surfing Australia continues to grow, strengthening its portfolio to more than 30 partners.

The partnership team continued to deliver beach-to-broadcast solutions and assisted its partners by engaging audiences, creating meaningful brand experiences, producing authentic digital content, promoting their products and key messages across the country, whilst connecting them with a cool, youthful and fun surfing culture.

In the past year, Surfing Australia has renewed its partnerships with Woolworths, Hyundai, Nikon, Griffith University, AirAsia, Pics Peanut Butter and City of Newcastle while Destination NSW will host the nude Australian Boardriders Battle in NSW for another three years.

Once again, Surfing Australia's partnership team have gone over and above for their partners.

BEST IN CLASS OPPORTUNITIES FOR PARTNERS AND GENERATE REVENUE, INCREASE REACH AND IMPACT FOR SURFING IN AUSTRALIA.



***“SURFING AUSTRALIA
STRIVES TO DELIVER BEST
IN CLASS OPPORTUNITIES
FOR OUR PARTNERS.”***

**GENERAL MANAGER,
PARTNERSHIPS,
EVENTS & DIGITAL
JAKE WHITE**





PARTICIPATION & COMMUNITY

- Established new mandate to renovate existing products and services to enable growth in areas of surf schools, boardrider clubs, coaching and judging
- Secured additional grants to support Participation & Community initiatives- \$500,000 to get women and girls active in, on and around the water and \$75,000 to develop a new online learning management model
- Rebranded from ‘Sport Development’ to ‘Participation & Community’ and commenced recruitment for five new positions to support growth objectives and new programs
- Delivered learn to surf programs for 7,700 nudie SurfGroms participants

SURF SCHOOLS

2018/19 has been another eventful and exciting year for Surfing Australia’s Surf Schools around the country.

The network of 106 schools delivers programs across a range of activities and disciplines including surf tours; stand-up paddleboarding; bodyboarding; longboarding; and elite coaching programs. Additionally, affiliated schools were able to gain access to national programs including nudie SurfGroms and Surf for Life which offer Surfing Australia and Sport Australia branding and support.

106 MEMBER SURF SCHOOLS

BOARDRIDERS CLUBS

Surfing Australia, in conjunction with our State associations, recognise club surfing as the core foundation of Australian surfing.

Boardrider club competitions teach the skills required to pursue a competitive career, and introduce surfers to the benefits of the support and friendship offered through club membership.

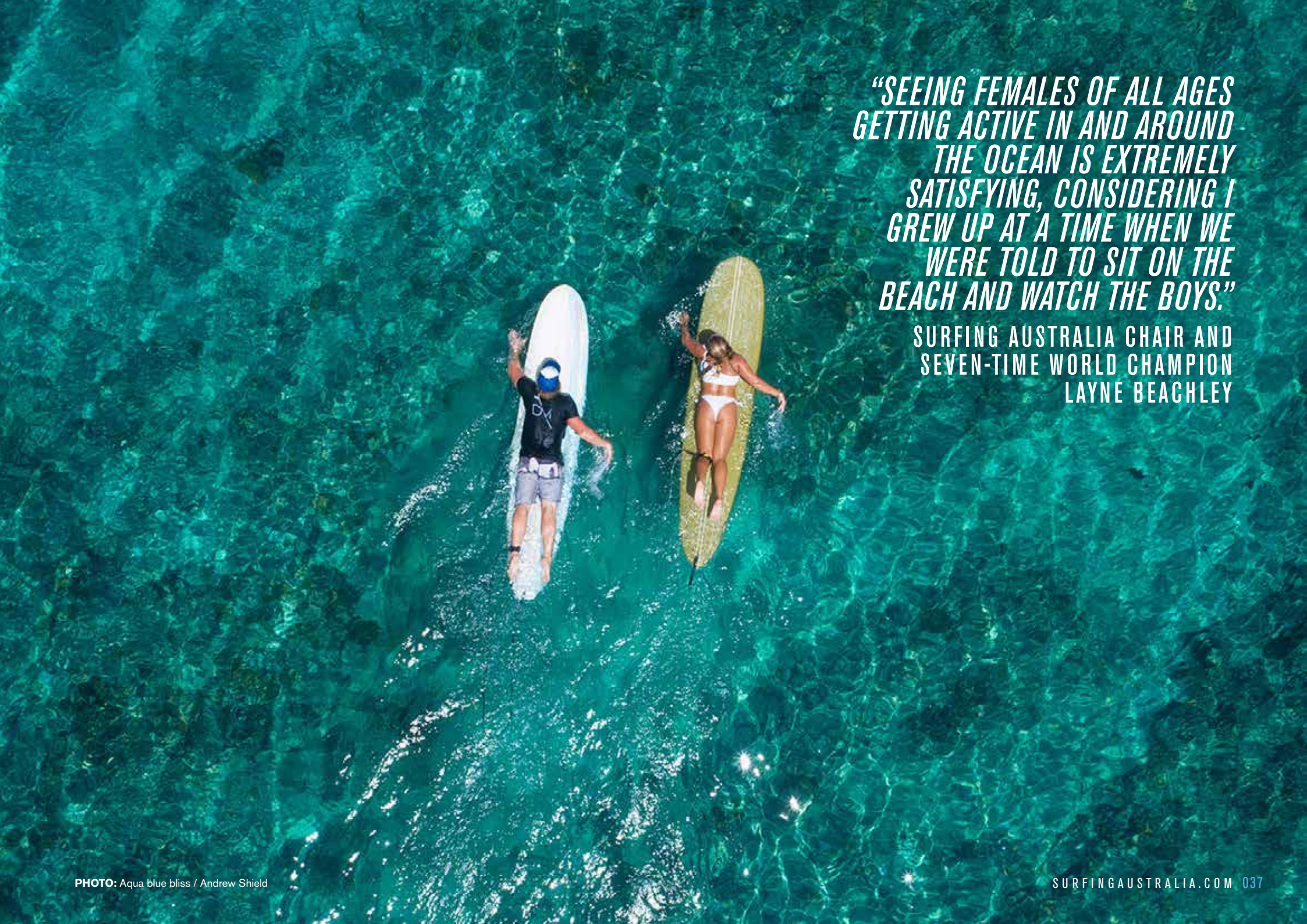
The Australian Boardriders Battle has become a significant event on a lot of boardrider clubs’ calendars. Looking forward to its seventh year in 2019/20, it continues to be the country’s biggest grassroots, boardriders event series and will be back in Newcastle for the fourth time this coming February.

Affiliated boardrider clubs can be proud that they are members of a larger organisation whose primary purpose is to develop the sport of surfing by investing into grassroots programs and events. The organisational structure beginning with the club through the State associations, national governing body and ultimately overseen by the Sport Australia provides the foundation upon what all great sports in this country are built on.

EDUCATION

Surfing Australia in association with its state associations presents numerous coaching and judging courses every year. Currently there are 1170 active accredited coaches and 362 active judges. These coaches and judges are integral to the surfing workforce in Australia, including surf schools and boardrider clubs.

1,170 ACCREDITED COACHES
362 JUDGES

An aerial photograph of two surfers on clear, turquoise water. The surfer on the left is on a white surfboard, wearing a black t-shirt, grey shorts, and a blue cap. The surfer on the right is on a yellow surfboard, wearing a white bikini. Both surfers are paddling, creating white wakes in the water.

***“SEEING FEMALES OF ALL AGES
GETTING ACTIVE IN AND AROUND
THE OCEAN IS EXTREMELY
SATISFYING, CONSIDERING I
GREW UP AT A TIME WHEN WE
WERE TOLD TO SIT ON THE
BEACH AND WATCH THE BOYS.”***

**SURFING AUSTRALIA CHAIR AND
SEVEN-TIME WORLD CHAMPION
LAYNE BEACHLEY**



NATIONAL HIGH PERFORMANCE PROGRAM

Surfing Australia's National High-Performance Program purpose is to support our Australian athletes to become the world's best surfers and people. Inspiring Australians, realizing dreams and celebrating success all done with character and courage is the HP Program vision. In doing so we aim to get Australia back to being the dominate nation across WSL, ISA and Olympic Campaigns.

Culturally we aim to make performance focused decisions, that are athlete led, around a fully integrated coach/performance support team working on campaigns. There has been emphasis on formulating a fully integrated national network required to build sustainable success, acknowledging this takes time.

The sport ensures there's a pathway from grassroots surfing through to the elite. Operationally we focus on adding value to athletes who embark on campaigns at the ISA World Surfing Games and the 2020 Tokyo Olympic Games, whilst maintaining steadfast focus on the WSL World Championship Tour, both now and in the future.

NATIONAL PROGRAM SUPPORT

Daily Performance Environment interaction to nationally identified athletes included coaching and performance support such as physical preparation, massage, injury management, psychology, athlete career and education support, all in accordance to individual performance plan requirements.

NATIONAL TALENT CAMPS

The National Talent Camps aim to identify the very best talents from our junior event series and state-based high-performance programs. The camps act as a great opportunity to build the capability of athletes in readiness for competition, and allow our national HP staff to support individual athlete progression.

2018/19 Camps Included:

• U/14 Woolworths Surf Camps

- Boys Camp 3-5 April, 2019 – 10 athletes 10-14 years of age
- Girls Camp 8-10 April, 2019 - 10 athletes 10-14 years of age

NATIONAL HP TALENT CAMPS

Supporting the development of Australia's most promising young talent to ensure a consistent pipeline of the world's best surfers and people, the vision is to transition as many athletes as possible through to the World Surf League level competition and build strong characters.

Through innovative training methods and coaching, surfers fast-track their skill development of progressive and committed surfing with the vision to be leaders in performance. These Camps incorporate international immersion opportunities.

Camps Included:

WQS CAMPS

Camps were held to support athletes who are; 1) in Transition into the WQS series for the first two years or 2) are seeded into Primes. Identifying the challenges and performance requirements are very different within this complex competition environment, the camps draw on expertise from both across the system and our national surfing network.

INTERNATIONAL EXPERIENCES

1. Bali, Indonesia

- 3 female & 2 male athletes – 27 May - 3 June 2019
– Coaches Kate Wilcomes & Clancy Dawson

2. Hawaii Immersion

IMMERSION THEMES

- **EVENT** – Sunset QS10000 Prime event including
- **SURF** – Opportunities to surf iconic Oahu breaks with coaching and performance psychology guidance and support
- **CULTURE** – Learn about and connect with Hawaiian/Polynesia culture

WSL WORLD TOUR / NATIONAL SQUAD SUPPORT

It is anticipated that Surfing Australia will secure provisional qualification rankings for the 2020 Tokyo Olympic Games through the 2019 World Championship Tour.

All athletes competing on the 2019 World Championship Tour made themselves eligible.

All athletes competing on the WSL World Championship Tour and World Qualifying Series all are demonstrating world-class performances through their elite careers. Support has been provided to many of these athletes over the course of the year, both flexible and tailored allowing us to gain evidence of increased engagement as we move closer to Olympic Games qualification.

NATIONAL SQUAD CAMPS

- Olympic Readiness Camp – Surfing Australia High Performance Centre at Casuarina in 23-24 January 2019
- Olympic Squad Camp in Tsurigasaki Beach Chiba at the subsite location

AUSTRALIAN ATHLETES WHO QUALIFIED FOR THE 2019 WSL WORLD CHAMPIONSHIP TOUR

Julian Wilson, Adrian Buchan, Owen Wright, Jack Freestone, Soli Bailey, Ryan Callinan, Miikey Wright, Wade Carmichael, Stephanie Gilmore, Sally Fitzgibbons, Tyler Wright (illness), Keely Andrew (replacement), Nikki van Dijk, Bronte Macaulay, Macy Callaghan

*“SURFING AUSTRALIA’S HIGH
PERFORMANCE OBJECTIVE
IS TO SUPPORT OUR
AUSTRALIAN ATHLETES TO
BECOME THE WORLD’S BEST
SURFERS AND PEOPLE.”*

SURFING AUSTRALIA
NATIONAL HIGH PERFORMANCE
PROGRAM DIRECTOR
KIM CRANE





TEAM AUSTRALIA

In 2018/19, Australian Teams travelled the world chasing gold medals at the Stance ISA World Surfing Games, VISSLA ISA World Junior Surfing Championship, World Longboard Championship, World Adaptive Surfing Championship and World SUP and Paddleboard World Championship.

RESULTS

WOOLWORTHS AUSTRALIAN JUNIOR SURFING TEAM (ISA JUNIORS)

Under 18 Boys

- Noah Stocca – 8th place
- Cyrus Cox – 9th place
- Max McGuigan – 17th place

Under 18 Girls

- Piper Harrison – 7th place
- Zahli Kelly – 11th place
- Sasha Baker – 25th place

Under 16 Boys

- Grayson Hinrichs – Gold Medal
- Arch Whiteman – 8th place
- Seth Vanhaefte – 15th

Under 16 Girls

- Molly Picklum – 16th place
- Emma Cattlin – 25th place
- Sage Goldsbury – 43rd place

TEAM AUSTRALIA (ISA WORLD SURFING GAMES)

Men:

- Dextar Muskens – 21st place
- Kai Tandler – 33rd place
- Callum Robson – 57th place

Women:

- Sally Fitzgibbons (Team Captain) – Gold Medal
- Philippa Anderson – 5th place
- Holly Wawn – 6th place

TEAM AUSTRALIA SUP – TEAM GOLD MEDAL (ISA SUP CHAMPIONSHIP)

- Shakira Westdorp – Gold Medal Surf SUP, Bronze Medal Distance Racing, Bronze Medal Technical Racing
- Harry Maskell – 2nd place Surf SUP, 15th Technical Racing
- Nic Walker – 13th place Surf SUP
- Terrene Black – 7th place Surf SUP, Silver Medal Distance Racing, Silver Medal Technical Racing
- Michael Booth – Gold Medal Distance Racing
- Grace Rosato – Gold Medal Distance Racing Prone, Gold Medal Technical Prone Racing
- Lachie Lansdown – Silver Medal Distance Racing Prone, Gold Medal Technical Prone Racing
- Sam McCollough – 9th place Distance Racing, 11th place Technical Racing

TEAM AUSTRALIA LONGBOARD (ISA LONGBOARD CHAMPIONSHIP)

- Emily Lethbridge – 6th place
- William Crowe – 9th place
- Tully Whiteman – 11th place
- Declan Wyton – 13th place

TEAM AUSTRALIA (ISA ADAPTIVE CHAMPIONSHIP)

- Sam Bloom – Gold Medal AS5 division
- Matt Formston – Gold Medal AS6 division
- Mark Stewart – Silver Medal AS2 division
- Dave Munk – 4th place AS3 division
- Gavin Bellis – 5th place AS4 division
- Steve Pullen – 13th AS1 division







THE AUSTRALIAN SURFING AWARDS INCORPORATING THE HALL OF FAME

The Australian surfing community gathered on the Gold Coast on March 6th, 2019 to honour Wendy Botha as she was inducted into the Australian Surfing Hall of Fame. Julian Wilson and Stephanie Gilmore were named Male & Female Surfers of the Year on Australian Surfing's night of nights.







SURFING AUSTRALIA HIGH PERFORMANCE CENTRE

The HPC successfully launches expansion and capitalises on new facilities.

The expanded High Performance Centre officially opened its doors on July 28th with significantly upgraded facilities including premium hotel style accommodation room, expanded lounge, kitchen, dining, state of the art gymnasium and 80 surfboard demo quiver.

The centre continued to grow its core surf coaching programs but with the new facilities and larger capacity, was able to accommodate a broader range of clientele across corporate groups, elite sporting teams and secondary schools. The result was a 35% increase in revenue versus the 2017/18 financial year and a 25% increase in patronage.

Moving in to the 2019/20 financial year, the High Performance Centre team are in a strong position to drive centre utilisation across all programs and further increase occupancy rate, revenue and net profit.

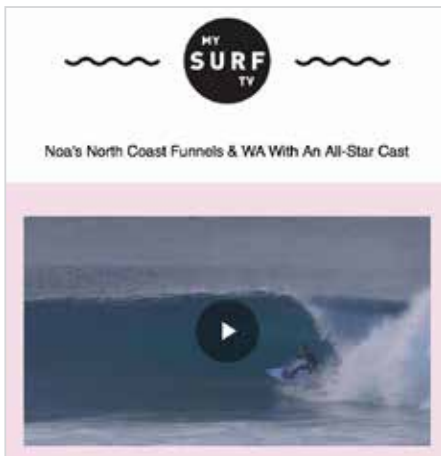


*“OUR OBJECTIVE IS TO DELIVER A BEST IN CLASS
HIGH PERFORMANCE EXPERIENCE.”*

SURFING AUSTRALIA
HIGH PERFORMANCE CENTRE MANAGER
CAMERON MILLS



PROMOTING THE PATHWAY



mySURF.tv is Surfing Australia's digital content platform. Its purpose is to inspire and engage through sharing stories of the surfing lifestyle. It was launched on December 1, 2013.

(as at June 30, 2019)

Video Views: 10,308,021

Unique Users: 3,432,441

Surfing Australia TV is a monthly, half-hour program broadcast on Channel 9 and Channel Go! showcasing the organisation's many different programs from junior development, through to elite athlete coaching, event management and industry education.

More than 100 half hour shows since its launch.

Surfing Australia's stable of new responsive online platforms has more than 120,000 unique visitors per month and more than 410,000 page views per month.

Websites we own and control include:

- www.surfindaustralia.com
- www.mysurf.tv
- www.surfgroms.com
- www.surfindaustraliahpc.com
- www.australianboardridersbattle.com
- www.australianjuniorsurfingtitles.com
- www.australiansuptitles.com
- www.australiansurfestival.com
- www.australiansurfingawards.com

Surfing Australia's weekly EDM's – "The Weekly Wave" and "mySURF.tv" go out to more than 30,000 users combined.

Facebook

Total Followers: 356,602

Instagram

Total Followers: 238,037

Twitter

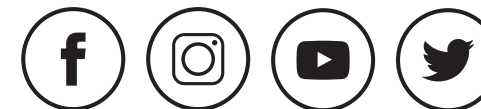
Total Followers: 9,996

Youtube

Total Subscribers: 3,730



PRESENTED BY
Woolworths





MEDIA & CHANNELS

MYSURF.TV

Surfing Australia's digital platform mySURF.tv continued solid growth in 2018/19 with 'The Hold Down' TV Show's debut season being a smash hit, production of season two is now underway and due for release in early December 2019. Hosted by the Blakey brothers, the new ten episode season was shot at Gold Coast Surf World. mySURF.tv LIVE is set to be activated in the 2019/20 Financial Year.

WEBSITES & SOCIAL MEDIA

Surfing Australia relaunched surfingaustralia.com in 2019 with a focus on accurate and relevant data. Surfing Australia's social media platforms experienced strong growth again in the 2018/19 financial year, particularly on Instagram, outperforming many larger NSO's in the process.



ORGANISATION CHART

PARTNERSHIPS, DIGITAL & EVENTS



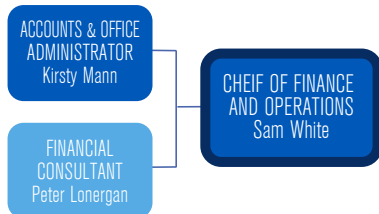
HIGH PERFORMANCE CENTRE



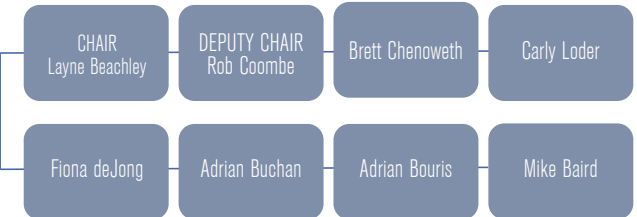
KEY:

- MANAGEMENT TEAM**
- FULL TIME ROLES = 26
- PART TIME/CASUAL ROLES = 10+
- CONTRACTOR ROLES = 10+
- OPEN**

SUPPORT SERVICES



BOARD OF DIRECTORS



HIGH PERFORMANCE



PARTICIPATION & COMMUNITY





STATE BRANCHES



It was another fantastic 12 months for Surfing Victoria. 2019 saw the successful running of the 58th Rip Curl Pro at Bells Beach alongside continued improvements in our events and programs around the state. John John Florence claimed his first Bell, joining an elite group of surfers to win the prestigious Rip Curl Pro. Courtney Conlogue took home another Rip Curl Pro Bell with her second win.

Torquay surfer Harry Mann was awarded the Victorian Wildcard into the Rip Curl Pro after narrowly beating Billy Harrison in the Visit Victoria Trials. Xavier Huxtable was also awarded a wildcard as an injury replacement after coming second in the Rip Curl Trials.

Our Victorian State Teams did us proud once again, performing well in all disciplines of the Open National titles. Congratulations to Greg Brown (over 55's Longboard) Justin Kirk-Patrick (Over 45 Bodyboard), Emma Webb (10ft SUP National title, O/40's National Longboard), and Jean Ringrose (O/40 womens SUP Marathon) who all claimed Australian Titles in their respective divisions.

Surfing Victoria wishes to also congratulate the many finalists in their respective Australian titles.

The Australian Indigenous Surfing Titles has gone from strength to strength in the past few years with the largest gathering of the Australian Indigenous community at Bells Beach since its reincarnation in 2012. The event was taken out by Finn Hill. Finn Hill also capped off a great event by taking out the Junior Mens division. Jasmine McCorquodale took her maiden victory in the Open Womens divisions. The Longboarding division was won by Matt Molony and the Mens Masters division was won by Scotty Winch.

Coasting: Stand Up Paddleboarding for Women will continue into its forth year with the assistance of VicHealth. This program has seen some incredible outcomes across the whole state for females.

Surfing Victoria were proud to launch a surf coaching website surfbetternow.com. This platform will be available to all surfers with an interest in improving their surfing and will be used as a tool for beginner surfers right through to elite surfers striving to better their surfing performances.

Xavier Huxtable has qualified for the World Junior titles held in Taiwan and Sage Goldsbury will be competing for Australia in the ISA World Junior Surfing Championship at Huntington Beach. We wish Xavier and Sage the best and look forward to their future success.

Surfing Victoria would like to thank the Victorian Government, VicHealth, Emergency Management Victoria, Play it Safe by the Water, and all our other partners for their continued support of Victorian surfing.



STATE BRANCHES



Surfing in Western Australia is entering into a very exciting period for this great sport. During 2019 the Surfing WA office with the support of its talented Board secured a Federal Funding commitment of \$4million for the design and construction of a new Surfing WA Headquarters.

This will see a coordinated approach on three levels of Government, to provide a 'state of the art' office for our administration as well as the base for the WA Surf School, which has provided learn to surf lessons to over 33,000 participants during 2019. Surfing WA also maintained its number 1 ranking in Australia for providing the SurfGroms weekend and school holiday programs.

The World Surf League Margaret River Pro was conducted in regional WA for the 34th year since its inaugural event in 1985. With the Western Australian Government confirming sponsorship of the event until 2021, it's full steam ahead for the 2020 event in April.

Surfing WA continues to perform across social media platforms to secure the number 1 ranking across all State Sporting Organisations in WA. This has enabled Surfing WA to effectively promote our community programs such as 'No Text No Wrecks', 'Surfers Rescue 365', our 26 events up and down this vast coastline, and of course our Surf School Programs.

We would like to acknowledge our members, sponsors and partners across the private and government sectors for their valuable support over 2019 and look forward to working with you all again in 2020.



PHOTO: Surfing Western Australia



It's been a busy year at Surfing South Australia and we would like to acknowledge the support of our generous sponsors and the Office for Recreation, Sport and Racing.

We ran the Surf Dive 'N Ski Australian Junior Surfing Titles in December. With the support of Surfing Victoria's event staff, the event was a great success with quality surf and good weather. It was great to host surfers from all over the country and showcase our beautiful region.

We continue to work hard in the junior development space and have increased numbers in our three junior clubs with each now having over 100 members. The hard work is paying off and we are seeing some great results from some of these surfers and we look forward to what they have to offer in the future.

Our development programs which run regionally throughout the year continue to grow and we would like to thank coaches Brian "Squizzy" Taylor and Cheryl Peat for all their efforts.

The second Southern Surf Festival held at Middleton attracted over 4000 visitors and 250 competitors. The event is now a permanent fixture on the Surfing SA calendar. We would like to thank the surfing community for all their efforts and support, without this, the event would not be possible.

Other major events for the year included the Hurley Winter Classic, King of the Bowl, Yorke's Classic and Berry Bay Surf Jam. All of these events were fortunate enough to have great waves and weather adding to their success.

The Woolworths Surfer Groms Comp at Middleton saw a great turnout of young surfers and an impressive standard of surfing.

Overall it has been a successful year for surfing in South Australia and we look forward to what the next 12 months has to offer.



PHOTO: Surfing South Australia

STATE BRANCHES



In its 54th year of operation, Surfing Queensland has witnessed a significant list of achievements including the activation of many events, from Agnes Water to Coolangatta - which saw an abundance of champions crowned in divisions ranging from eight and under all the way through to the over 70 division. We have witnessed another successful year for Surfing Queensland across every department in the organisation.

Surfing Queensland was once again provided the opportunity to activate a WSL Championship Tour Event, the Quiksilver and Boost Mobile Pro, on the Gold Coast in March. With a lack of swell, the event was run at Duranbah Beach in some punchy beach-break waves. Brazil's Italo Ferreira and the USA's Caroline Marks were crowned champions at the first CT stop of the year.

The Burleigh Pro was transformed in 2019 into the 'Gold Coast Open' qualifying series event, which was boosted to a QS1,500 rating and had a Pro Junior event added into the equation - not to mention the additions of skateboarding, yoga, live music and a movie night over a huge six days. It was New Zealand's Billy Stairmand and NSW surfer Kirra-Belle Olsson who took out the open divisions, with Dakoda Walters and Molly Picklum winning the Pro Junior event.

Throughout the year we continued to promote our 'Women On Water' Stand-Up-Paddle initiative across the state. The initiative encourages females to lead a healthy, active lifestyle and a great social opportunity to meet and connect with new people.

Progress in continually being made across every department of the organisation, with new initiatives being introduced regularly as the sport continues to grow in our beautiful state. Surfing Queensland would like to thank the Queensland Government and all of our supporting partners, surf schools and boardrider clubs for their continued support throughout the year, and we look forward to 2020.



STATE BRANCHES



Vissla Sydney Surf Pro

The 2019 Vissla Sydney Surf Pro World Surf League Qualifying Series 6000 event was bolstered when eleven time WSL Champion Kelly Slater confirmed he would return to Manly to compete in March 2019.

Thousands of people lined the shores of Manly Beach for the event to see Slater compete, as well as countless activations from Vissla and other partners and an expression session with Rugby League Immortal Andrew Johns.

The event was eventually won by local northern beaches surfer Jordy Lawler and Hawaiian Alessa Quizon in front of thousands of passionate spectators.

Surfers Rescue 24/7

Early in 2019 it was announced that thousands more surfers will be trained in life-saving board rescue methods and CPR under the Liberals and Nationals Government, thanks to new annual funding for Surfing NSW.

As part of the annual funding, the NSW Government announced it would provide \$1 million over four years to expand the Surfers Rescue 24/7 course.

The course comprises of two parts, the first is board rescue where surfers learn techniques to bring someone back to shore, the second is CPR training conducted by Surf Life Saving NSW.



PHOTOS: Surfing New South Wales



Surfing Tasmania has continued to grow with another great year of competition statewide across the RHS State Championship Series including the Woolworths Junior Series, diverse open events and the SUP events. Surfing Tasmania's state-wide strategy to roll out new events and coaching in all regions has been gaining momentum with the successful inaugural Phantom Coast Classic in Devonport and the planned NW Junior Titles. National coaches Martin Dunn and Samba Mann visited for popular weekend coaching camps at Scamander and Clifton.

The Women in Waves event at Clifton Beach Surf Life Saving Club with Layne Beachley was a huge success, with over 100 women participating in this wonderful day. This event generated huge media interest thanks to the enthusiastic Surfing Australia Board Chair, Layne.

This year we received a \$12,000 Sport n Recreation Annual Grant, used to fund board rider club, state coaching and participation programs such as Let's go SUP sessions operated through our surf schools state-wide. A special thanks to our valued supporter members and sponsors. Your continued support has assisted Surfing Tasmania in running events and programs state-wide.

Red Herring Surf, delivered a \$6,000 major sponsorship package for Surfing Tasmania and state board rider clubs which covered the State Championship Series, selected state events and our BRC club championships.

Our new boardrider strategy was finalised with Surfing Australia as part of a new national program between the states and Surfing Australia. This five year plan will guide our development and growth across all areas of our business and sport.

The new Surfing Australia CEO Chris Mater visited the state twice this year and displayed his willingness to support and engage with Surfing Tasmania.

Shayne Clark - Executive Officer.



PHOTOS: Surfing Tasmania

FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

As At 30 JUNE 2019

	2019 \$	2018 \$
CURRENT ASSETS		
Cash and cash equivalents	1,756,002	1,316,978
Trade and other receivables	287,671	240,047
Inventories	18,495	12,136
Other assets	76,615	83,602
TOTAL CURRENT ASSETS	2,138,783	1,652,763
NON CURRENT ASSETS		
Property, plant and equipment	8,823,970	7,957,337
TOTAL NON CURRENT ASSETS	8,823,970	7,957,337
TOTAL ASSETS	10,962,753	9,610,100
CURRENT LIABILITIES		
Trade and other payables	661,441	846,533
Employee benefits	175,160	277,374
Other current loans	100,000	-
Other financial liabilities	1,540,342	1,091,408
TOTAL CURRENT LIABILITIES	2,476,943	2,215,315
NON CURRENT LIABILITIES		
Borrowings	1,150,000	745,308
Other non-current liabilities	244,841	-
TOTAL NON CURRENT LIABILITIES	1,394,841	745,308
TOTAL LIABILITIES	3,871,784	2,960,623
NET ASSETS	7,090,969	6,649,477
EQUITY		
Reserves – High performance centre	5,259,556	4,812,155
Reserves – Other capital asset funding	241,182	135,000
Retained earnings	1,590,231	1,702,322
TOTAL EQUITY	7,090,969	6,649,477

STATEMENT OF CASH FLOWS

For the Year Ended 30 June 2019

	2019 \$	2018 \$
CASH FLOWS FROM OPERATING ACTIVITIES:		
Receipts from customers	8,850,196	10,210,581
Payments to suppliers and employees	(7,481,290)	(6,957,367)
Interest received	1,751	73,848
Interest paid	(7,718)	(11,426)
GST remitted to ATO	(491,292)	(87,927)
NET CASH PROVIDED BY/(USED IN) OPERATING ACTIVITIES	871,647	3,227,709
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of property, plant and equipment	(1,182,156)	(5,574,540)
NET CASH PROVIDED BY/(USED IN) INVESTING ACTIVITIES	(1,182,156)	(5,574,540)
CASH FLOWS FROM FINANCING ACTIVITIES:		
Proceeds from borrowings	749,533	95,000
Repayment of borrowings	-	-
Withdrawal from / (investment in) term deposit	-	25,938
NET CASH PROVIDED BY/(USED IN) FINANCING ACTIVITIES	749,533	120,938
Net increase/(decrease) in cash and cash equivalents held	439,024	(2,225,893)
Cash and cash equivalents at beginning of year	1,316,978	3,542,871
Cash and cash equivalents at end of financial year	1,756,002	1,316,978

FINANCIAL STATEMENTS

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

As At 30 JUNE 2019

	2019 \$	2018 \$
CURRENT ASSETS		
High performance	2,473,149	2,261,836
Sponsorship & events	2,525,772	2,694,798
Sport development	1,213,363	1,257,272
Communications & digital media	669,887	536,560
Other income	180,025	169,820
Building grant income	595,753	4,812,155
TOTAL REVENUE	7,657,949	11,732,441
Direct expenses	(4,760,049)	(4,434,579)
Depreciation and amortisation expense	(315,524)	(45,854)
Other expenses	(2,133,166)	(2,258,517)
Finance costs	(7,718)	(11,426)
TOTAL EXPENSES	(7,216,457)	(6,750,376)
PROFIT/(LOSS) BEFORE INCOME TAX	441,492	(2,258,517)
Income tax expense	-	-
PROFIT/(LOSS) FOR THE YEAR	441,492	4,982,065
OTHER COMPREHENSIVE INCOME FOR THE YEAR, NET OF TAX	-	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	441,492	4,982,065

STATEMENT OF CHANGES IN EQUITY

For the Year Ended 30 June 2019

	Retained earnings \$	High Performance Centre funding \$	Other capital asset funding \$	Total \$
2019				
BALANCE AT 1 JULY 2018	1,702,322	4,812,155	135,000	6,649,477
Profit attributable to members	(287,261)	595,753	133,000	441,492
Transfer depreciation to capital reserves	175,170	(148,352)	(26,818)	-
BALANCE AT 30 JUNE 2019	1,590,231	5,259,556	241,182	7,090,969
2018				
BALANCE AT 1 JULY 2017	1,667,412			
Profit attributable to members	4,982,065			
Transfer to capital reserves	(4,947,155)	4,812,155	135,000	-
BALANCE AT 30 JUNE 2018	1,702,322	4,812,155	135,000	6,649,477



OUR PURPOSE - A HEALTHIER AND HAPPIER AUSTRALIA BY ENRICHING COMMUNITIES THROUGH SURFING.

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PHOTO: Andrew Shield