



ANNUAL REPORT

2013

CONTENTS: More than 500 guests celebrate Surfing Australia's 50th Anniversary at a gala event in Sydney

COVER: Soli Bailey on his way to a silver medal at the ISA World Junior Surfing Championship. (Pic: ISA/ Gonzales)



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ABOUT SURFING AUSTRALIA

Surfing Australia is a not-for-profit incorporated 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 77 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.

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.

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.

- 2.7 millions surfers (Gemba 2010)
- Approximately 420,000 annual Surf School participants
- 110 affiliated Surf Schools operating on over 600 Beaches Australia Wide
- The 2012 Girls Go Surfing Day was delivered by 61 Surf Schools with more than 2500 participants
- More than 2500 Surfing Australia Accredited coaches
- More than 900 Surfing Australia Accredited judges
- More than 220 affiliated Boardriders Clubs
- 17,287 Boardriders Clubs members
- Surfing Australia websites had 422,355 unique visitors, 818,888 visits and 2,678,448 page views for the 12 months to 30th June, 2013
- More than 50,000 followers on Facebook page for Surfing Australia, the HPC and VEGEMITE SurfGroms
- More than 30 national events annually
- More than 2000 national event participants
- Surfing remains one of the most marketable sports in Australia
- Over 1 in 10 Australians are 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)

2013 ORGANISATIONAL HIGHLIGHTS

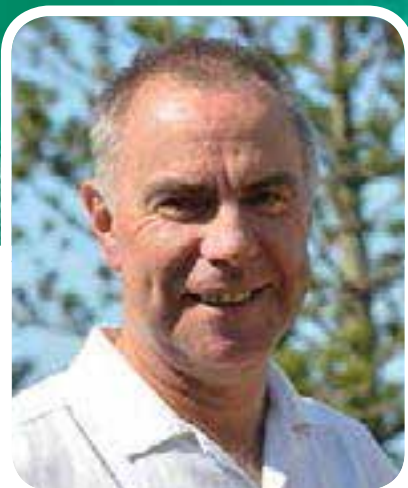
- Celebrated 50 years of Surfing Australia - 1963 - 2013
- Released a commemorative 50c coin with the Australian Mint - over 25,000 sold
- Released an in-circulation 50 year celebration stamp set with Australia Post (millions circulated)
- Released a Book with Hardie Grant and author Phil Jarratt: Surfing Australia - A Complete History of Surfboard Riding In Australia (5900 sold)
- Hosted a gala dinner in Sydney as a celebration of 50 years - 550 guests in attendance
- A one hour TV show on the 2013 Australian Surfing Awards and 50th Anniversary Gala Dinner was broadcast on free to air television
- Announced the 10 Most Influential Surfers 1963 - 2013
- A Two Wave Total was nominated for the 2012 ASC Media Awards in the category of Best Coverage of Women's Sport
- Reached 19,000 VEGEMITE SurfGroms in first two years
- Announced the Be the Influence Australian Boardriders Battle
- Announced the Original Source Intense Surf Challenge
- Announced Wahu Surfer Groms Comps as a 10-event, national junior series
- Secured and announced new sponsors including Be the Influence, Billabong, Toyota and Original Source
- Announced the building of mySURF.tv new digital IPTV Channel
- Secured a \$250,000 grant towards the new digital platform
- Expanded the HPC facility with a \$400,000 extension
- Gold Medal at the ISA World Junior Surfing Championship
- Gold Medal at the ISA World SUP and Paddleboard Titles
- Gold Medal at the ISA China Cup
- Increased Facebook fans by 549% from 7700 to over 50,000

PARTNERS



Australian Government
Australian Sports Commission





CHAIRMAN'S REPORT

Members and Stakeholders, welcome to our 2012/13 Annual Report.

This last financial year has been a challenging, but very successful, year for Surfing Australia.

A major highlight, of course, has been the celebration of our 50th year anniversary. I trust everyone has been able to collect the commemorative coin and the commemorative stamp set. I hope too that all those able to attend our celebration dinner in Sydney still hold fond memories of the evening. It was a magnificent night with almost all of Australia's best surfers of the past 50 years in attendance, along with industry legends, and the "movers and shakers" of the contemporary surfing world. If you weren't able to be there, make sure you grab a copy of the DVD of the celebration.

At ground level, the sport of surfing continues to advance in Australia both in profile and in achievement. The Hurley Surfing Australia High Performance Centre has maintained the development of cutting edge sport science in surfing, and has attracted more and more elite surfers to its innovative training centre. VEGEMITE SurfGroms supported by Quiksilver has achieved even greater numbers in its second season, and we have been pleased to announce the upcoming Be the Influence Australian Boardriders Battle supported by Billabong, Toyota and Nikon. Significant effort has also been expended on developing mySURF.tv as part of a new digital media platform, due for release in the 2013/14 financial year.

Looking back, 2012 was a wonderful year for Australian surfing at a competitive level with peak professional wins at the ASP level in the Men's World Tour by Joel Parkinson, and Women's World Tour by Stephanie Gilmore. In addition at ASP junior level with World Titles to Jack Freestone and Nikki Van Dijk, and at ISA level, with Jacob Willcox winning the Under 16 World Title and fellow Surfing Australia Board member Layne Beachley capturing her second World Masters Title.

From a financial perspective, we have reported a deficit of \$74,735. Originally the Board was aiming for a break-even consolidation year, but it soon became apparent it would be necessary to commit this extra amount of money to the 50th year celebration dinner and supporting commemoration. The Board believed this would be a solid

investment for the profile of Surfing Australia, and indeed, that proved to be the case. Forecasts for 2013/14 suggest that deficit will be recovered, and that there will be a small surplus in addition to that recovery.

In relation to all the programs of Surfing Australia, the sport owes a huge debt of gratitude to the Australian Sports Commission and the Federal Government. Australia is truly fortunate to have governmental support for surfing, encouraging participation at many levels, guaranteeing many different positive outcomes. May I also take this opportunity to thank our major corporate supporters Be the Influence, VEGEMITE, Original Source, Nikon, Suncorp, Wahu, Harvey Norman, Toyota, Travelsim and Sony, and the continuing support of the surfing industry from Hurley, Quiksilver, Billabong, FCS and DHD.

Finally, thank you to our member State associations, without whose support we wouldn't have been able to make these huge strides, and, critically, to the wonderful staff members of Surfing Australia who continue to share the passion and vision for where the sport of surfing can be in Australia.

Accordingly, I commend this Annual Report to you, and I trust you will enjoy reading about the success of the sport of surfing in 2012/13.

A handwritten signature in black ink, appearing to read 'Norm Innis'. The signature is stylized and fluid, with a small mark below it that looks like '17/11/10'.

Norm Innis
CHAIRMAN



CEO'S REPORT

Welcome to the 2012/2013 Surfing Australia Annual Report.

We experienced another year of solid growth and announced some exciting new programs including the new national club series the Be the Influence Australian Boardriders Battle.

The highlight of the year was our 50th year celebrations which included the release of a commemorative 50c coin with the Royal Australian Mint, an in-circulation four stamp set with Australia Post, a book by author Phil Jarratt appropriately titled Surfing Australia - A Complete History Of Surfboard Riding in Australia, and a gala 50th year celebration dinner held in conjunction with the Australian Surfing Awards in Sydney on February 20th, 2013. The Awards dinner was a historical night and saw 24 of the 28 surviving Hall of Fame Inductees along with the who's who of the surfing industry, major partners and key government dignitaries in attendance. We announced the 10 Most Influential Australian Surfers 1963 - 2013 on the night and Stephanie Gilmore was inducted into the Hall of Fame.

Surfing Australia continued to focus on our commitment to the sport development pathway in our 50th year of operation and the VEGEMITE SurfGroms program achieved its year 2 target of 10,000 participants. Over the past two years we have now put more than 19,000 kids through the program representing 216,000 hours of surfing participation. As a part of the VEGEMITE SurfGroms program our major support partner Quiksilver through their Quiksilver Foundation raised \$80,000, which resulted in 500 underprivileged children given the opportunity to experience surfing for the first time.

To ensure our VEGEMITE SurfGroms have a clear pathway into the national grassroots boardriders club program we were extremely proud to announce the Be the Influence Australian Boardriders Battle - an eight event national club series never seen before to this scale in Australia. The Be the Influence Australian Boardriders Battle will see the best boardriders clubs from around Australia battle it out for a place in the National Final and a chance to win over \$100,000 prize money. The national final will be held at Cronulla on the Australia Day weekend in front of tens of thousands of fans. Be the Influence are the major sponsor and we will help them promote an important anti binge drinking message to the youth of Australia. Our new club

series is sanctioned by the ASP that allows all Australian ASP World Tour athletes the opportunity to compete for their clubs. The Be the Influence Australian Boardriders Battle is proudly supported by Be the Influence, Billabong, Toyota, Nikon and the NSW Government. We thank the partners for investing in this exciting new program and we look forward to crowning Australia's best club on Australia Day, 2014.

At the elite end of our Surfing Australia program is the dynamic new high performance program in place. The Hurley Surfing Australia High Performance Centre (HPC) continues to breed champions including our gold medal at the World ISA Juniors. We were successful in a \$350,000 Federal Government infrastructure grant to expand the HPC building platform. The new amenities completed in October this year include a dedicated sports science wing with offices, education rooms and training and treatment rooms. We also enclosed our outdoor gymnastics area making the facility weather proof and functional in all conditions. While the building expanded so too did our team and we welcomed dynamic new National Coach Andy King to the team. Andy will be servicing our elite scholarship program athletes and will also be the new head coach of Travelsim Team Australia. I would like to thank and acknowledge the fantastic support of the Australian Institute of Sport for their ongoing investment into our high performance program.

Congratulations to the amazing efforts of Australian athletes this year. Tyler Wright has come ever so close to her maiden ASP World Title as runner-up and as we go to print Mick Fanning is on the verge of his 3rd World Title. We congratulate Jacob Willcox for his Under 16 ISA World Title and also wish our ASP Pro Junior Team all the best at the ASP World Junior Titles in November.

Our sponsorship portfolio continued to grow this year with the announcement of new partners in Be the Influence, Billabong, Original Source and Toyota. Our sponsorship division is a very critical part of our business and we have launched some exciting new and innovative programs with partners this year. We thank all our valued sponsors and I would like to acknowledge current major partners VEGEMITE, Nikon, Suncorp, Quiksilver, Hurley, Wahu, Travelsim, Harvey Norman, Sony, Channel 9, TV4ME, FCS, IDIS, NSW Government and DHD.



Our principal partner the Australian Sports Commission (ASC) continues to invest in our sport and through their commitment we continue to deliver innovative new programs to our stakeholders. The ASC share in our purpose and are committed to improving the capacity of national sporting organisations in this country. The new AIS “Winning Edge” high performance program is a testament to this and Surfing Australia continues to work with and thrive in this partnership. We genuinely thank the Australian Sports Commission team for their outstanding support.

The past year has seen innovative developments in our digital footprint with the development of a new digital master strategy that has seen the building of our very own IPTV channel platform mySURF.tv. MySURF.tv will be launched to market in summer 2013 and will offer a unique content channel experience to customers anywhere anytime on any device. We have completed 20 episodes to date of Surfing Australia TV and we also look forward to the launch of our latest TV production Next Wave following our top Under 18 and Under 16 Australian female athletes as they conquer the world titles. Our website traffic continues to grow with a steady 6.5% increase on last year and social network platforms have grown significantly with a dedicated strategy in place and includes an increase of Facebook followers from 7761 to 50,078 in the past year. The area of communications and in particular digital content and social marketing is our next frontier for expansion.

Financially we end the year with a deficit of \$74,735 however this was most certainly a planned investment and a part of ensuring that the 50th year celebrations effectively capitalised on the opportunity to build the profile and reputation for the organisation. We remain strong and financially robust to enter into our new strategic plan period.

We commenced a new strategic plan on the 1st July 2013 and one that will see us in good stead for the three years ahead. We now have a 22 strong full time staff up from seven four years ago and this next financial year we will turn over in excess of \$7 Million, up 280% in the past four years. The organisation is positioned extremely well to grow into the future and importantly provide excellent programs to surfing enthusiasts Australia wide.

I would like to thank all the stakeholders of our organisation who contribute to our success including boardriders clubs, surf schools, participants, members, competitors, events, officials, coaches, state branches, sponsors and our principal partner the Australian Sports Commission.

Finally to our dedicated staff and board a very sincere thank you. We have a team of young passionate talented people who share a strong value set and work in a dynamic high performance business culture. Our board play an instrumental role in the governance of the business and I thank them for their ongoing guidance and support. A special mention to our Chairman Mr Norm Innis who this year was awarded an OAM for services to the sport and to outgoing board member Mal Gregson who has given over 10 years voluntary service to the organisation.

We hope you enjoy our 2013 Annual Report and we look forward to 2014 and to the next 50 years of Surfing Australia.

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

Andrew Stark
CHIEF EXECUTIVE OFFICER

Tyler Wright had her most successful year on the ASP Women's World Tour finishing second to Hawaii's Carissa Moore in the race for the World Title. (Pic: ASP/Cestari)





MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION

The Australian Sports Commission (ASC) is committed to ensuring Australian athletes excel in the international sporting arena, and increasing Australians' participation in sport.

These two clear objectives are mutually reinforcing – international success inspires Australians to participate in sport and greater participation helps nurture our future champions. Sport inspires individuals, unites communities and encourages active lifestyles.

Success at the international level has become even more challenging for Australian athletes. Traditional competitors keep getting better, and rising countries are becoming forces to be reckoned with. Our tenth placing in the medal table at the London Olympic Games continued a downward trend over the past three games.

Through Australia's Winning Edge 2012-2022, our game plan to move Australian sport from world class to world best, we are changing the role of the Australian Institute of Sport (AIS) and the delivery of the high performance program, improving the financial performance and position of national sporting organisations (NSOs) and strengthening the governance structures and standards of NSOs.

We have initiated a fundamental reform process to improve Australian sport, by linking high performance sports funding more closely with performance; ensuring the AIS is the world's best high performance sports institute; modernising governance structures in a number of sports; investing to improve coaching, leadership skills, talent identification and innovation in Australian sport; and reinforcing public confidence in the integrity of sport. These reforms will create lasting change and improvement.

In 2013-14, the Australian Government, through the ASC, is investing almost \$120 million in national sporting organisations for high performance programs and to promote grassroots participation in sport.

Our partner sports can expect a much sharper focus by the ASC in future on best practice governance and administration, intellectual property ownership, athlete management and support structures and general accountabilities by the sports. Equally, the

ASC is committed to changing to meet the needs of contemporary sport.

Importantly, the ASC is focused on promoting grassroots participation in sport throughout Australia and to continue a suite of successful national programs such as the Active After-school Communities program. Increased community sport participation has a profound long term dividend, and remains a vital objective of the ASC.

The ASC looks forward to working in collaboration with the sport sector to encourage more people into sport and to drive Australia's continued international sporting success.

John Wylie AM
CHAIRMAN

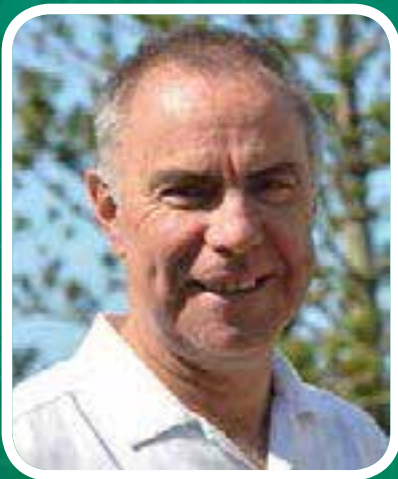
Board of the Australian
Sports Commission



Australian Government
Australian Sports Commission



Surfing Australia CEO Andrew Stark with new Federal Minister for Sport and Health the Hon Peter Dutton



Norm Innis – Chairman

Norm Innis, aged 56, 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.

BOARD MEMBERS



Layne Beachley

Layne Beachley is the most successful female surfer in history. As a new member of the Surfing Australia board in 2010 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 has also been appointed as a Vice President of the ISA and sits on the board of the Sport Australia Hall Of Fame.



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) and a member of the Advisory Board to the UTS Faculty of Law. 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.



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.



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 and land developments 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 and former Deputy Chair of the Wesley Research Institute. Don has been a Board member of Surfing Australia since 2005 and is Chairman of Links Hope Island Limited.



Matt Finnis

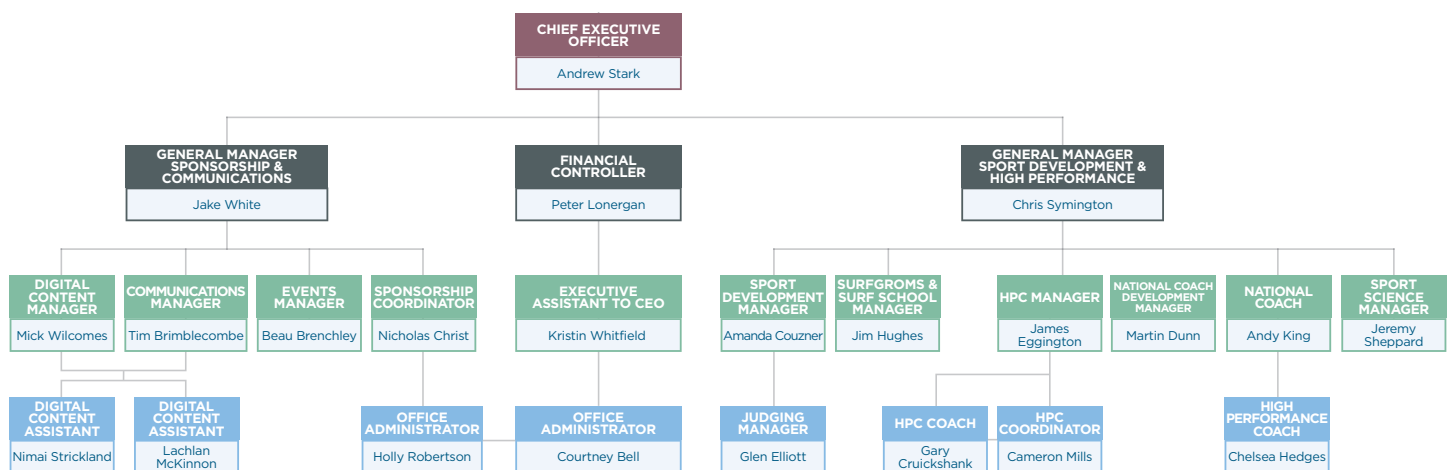
As Chief Executive Officer of the AFL Players' Association, Matt represents the interests of current, future and former AFL players in a range of industrial, commercial and development matters. Prior to joining the AFL PA he worked as a commercial lawyer advising numerous sporting organisations, businesses, 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.



Mal Gregson

Mal Gregson lives and surfs at Phillip Island, Victoria. He is a life member of Phillip Island Boardriders Club, and Surfing Victoria, and has been a Surfing Australia Board Member since 1993. Mal has been an avid surfer since the late sixties and has won club, state and national titles. He has been the contest director of the Rip Curl Pro, the World Grommet Titles, the Australian Grommet Titles and a host of ASP related events. Mal helped pioneer the computer scoring system in Australasia and has been manager/coach of the Australian Team in Durban and Ecuador at the World Surfing Games. Mal currently spends his time surf coaching in Australia and exotic surf locations around the globe. (Resigned May 2013).

STAFF



Andrew Stark - CEO

Andrew Stark is the Chief Executive Officer of Surfing Australia. Andrew has been in this 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 14 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 member 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 organisation cultural change and deliver sustainable business growth outcomes.

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 10 years. Andrew has lectured at Bond University and has also been a guest speaker at various sport business seminars including the 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

As the General Manager of Sponsorship & Communications, Jake has an extensive background in the sport of surfing. Since joining Surfing Australia in July 2009, Jake services an array of key sponsors, delivers events nationally and internationally, coordinates media and manages the key communications tools for the governing body of surfing in Australia. He has been actively involved in surfing events across all levels including his role as Media Manager for the annual Association of Surfing Professionals World Tour Quiksilver Pro on the Gold Coast. While Jake has a strong background in media and events, Jake's major focus in recent years has been developing his sponsorship and business development skills, networking abilities and servicing flair. Tertiary qualified with a Sport Major Leisure Management Degree, Jake's background prior to Surfing Australia consisted of working as Media Manager for Surfing Queensland for over five years, with media outlets worldwide publishing his outstanding photography.



Peter Lonergan - 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 five 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 NIA.



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 10 book chapters and over 50 scientific and coach abstracts and manuscripts.



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 two-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 on the World Tour as a mentor and coach for the surfers before joining Surfing Australia in 2013.



Martin Dunn – National Coach Development Manager

Martin has been a professional surfing coach since 1987, working with and developing hundreds of surfers over that period. He has been focused on developing the whole package of skills a surfer must have to realise success, starting with the foundation skills of performing a bottom turn, right through to how to surf competitive heats. Out of these years of experiences working with surfers, and through his search to find ways to create permanent change, Martin has created numerous videos and other resource materials, to assist the surfers understand why a skill or way of thinking needs to be incorporated into their performance. These products have been combined to create the unique surfing website, Surfcoach.com. Previously Surfing Australia's National Coaching Director, in his new role as National Coach Manager, Martin is responsible for assisting coaches nationally, supporting the State branches and producing coaching resources.



James Eggington – High Performance Centre Manager

Since entering the workforce in 2004 to complete a university internship in sports administration, James has worked at Surfing Australia in events, coaching accreditations, coach education and currently in a role as High Performance Centre Manager. In this role, James manages the HPC surf coaching programs, administrates the national training camps and manages the Australian junior surfing team. At Southern Cross University he completed a Bachelor of Sport and Tourism Management from 2001 – 2004 (Major studies: Sports Management, Sports Marketing and Promotions, Computer Studies and Athlete Management) and has also completed the ASC Sports Education and Learning course gaining his Level 3 Sports Manager (Managing National and National League Teams).



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 free surfing down at the local break.



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.



Jim Hughes - Surfing & Surf School 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. Originally from the Channel Islands, Jim has been a passionate surfer and surf coach for most of his life.



Amanda Couzner - Sport Development 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. In 2009-2010 Amanda travelled to and surfed some of the best breaks in the world, including Hawaii, California, Mexico, Indonesia, Canada and New Zealand. 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.



Beau Brenchley - Events Manager

Beau has worked in a variety of different areas of the surfing industry over a fourteen year period. This includes retail, wholesale and manufacturing. From 2006 to 2008, he worked for Surfing Queensland and his passion for the events industry was ignited. During that period, he worked at every event on the Surfing Queensland annual calendar. Beau took up the position of Events Coordinator at Surfing Australia in November 2009. Since then, Beau has covered events across Australia and overseas in his role as Computer Operator at ASP sanctioned events. He is also involved with quality control audits of surf schools, organising events, media and coaching accreditations. Beau assists the Sport Development Manager, the General Manager Sponsorship & Communications and the Communications Manager in all aspects of their roles.



Tim Brimblecombe - Communications Manager

Tim brings with him a wealth of experience in journalism and media, having been a journalist for more than 20 years working in a series of mediums including online, newspapers and magazines. He has covered some of the world's biggest sporting events including the cricket and rugby World Cups, the Australian Open tennis, Wimbledon, Bledisloe and Tri-Nations rugby, the NRL and AFL grand finals and the Pipe Masters. He started his career working in a regional Queensland daily newspaper before heading to England to work as a sub-editor on the national metropolitan newspapers the Guardian and The Times. 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 of Gold Coast Publications.



Mick Wilcomes - Digital Content Manager

Mick has lived and experienced many areas of the surfing and sporting lifestyle. From travelling the globe with Quiksilver and the Indies Trader fleet exploring for waves as part of the Quiksilver Crossing to shooting in the pits of the 2011/12 V8 Supercar Series throughout Australia, Mick brings with him a diverse background. During the past 10 years, he has worked as a Producer for Fuel TV, collaborated with all the major surf industry brands, the Association of Surfing Professionals and worked closely with a host of elite level athletes. Currently residing on the far North Coast of NSW with Kate and boys Ash and Vance, Mick is responsible for creating, developing and maintaining Surfing Australia's extensive audio-visual and digital content production.

STAFF



Nimai Strickland - Digital Content Assistant

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 Assistant 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.



Lachlan Mckinnon - Digital Content Assistant

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 been 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.



Nicholas Christ - Sponsorship Coordinator

A recent addition to the Surfing Australia team as Sponsorship Coordinator, 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. After gaining his admission as a Solicitor in 2009 with HWL Ebsworth, Nicholas has seen his career transition from the law into sport, most recently working as part of the project team for the 2013 Australian University Games on the Gold Coast. A lifelong sports fan and participant, Nicholas assists the General Manager Sponsorship & Communications in all aspects of his role.



Glen Elliott - Judging Manager

Glen has worked in the surfing industry since the mid 1980s learning the art of surfboard making while glassing on the Gold Coast. He also owned and shaped surfboards under his own label during this time and for the next decade continued to shape for friends and local surfers from the Palm Beach area. 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 advise the ISA on all Judging and officiating issues. Glen served on the Surfing Queensland Board of Directors between 2004 and 2007 and was the recipient of the Queensland Sports Official of the Year award in 2006. He continues to expand on his role by regularly Head Judging ASP and ISA contests and this year was appointed Surfing Australia National Contest Director.



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.



Holly Robertson - Office Administrator

Holly has worked in the surfing industry for nine years. In 2004 Holly started her career as receptionist at ASP International and after two years of immersion in the surfing industry Holly moved on to a position at ASP Australasia as the Administrations Officer. In this role Holly managed surfers' entries and membership databases. The diverse experience gained in these roles allowed Holly to be successful in furthering her career in the industry. Holly eventually moved into the Office Manager position for Surfing Australia. After 10 months of maternity leave in 2010, Holly returned in 2011 to take up a part-time position working as an assistant to the General Manager of Sponsorship & Communications.

Mick Fanning tucks into a barrel at Teauhupoo, Tahiti. The two-time World Champion is well placed to win his third World Title in 2013.
(Pic: ASP/Robertson)





VEGEMITE SURFGROMS



The world's first nationally available junior participation program in surfing had a second 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 second season was launched nationally in September 2012 at Currumbin on the Gold Coast and went on to see more than 10,000 kids aged between 5 and 12 years old participating from all corners of the country.

Since the program's introduction in 2011, more than 19,000 kids have registered and over 29,000 parents have subscribed. The program has a growing network of more than 80 delivery centres around Australia, and has now provided in excess of \$3.8m worth of revenue into the Surfing Australia Surf School's network.

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 second season. We are also delighted to introduce Roxy and Nikon as new sponsors to the VEGEMITE SurfGroms program alongside VEGEMITE, Quiksilver, Wahu, the Australian Sports Commission and Channel 9 as we move into the program's third year.



Since the program's introduction in 2011, more than 19,000 kids have registered and over 29,000 parents have subscribed.



The program has a growing network of more than 80 delivery centres around Australia.



VEGEMITE SurfGroms has now provided in excess of \$3.8M worth of revenue into the Surfing Australia Surf School's network.

Proudly supported by:





QUIKSILVER FOUNDATION VEGEMITE SURFGROMS INITIATIVE

The second season of the VEGEMITE SurfGroms program saw an exciting new initiative come alive by way of collaboration between Surfing Australia and the Quiksilver Foundation. The objective was to raise enough money to deliver the VEGEMITE SurfGroms program to 500 underprivileged children 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 sport that in Tom Carroll's words "...can open so many doors in life".

Consequently in November 2012, the Quiksilver Foundation hosted their second annual Awaken the Spirit World Champions Ball, managing to raise, with the help of the NJ Innis Charitable Foundation, in excess of \$80,000 to bring this project to life. To ensure the initiative reached those children that would truly benefit from this opportunity, Surfing Australia joined forces

with 10 Australian children's charities, including Save the Children Australia, Kookaburra Kids Foundation and The Smith Family. They visited remote regions around Australia, including the Nullarbor, the Northern Territory and Western NSW to bring the VEGEMITE SurfGroms programs to kids in highly isolated and humble communities.

Between April and September 2013, Surfing Australia delivered 13 programs to 558 underprivileged Australian kids across 5 different states. These programs were collectively delivered by 10 of our leading VEGEMITE SurfGroms Delivery Centres around the country.

This initiative has been a huge success story for everyone involved and Surfing Australia is looking forward to growing this project next season.



N.J. Innis Charitable Foundation



SURFING AUSTRALIA



Quiksilver Foundation hosted their second annual Awaken the Spirit World Champions Ball managing to raise, with the help of the NJ Innis Charitable Foundation, in excess of \$80,000.

Between April and September 2013, Surfing Australia delivered 13 programs to 558 underprivileged Australian kids across 5 different states.



BE THE INFLUENCE AUSTRALIAN BOARDRIDERS BATTLE

Surfing Australia launched the Be the Influence Australian Boardriders Battle (ABB) – the biggest grassroots, boardriders event series in Australian surfing history with more than \$100,000 in prize money.

It will involve more than 100 of Australia's best boardriders clubs in seven State qualifying rounds and culminate in a two-day, National Final for 16 clubs on the Australia Day Long Weekend on 25-26 January, 2014 at Cronulla in Sydney. The final will include a live television broadcast, online coverage and live music.

The series 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.

The Be the Influence Australian Boardriders Battle is proudly supported by Be the Influence – Tackling Binge Drinking, Billabong, Toyota, Nikon, Destination NSW, Surfing Australia, the Association of Surfing Professionals, Sutherland Shire Council and the ASC.

In total \$105,000 is up for grabs across the entire National Series including the National Final. There is \$30,000 available across the seven State qualifying events, while \$75,000 will be split between the 16 clubs that make the National Final. The overall champion boardriders club will receive \$20,000.

Each club team of seven will include two juniors (1 male and 1 female), four Open age surfers (3 male and 1 female) and one over 35 surfer (male or female).

An exciting event format will see club teams battle it out in Pairs competition, five-person Teams competition and a Skins competition. The National Final will include a lucrative, winner-take-all Skins format across 10 heats with a \$1000 jackpot in each heat.

The Be the Influence Boardriders Battle also includes a Monster Raffle giveaway with one lucky ticket holder to drive away in a new Toyota RAV4. Other prizes include a Billabong pack valued at more than \$1500 and a Nikon camera valued at up to \$1000. The Monster Raffle is open to all Surfing Australia affiliated boardriders clubs with proceeds returning to the boardriders club community.

In a further incentive to the clubs that make the National Final, the four junior female surfers from the four highest placed clubs will be invited to be part of the Surfing Australia documentary Wildcard.

Wildcard is a one hour documentary following the four female surfers as they are given the chance of a lifetime to win a wildcard spot into the Open event at the Australian Open of Surfing at Manly in February, 2014. The four will be invited to the Hurley Surfing Australia High Performance Centre (HPC) for a week-long selection camp to see who will win the wildcard.

In total \$105,000 is up for grabs across the entire National Series including the National Final.

The overall champion boardriders club will receive \$20,000.

The National Final will include a lucrative, winner-take-all Skins format across 10 heats with a \$1000 jackpot in each heat.



SCHEDULE

EVENT 1: South Australia

Victor Harbor
October 12 | 2013

EVENT 2: New South Wales

Northern Region
Forster
October 26-27 | 2013

EVENT 3: Queensland

Gold Coast
November 2-3 | 2013

EVENT 4: Western Australia

Trigg Point, Perth
November 16 or 17 | 2013
(conditions depending)

EVENT 5: Victoria

Phillip Island
December 14 | 2013

EVENT 6: Tasmania

East Coast
December 21 | 2013

EVENT 7: New South Wales

Southern Region
Wollongong
January 11-12 | 2014

NATIONAL FINAL:

New South Wales
Cronulla
January 25-26 | 2014



AUSTRALIAN BOARDRIDERS BATTLE

MONSTER RAFFLE

The Be The Influence Australian Boardriders Battle includes a Monster Raffle giveaway with one lucky ticket holder to drive away in an Toyota RAV4. All proceeds from the raffle will go back to boardrider clubs around Australia. The Monster Raffle is open to all Surfing Australia affiliated Boardrider Clubs (whether they are participating in the event series or not).

TOYOTA

VALUED UP TO **\$55,000**
Includes all on-road costs and dealer delivery.

2ND PRIZE
Billabong Pack – value \$1475 rrp

- Xero Fomoxe Wet suit (\$575)
- 2 x Platinum X Boardshorts (\$200)
- Atlantic Travel Bag (\$300)
- Fraser Watch (\$200)
- 1/2 Breeze Sunscreen (\$200)

3RD PRIZE
Nikon camera – valued at up to \$1000 rrp

For further details and full Terms and Conditions please visit www.australianboardridersbattle.com



The series 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.

Monster Raffle aims to raise \$250,000 for Australian boardriders clubs.





HIGH PERFORMANCE

World Under 16 champion
Jacob Willcox (ISA)

The past 12 months were an amazing year for Australian surfers on the world stage. We filled four of six podium positions in the Men's and Women's ASP World Titles, but more importantly we had the overall champions in both divisions as well. At 31 years of age Joel Parkinson finally broke through for his maiden World Title after finishing second four times and the dominant Stephanie Gilmore at 25 years of age accepted her fifth World Title and has showed no signs she plans to stop there.

Not content with just two World Titles, Australia truly cemented itself as the number one surfing nation in the world with three more World Junior Titles. Jack Freestone and Nikki Van Dijk took out the ASP World Junior Titles, while Jacob Willcox took out the ISA U16 World Junior Championship. While this type of success in one year is unprecedented, as an organisation we must always be vigilant about ensuring that this success continues into the future.

Our Surfing Australia High Performance Scholarship program continues to grow and mature and with the appointment of new National Coach, Andy King, we now have a formidable team working with the best talent at the best facility in the world. With the implementation of the new Winning Edge strategy by the Australian Institute of Sport (AIS), Surfing Australia has been set clear targets which will need to be met over the next 10 years. All of our programs will be geared towards meeting these targets, growing our High Performance network and achieving our core organisation objective of delivering a consistent pipeline of Australian World Champions.

NATIONAL HIGH PERFORMANCE SYSTEM

The release of Australia's Winning Edge (AWE) document in late 2012 by the AIS was the biggest funding review into Australian High Performance sport since the release of the Crawford Report in 2009. The process required Surfing Australia to present a performance case to justify our current budgets and demonstrate we had a plan for future spending.

The results of these submissions were heavily Olympics focussed, as a sport we maintained our current level of funding which was a good achievement, given there were other non-Olympic sports that were cut. Once we were informed of our funding we then underwent a complete review of our budgets and programs in an effort to align with the new AWE strategy (below).

Top 5 <i>Olympics and Paralympics</i>	Top 15 Winter <i>Olympics and Paralympics</i>	#1 Commonwealth Games
20+ <i>World champions annually</i>		



Andy King has been appointed Surfing Australia National Coach

The following is a summary of the changes to the National High Performance system:

- Andy King was appointed as the new National Coach to focus on coaching elite surfers
- Martin Dunn accepted a newly created position of National Coach Development Manager and will be responsible for “coaching coaches” nationally, supporting the State branches and producing coaching resources
- Our Australian Junior Team selection camp has been replaced by a selection committee process with the committee meeting immediately after the Australian Junior Titles to select the team
- The Australian Junior Team will go into a preparation camp ahead of the ISA World Junior Surfing Championship
- At-event support at World Junior, ASP Star and WCT events. Andy King to travel with surfers to the ASP World Junior Championship and more engagement for surfers at ASP Star and WCT events with Jeremy Sheppard
- Greater impact and engagement at elite athlete level, which encourages greater athlete buy-in to the program

In addition to the changes listed above, each State's High Performance program will undergo an annual review based on the following three key result areas:

- Athlete representation across four key areas (WCT, WQS, Scholarship Program, Team Australia Juniors)
- Athlete talent pool (picture of what talent is available in the State)
- HP system (governance) - Coaching, Daily Training Environment (DTE), Competitions



HIGH PERFORMANCE ATHLETE SERVICES

In 2013 the new Surfing Australia High Performance Scholarship Program saw 40 athletes across four different tiers of performance being serviced nationally by our High Performance staff. In the coaching area Martin Dunn, who was supported by former World Champion Chelsea Hedges, worked to service scholarship athletes both remotely and face to face. Whilst in the Strength and Conditioning area Dr Jeremy Sheppard was able to create a structure whereby his PhD students are delivering strength and conditioning training to the more junior scholarship athletes whilst Jeremy himself can dedicate more of his time to the WCT and WQS athletes.

Clearly those athletes who live near the HPC have a distinct advantage in their level of access to the scholarship program but a major focus has also been placed on providing an adequate daily training environment for athletes in other states through establishing trusted networks and providers. Regular State visits by Surfing Australia High Performance staff has also meant that while assisting with each State's High Performance programs, more time can be spent with talented athletes in their home state. As the first full year of the Surfing Australia High Performance Scholarship Program draws to a close a full review will be conducted by all High Performance staff to continue to find the best approach to supporting our top surfing talent in realising their goals on the world stage.

SCHOLARSHIP RECIPIENT HIGHLIGHTS

- Dimity Stoyale - qualified for the ASP Women's World Tour
- Nikki Van Dijk - qualified for the ASP Women's World Tour
- Mitch Crews - in contention for qualification to the ASP Men's World Tour
- Jacob Willcox - 1st Under 16 ISA World Junior Championship
- Stephanie Single - 2nd Under 18 ISA World Junior Championship



Scholarship recipient Nikki Van Dijk (Pic: ASP/Will H-S)



Scholarship recipient Mitch Crews (Pic: ASP/SHADLEY)



Australian Government
Australian Sports Commission



HIGH PERFORMANCE COACHING



On February 28th, 2013 Australia's leading surfing coaches and administrators met on the Gold Coast for the fourth annual Green Room Conference. The conference continues to provide an outstanding professional development gathering for High Performance coaches and the broader surfing community. The day attracted more than 100 participants who heard from high profile presenters including legendary swimming coach Laurie Lawrence and leadership expert Avril Henry.

Other speakers included 1976 surfing World Champion Peter Townend, skill acquisition expert Professor Damian Farrow, leading dietician and sports physiologist Dr Gary Slater, Surfing Australia Sport Science Manager and Head of Strength and Conditioning Dr Jeremy Sheppard and a panel discussion chaired by 1978 surfing World Champion Wayne Bartholomew with three top ASP judges including Richie Porta, Dave Shipley and Pritamo Ahrendt. MC for the conference was 1988 surfing World Champion Barton Lynch.

As part of our ongoing strategy to up-skill our High Performance coaches, a new National High Performance Curriculum document has been completed and distributed to key Level 2 coaches around the country. The first two stages of this four-stage document have been completed and compiled into a user friendly resource. This document along with online video content has been designed to provide our coaches with a high quality resource that will not only make them better coaches but will align their coaching practices with those of the High Performance Centre.

There will be four stages outlined in the final document detailing the physical and tactical development that is required of competitive surfers. These four stages are:

- 1) Foundation Stage
- 2) Emerging Stage
- 3) Pre-Elite Stage
- 4) Elite Stage



Laurie Lawrence entertaining the audience



Avril Henry addressing the Surfing Australia Green Room Conference



Master of Ceremonies Barton Lynch



TALENT IDENTIFICATION

In May of 2013 Surfing Australia's High Performance Centre again hosted Australia's leading U16 surfers at the Layne Beachley and Mark Richards National Camps. These camps are an opportunity for nominated surfers from around Australia to work with two of Australia's legends of surfing and the professional coaches at the High Performance Centre.

Fifteen boys and 12 girls attended their respective four-day camps and participated in physical and in-surf training sessions. Not only do the surfers benefit from the intensive training and meeting other talented surfers from around the country, it is also an opportunity for Surfing Australia's High Performance coaches to identify talent for possible selection into representative teams.

These camps are an opportunity to host key surf coaches from around Australia to up-skill their coaching

knowledge and training methods. Six experienced coaches assisted in the training and benefitted greatly from attending the camps.

At the end of each camp, participants individually attend meetings with the coaching staff to obtain a summary of the coaches' thoughts and to have an opportunity to discuss any concerns that they had. This was also an opportunity to provide individual guidance as to what they needed to do to improve their already quality performances.



Australian Government
Australian Sports Commission



HURLEY SURFING AUSTRALIA HIGH PERFORMANCE CENTRE

The Hurley Surfing Australia High Performance Centre (HPC) is the world's first facility dedicated to the development of elite surfers and coaches and since opening in June 2012, over 1000 participants have accessed the facility for surf coaching, strength training and conditioning, education programs and training camps. The two-level centre of excellence features state of the art education facilities, surf specific gym, auditorium, offices, testing and treatment room, accommodation for 22 and was designed in consultation with the Australian Sports Commission and the Australian Institute of Sport (AIS).

Further Federal Government funding of \$350,000 allowed for the construction of a new dedicated sport research centre on the second level of the HPC. Completed in October 2013, the new stage also includes athlete testing and treatment facilities.

HPC coaches have continued to work with surfers of all ability levels including emerging junior athletes right through to professional surfers on the World Championship Tour. The HPC offers all surfers access to the facility and programs through a user pays structure or through a scholarship funded by the Australian Sports Commission. The scholarship program for surfers identified by Surfing Australia as future World Champions offers these athletes a pathway to the podium. The HPC is currently working with Australia's top talent including Owen Wright, Laura Enever, Nikki Van Dijk, Dimity Stoyle, Bede Durbidge and Mitch Crews.

Additionally sporting groups have been accessing the facility because it offers all of their camp requirements such as accommodation, food and catering, team/meeting rooms, sporting fields, pools and tennis courts all within walking distance. The HPC has hosted the Australian Wallaby Rugby 7s, Triathlon Australia, Australian Strength and Conditioning Association, Country Rugby League as well as a number of school groups for training and development camps.



The HPC's new extensions include a dedicated sport research centre on the second level, including athlete testing and treatment facilities.

Over 1000 participants have accessed the facility for surf coaching, strength training and conditioning, education programs and training camps.

Further Federal Government funding of \$350,000 allowed for the construction of a new dedicated sport research centre on the second level.



SPORT SCIENCE

Surfing Australia's strength and conditioning and sport science team have continued to build on the depth and breadth of athlete engagement and applied surfing research at the Hurley Surfing Australia High Performance Centre. The expanded scholarship program includes athletes ranging from as young as 12 years old, through to veteran WCT surfers in their thirties. To ensure effective foci on long-term athlete development, a curriculum for fundamental movement skills has been drafted, trialed, vetted, and finally published for Foundation (pre-teen) and Emerging (teen) athletes. In addition, we've developed a 4-stage 'Athletic Competency' guideline that is in use for athletes from the youngest to most senior, integrating into our evaluation criteria as a 3-stage approach: Orthopaedic (physiotherapy evaluation), Athletic Competency (movement and function), and Performance Testing (sport relevant tests).

Strength & Conditioning PhD scholar Tai Tran has been given the role to lead junior development for physical preparation. Although Surfing Australia Sport Science Manager Dr Jeremy Sheppard oversees this work with juniors, Tai's efforts allow Jeremy to work hands-on with male and female WQS and WCT athletes working towards Winning Edge outcomes. Biomechanics scholar Lina Lundgren has been given the role to oversee video analysis, track injury rates and follow up, and coordinate our sport science equipment on loan from ECU. In February, we welcomed new scholars Josh Seacomb (Strength & Conditioning) and Oliver Farley (Physiology) who are onsite at the HPC, whilst Brendon Ferrier (Micro-Sensor Development) is based primarily overseas and will attend the HPC for specific data collection as needed. Joseph Coyne (Masters) completed his data collection and is undertaking the write-up process. Other research collaborations include engagements with Southern Cross University (Hydration Status), Bond (3-D Anthropometry Analysis), and Griffith University (Athlete Readiness).

The Sport Science team continues to receive input from and collaborates with the Surfing Australia Sport Science and Medicine Panel, which includes: Professor Chris Gore (AIS), 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) and Mr Tim Brown (Mermaid Beach Physiotherapy).



TRAVELSIM TEAM AUSTRALIA

ISA World Junior Surfing Championship

TravelSIM Team Australia won the teams' gold medal and Jacob Willcox from Margaret River, WA, won the Under 16 World Junior Title at the Dakine ISA World Junior Surfing Championship in Nicaragua.

The event at the beachbreak of Playa Jiquiliste in Tola attracted more than 300 of the world's best Under 18 and Under 16 surfers from more than 30 countries.

TravelSIM Team Australia scored 24,256 points to finish ahead of Hawaii (23,828) with the United States (18,870) in third and France (18,212) fourth. Australia collected one gold medal, two silver medals and a copper medal plus the teams' gold medal on the final day.

Soli Bailey (Suffolk Park, NSW) won silver in the Under 18 boys, while Luke Hynd (Tallebudgera, QLD - 5.70) finished fourth.

In the Under 18 girls, Stephanie Single (Lennox Head, NSW) won the silver medal, while Kirsten Ogden (Suffolk Park, NSW - 1.60) missed out on contesting the final after she was eliminated in the last qualifying heat.



Overall	Place	U/18 Girls	Place
Australia 24,256	1	Stephanie Single	2
Hawaii 23,828	2	Kirsten Ogden	6
United States 18,870	3	U/16 Boys	Place
France 18,212	4	Jacob Willcox	1
U/18 Boys	Place	Kai Hing	7
Soli Bailey	2	Chris Zaffis	11
Luke Hynd	4	Quinn Bruce	13
Eli Steele	11	U/16 Girls	Place
Matt King	31	Isabella Nichols	7
		Holly Wawn	9

ISA World Surfing Games

Dimity Stoye (Sunshine Coast, QLD) and Codie Klein (Kingscliff, NSW) took out a gold-silver finish for TravelSIM Team Australia at the Reef ISA World Surfing Games in Panama.

The event on the right-hand, reef break at Santa Catalina attracted more than 150 leading surfers from 24 countries.

TravelSIM Team Australia finished second behind South Africa with Peru in third and Brazil fourth.

Russell Molony (North Entrance, NSW) also reached the men's final finishing fourth behind South African Shaun Joubert.



Team Result	Place	Men	Place
South Africa	1	Russell Molony	4
Australia	2	Thomas Woods	16
Peru	3	Tim Macdonald	37
Brazil	4	Wade Carmichael	43
		Women	Place
		Dimity Stoye	1
		Codie Klein	2



ISA World Masters

Layne Beachley (Freshwater, NSW) won the Women's Masters title at the ISA World Masters Surfing Championship in Ecuador while TravelSIM Team Australia finished fifth in the overall teams' result.

Held at Montanita from 6th-14th April, the championships attract 150 surfers 35-years and older from more than 20 nations competing in the Masters (Over 35), Grand Masters (Over 40), Kahuna (Over 45) and Grand Kahuna (Over 50) divisions.

Beachley reclaimed the Over 35 title she won in 2011 after missing last year's event. In a tight final, Beachley just edged South Africa's Heather Clark in second with Brazil's Andrea Lopez and Hawaii's Rochelle Ballard in third and fourth.

Team Result	Place
Hawaii	1
South Africa	2
USA	3
Brazil	4
Australia	5

Women's Masters (Over 35)	Place
Layne Beachley	1

Men's Masters (Over 35)	Place
Matt Clarke	6
Jake Spooner	9

Men's Grand Masters (Over 40)	Place
Glen Pringle	7
Scott Schindler	11

Men's Kahunas (Over 45)	Place
Glen Valaire	5
Terry Landsberg	16

Men's Grand Kahunas (Over 50)	Place
Charlie O'Sullivan	5



ISA World SUP and Paddleboard Championship

TravelSIM Team Australia claimed the 2013 ISA World SUP and Paddleboard Championship in Miraflores, Peru, claiming two more victories on the final day of competition to finish with eight out of a possible 11 gold medals as well as the overall Team gold medal.

The Australians dominated the event to defend its title ahead of South Africa, Peru and France.

There was little doubt the Australians would again dominate the event when they made a clean sweep of the four gold medals on offer on Day 2. They continued the form through the competition to finish clear winners and return home with the teams' title for a second time.

Team Result	Place
Australia	1
South Africa	2
Peru	3
France	4

SUP Long Distance	Place
Jamie Mitchell	1
Angela Jackson	1

Prone Long Distance	Place
Brad Gaul	1
Jordan Mercer	1
Lincoln Dews	2

SUP Technical	Place
Angela Jackson	1
Jamie Mitchell	2
Kelly Margetts	4

Prone Technical	Place
Lincoln Dews	1
Jordan Mercer	1
Brad Gaul	2

SUP Surfing	Place
Shakira Westdorp	2
Beau Nixon	4

Team Relay	Place
Australia	1

TRAVELSIM TEAM AUSTRALIA



ISA China Cup

TravelSIM Team Australia won the Team gold medal for the second consecutive year at the ISA China Cup on Hainan Island, Wanning.

Australia (13,000 points) finished ahead of Brazil (11,718), followed by Hawaii (10,140) with France (9,836) in fourth.

Australia's Philippa Anderson won the gold medal in the Women's final with teammate Nikki Van Dijk finishing third.

In the Men's final, Australia's Mitch Crews collected the silver medal and Connor O'Leary finished fourth.

Team Result	Place
Australia	1
Brazil	2
Hawaii	3
France	4

Men	Place
Mitch Crews	2
Connor O'Leary	4
Lincoln Taylor	11
Wade Carmichael	21

Women	Place
Philippa Anderson	1
Nikki Van Dijk	3



ISA World Longboard Championship

TravelSIM Team Australian finished 10th at the 2013 ISA World Longboard Championship in Peru.

Teams of four competing in Men, Women and Junior divisions assembled from more than 20 countries at the left-hand point break of Huanchaco in northern Peru.

TravelSIM Team Australia made a strong start on the opening day with all surfers placing first or second to advance in the main qualifying draw but had mixed results from that point to be eliminated before the final day.

France won the event, ahead of South Africa and Hawaii.

Overall	Place
France 4810	1
South Africa 4010	2
Hawaii 3726	3
Brazil 3618	4
Australia 2636	10

Men	Place
Jared Neal	16
Ian Bell	19

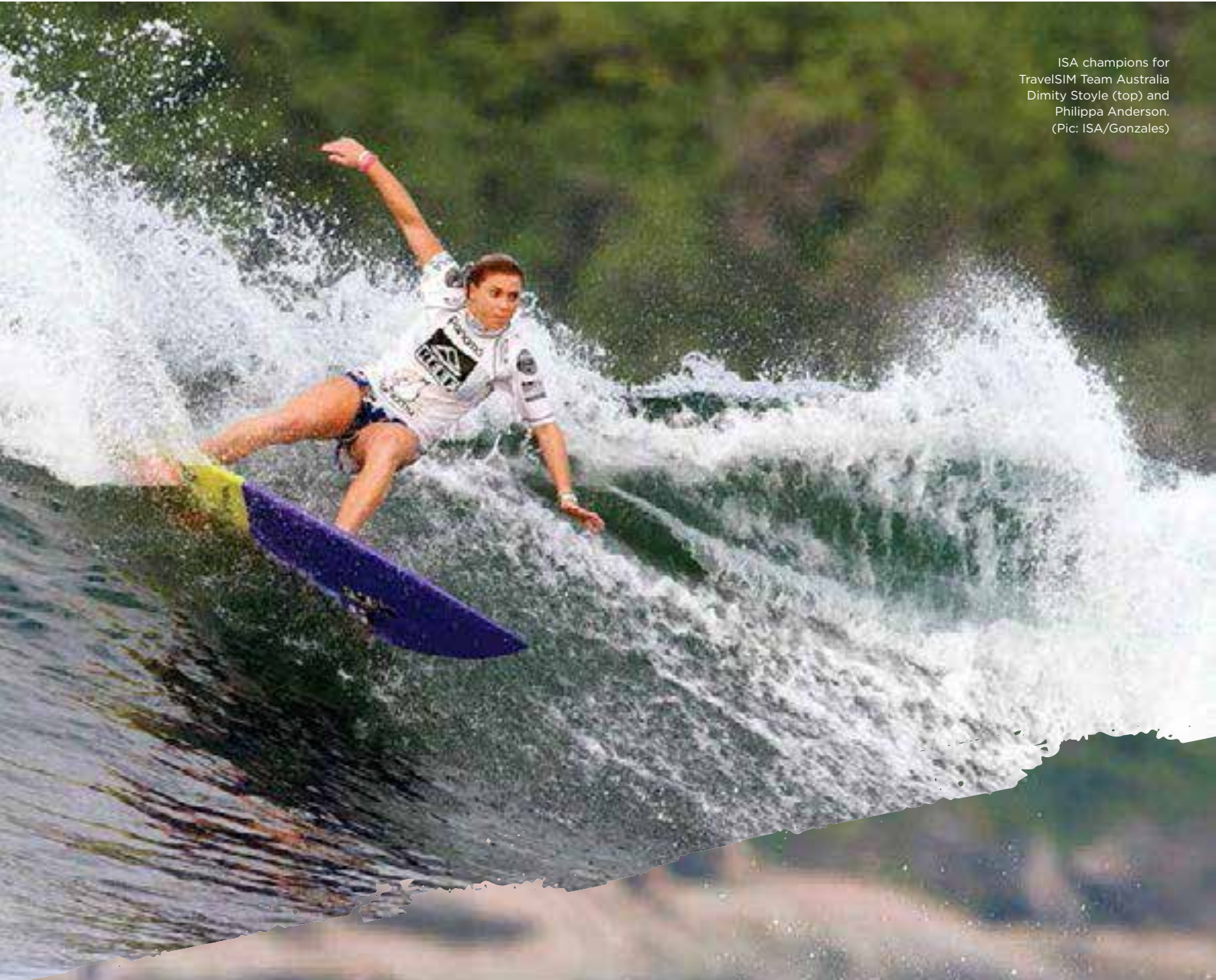
Women	Place
Georgia Young	7

Under 18	Place
William Crowe	11



Surfing Australia would like to recognise the Australian Sports Commission (ASC), TravelSIM, Suncorp and Be the Influence - Tackling Binge Drinking for their continuing support of the Team Australia Program.

ISA champions for
TravelSIM Team Australia
Dimitry Stoylo (top) and
Philippa Anderson.
(Pic: ISA/Gonzales)



SPORTS DEVELOPMENT

The VEGEMITE SurfGroms program continues to be the flagship initiative within the Sport Development Department. The program has now grown to the point where a dedicated staff member has been assigned to managing the program full time. Former Sport Development Manager, Jim Hughes will now step into the role of SurfGroms & Surf Schools Manager and will be able to focus his efforts on ensuring the long term success of our this grassroots program.

VEGEMITE SurfGroms reaching its annual target of 10,000 participants for the year was a big highlight for the organisation. What made this achievement even more rewarding was the fact that over 500 underprivileged children were also able to experience the program thanks to a charity initiative between Surfing Australia and the Quiksilver Foundation. This initiative highlights the commitment from all parties associated with VEGEMITE SurfGroms to work towards creating opportunities for all kids to take part in the wonderful program.

With Jim Hughes changing roles within the organisation a new Sport Development Manager, Amanda Couzner has been appointed. The role now has a renewed focus on surf education, and will be tasked with reviewing and revitalising Surfing Australia's suite of educational products. This includes increasing the number of courses on offer and developing the organisation's use of online education. The role will also be responsible for working with State Branches to assist them in servicing their Boardriders Clubs by providing powerful resources and programs.







Surfing Australia, in association with its State branches, presents many coaching and judging courses every year. Surfing Australia has continued to develop its coaching and judging programs to satisfy the needs of the surfing community, with 2013 having seen considerable change and growth for Surfing Australia's Sport Development Department. All of our education programs are being assessed and updated to ensure we are providing a clear development pathway for all of our participants, with a number of new educational programs and courses expected over the next few months.

A Surfing Australia Bodyboarding accreditation, recognised under the National Coaching Accreditation Scheme, is expected to be approved shortly by the Australian Sports Commission, catering to the growing demand for an educational pathway under this discipline. Additionally, a number of Stand-up Paddle Boarding modules are being developed to complement Surfing Australia's existing SUP accreditation, and which cover all of the disciplines associated with this fast growing sport.

Surfing Australia now has over 2,500 registered surf coaches and over 900 accredited judges in its database.

Surfing Australia now has over 2,500 registered surf coaches and over 900 accredited judges in its database. These numbers are constantly growing and continue to demonstrate the growth of the learn-to-surf industry here in Australia.

2013 has been another exceptional year for Surfing Australia's network of surf schools around the country. Now with over 110 member surf schools operating on over 600 beaches around the country, the surf schools industry is one of the fastest growing industries on the Australian coastline providing the Australian public with an increasing opportunity to "create a healthier and happier Australia through experiencing the joy of surfing" in a safe and controlled environment.

The Surfing Australia Surf School network has over 110 member surf schools operating on over 600 beaches.

A greatly improved quality assurance program and the development of key resources for licensing bodies around Australia are examples of recent benefits and support provided to the network. However, of most significance is the appointment of a dedicated and highly experienced SurfGroms and Surf Schools Manager at Surfing Australia. Tasked to focus on the direct support and development of the network, this role has been developed specifically to service all areas of this growing industry and to ensure the surf school network in Australia continues to prosper and maintain its global status as the leader in terms of quality, safety and best practices at every level.

Another testament to the strength of the relationship between Surfing Australia and its network of surf schools in Australia is the ongoing success of the Girls Go Surfing Day which entered into its 23rd consecutive year in 2013. The event is essentially a "grassroots" learn to surf program, targeting female non-surfers and beginners of all ages and encouraging girls from all walks of life to undertake professional surfing instruction in a safe and controlled environment. The event was exclusively delivered by affiliated surf schools in February 2013 and saw 61 participating surf schools and over 2,500 participants signing up to the event.



The Surfing Australia Boardriders Club system currently has over 220 member clubs across Australia, and with an ever growing list of benefits on offer, affiliated clubs are now experiencing significant growth and an increase in participation and membership.

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 has been the national launch of Surfing Australia's Be the Influence Australian Boardriders Battle – the biggest grassroots Boardriders event series in Australian surfing history with more than \$100,000 in prize money.

The Surfing Australia Boardriders Club system currently has over 220 member clubs across Australia.

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, the ABB will involve more than 100 of Surfing Australia's affiliated clubs from around the country.

Surfing Australia also continues 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.

In addition to supporting a number of state based community surfing programs, Surfing Australia decided to revisit Yirrkala in the Northern Territory, where in 2011 Surfing Australia established a small community surfing program for the local indigenous population.

Supported by Walkin on Water Surf School from the Gold Coast, and Solitary Islands Surf School who also operate the Darwin Surf School in the Northern Territory, Surfing Australia delivered a VEGEMITE SurfGroms program to more than 100 participants in this remote region of Arnhem Land in June 2013. Using surfboards and equipment supplied to this region back in 2011, the local kids were stoked to see Surfing Australia return to their community and were thrilled to receive the Quiksilver participant packs that were handed out to every participant as part of the VEGEMITE SurfGroms program.

The local surf coaches were offered some additional support and training from the two surf schools attending, and the small waves common to the north coast of Australia held out for the entire weekend. Toward the end of the program, there were hundreds of spectators all over the beach keen to get into the water and try surfing for the first time. The weekend was highly successful, and one Surfing Australia hopes to repeat this coming season.





SPONSORSHIP AND EVENTS



In order to stay ahead of the pack in the rapidly changing sport market, Surfing Australia's sponsorship and event's division focused on maximising the value of its commercial partnerships while building and delivering an array of innovative and professional events and programs for the Australian surfing community.

To this end, the department was the driving force behind activating the organisation's partnership with the Australian Government's Be the Influence - Tackling Binge Drinking initiative; launched the world's first digital surf tour, the

Original Source Intense Surf Challenge; and commenced the country's biggest grassroots boardriding club series, the Be the Influence Australian Boardriders Battle.

Over the past 12 months, Surfing Australia has increased its sponsorship portfolio and successfully services more than 30 partners, while expertly managing more than 30 events. The sponsorship and event's division is proud of the significant progress and results amassed this year towards ensuring a healthier and happier Australia through pioneering event and corporate partnership outcomes.



SPONSORSHIP

Surfing Australia's commercial strategy aims to provide its expanding list of over 30 corporate partners with ideal platforms to elevate their brands and receive serious return on investment.

In the last financial year, Surfing Australia's corporate sponsorship portfolio has increased, whilst maintaining our focus on partnering with mainstream Australian brands.

We 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. Of note, Surfing Australia partnered with the Australian Government's Be the Influence - Tackling Binge Drinking initiative which addresses youth binge drinking and the influence of alcohol promotion on young Australians by promoting anti-binge drinking messaging through sport sponsorships

The peak surfing organisation added Original Source to its partnership stable, launching a unique, interactive, digital surf tour, the inaugural Original Source Intense Surf Challenge, which embraced the proliferation of digital media and can be accessed anywhere, anytime, from any connected device at www.intensesurfchallenge.com.

The organisation successfully activated its partnership with VEGEMITE and the VEGEMITE SurfGroms program, upgraded its deal with Nikon and welcomed new sponsors Billabong and Toyota for the Be the Influence Australian Boardriders Battle.

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 corporate sponsorship portfolio includes:





EVENTS

Surfing Australia's events team has been focused on governing the management and delivery of professionally organised events at the grassroots through to regional, state and national level.

During the past year, the Australian Surfing Awards marked a significant milestone in Surfing Australia's history as it celebrated its 50th Anniversary following its formation in 1963 as the Australian Surfriders Association and more than 500 guests celebrated at the gala event. It was an unprecedented gathering of Australian surfing legends from the past 50 years.

Surfing Australia launched the Be the Influence Australian Boardriders Battle – the biggest grassroots, boardriders event series in Australian surfing history with more than \$100,000 in prize money.

It will involve more than 100 of Australia's best boardriders clubs in seven State qualifying rounds and culminate in a two-day, National Final for 16 clubs on the Australia Day Long Weekend on 25-26 January, 2014 at Cronulla in Sydney.

The organisation also announced that stand-up paddleboarding and prone paddleboarding would have its own standalone National Titles, the Be the Influence Australian SUP and Paddleboard Titles while the Wahu Surfer Groms Comps was expanded to 10 events nationally with new events in South Australia and Tasmania.

Also, National Title event assets, the Australian Surf Festival and the Australian Junior Surfing Titles were also successfully completed.

Surfing Australia's event staff travelled both nationally and internationally performing computer operating services and tour management roles at a range of amateur and professional rated Association of Surfing Professionals sanctioned events. However, focus will shift to concentrate on developing Surfing Australia owned event properties across the next year.

Overall, our event's portfolio has continued to deliver high quality run tournaments across a whole-of-sport approach in the past reporting period.



AUSTRALIAN CHAMPIONS

ASP WORLD TOUR

Stephanie Gilmore (5 x World Champion)
Joel Parkinson

ASP WORLD JUNIOR CHAMPIONS

Jack Freestone
Nikki Van Dijk

ISA WORLD JUNIOR CHAMPION

Jacob Willcox - Under 16

AUSTRALIAN INDIGENOUS CHAMPION

Joe Haddon

AUSTRALIAN SURF FESTIVAL CHAMPIONS

OPEN SURFMASTERS

OPEN MEN	Darren O'Rafferty (Bonny Hills, NSW)
OPEN WOMEN	Audrey Styman-Lane (Bilambil Heights, NSW)
OVER 35 MEN	Paul Parkes (Merewether, NSW)
OVER 35 WOMEN	Melissa Dart-Harrison (Mount Eliza, VIC)
OVER 40 MEN	Justin Lee (Redhead, NSW)
OPEN 45 MEN	Rodney Baldwin (Copacabana, NSW)
OVER 50 MEN	Rodney Baldwin (Copacabana, NSW)
OVER 55 MEN	Ian Darby (North Beach, WA)
SINGLE FIN	Rob Hazelwood (Narrabeen, NSW)

LONGBOARD

OPEN MEN	Jared Neal (Sapphire Beach, NSW)
OPEN WOMEN	Georgia Young (Swanbourne, WA)
UNDER-18 BOYS	Kai Ellice-Flint (Upper Myall, NSW)
UNDER-18 GIRLS	Denver Young (Cottesloe, WA)
OVER-35 MEN	Jason Livingston (North Curl Curl, NSW)
OVER-35 WOMEN	Debbie Allan (Canton Beach, NSW)
OVER-40 MEN	Jason Livingston (North Curl Curl, NSW)
OVER-45 MEN	Richard Smith (Sawtell, NSW)
OVER-50 MEN	Greg Brown (Jan Juc, VIC)
OVER-55 MEN	John Skinner (Warilla, NSW)
OVER-60 MEN	Daniel Bond (Blue Bay, NSW)
OVER-65 MEN	Daniel Bond (Blue Bay, NSW)
LOGGER MEN	Clinton Guest (Burleigh Waters, QLD)

Surfing Australia organises and manages more than 30 events per year.

Key Events List:

Be the Influence Australian Boardriders Battle	8 events
Be the Influence Australian SUP and Paddleboard Titles	
Australian Junior Surfing Titles	
Australian Surf Festival	5 events
Australian Surfing Awards	
Wahu Surfer Groms Comps	10 events
Rip Curl GromSearch	5 events



2013 Nikon Surf Photo of the Year
by Peter 'Joli' Wilson



AUSTRALIAN
SURFING
AWARDS
INCORPORATING THE
HALL OF FAME

AUSTRALIAN SURFING AWARDS INCORPORATING THE HALL OF FAME

Australian surfing celebrated its champions in February with Mark Richards and Stephanie Gilmore honoured at the 2013 Australian Surfing Awards in Sydney.

The Awards marked a significant milestone in Surfing Australia's history as it celebrated its 50th Anniversary following its formation in 1963 as the Australian Surfriders Association and over 500 guests celebrated at the gala event. It was an unprecedented gathering of Australian surfing legends from the past 50 years.

Four-time World Champion Mark Richards was named Australia's Most Influential Surfer 1963-2013, while five-time World Champion Stephanie Gilmore was inducted as the 35th member of the Australian Surfing Hall of Fame. In other awards announced during the ceremony, current ASP Men's World Champion Joel Parkinson was named

the Male Surfer of the Year; Gilmore was named Female Surfer of the Year; and ASP Men's World Junior Champion Jack Freestone won the Rising Star Award.

Ten-time Molokai paddleboard champion, big wave rider and SUP champion Jamie Mitchell won the Waterman of the Year Award.

The ASB Surfing Spirit Award was won by Misfit Aid, which is the not-for-profit arm of Sydney-based surfboard manufacturer Misfit Shapes. Its aim is to design, implement and resource aid and development projects in communities around the world.

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 them was won



Australian Surfing Hall of Fame Inductee Stephanie Gilmore



Mark Richards – Australia's Most Influential Surfer 1963-2013



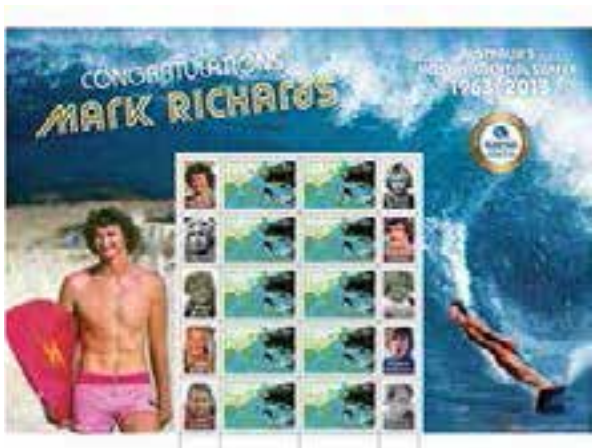
by surfing historian Bob Smith. The Surf Culture Award was won by The Reef, a co-production by the Australian Chamber Orchestra and Tura New Music. It is a multimedia performance inspired by the rugged surf and tough desert landscape of the Ningaloo Coast in north-west Australia.

The Simon Anderson Club Award was won by Kirra Surfriders Club, which celebrated its 50th Anniversary in 2012.

Peter 'Joli' Wilson's photo of the wave Cloudbreak off Fiji during the enormous run of swell in June, 2012, won the Nikon Surf Photo of the Year and Storm Surfers 3D featuring Ross Clarke-Jones and Tom Carroll was named the Nikon Surf Movie of the Year.

SURFING AUSTRALIA 50TH ANNIVERSARY SOUVENIRS

Surfing Australia was established in 1963 as the Australian Surfriders Association and this year celebrated its 50th Anniversary. To commemorate the milestone, Surfing Australia launched a series of important initiatives that culminated in the 2013 Australian Surfing Awards incorporating the Hall of Fame in Sydney in February.



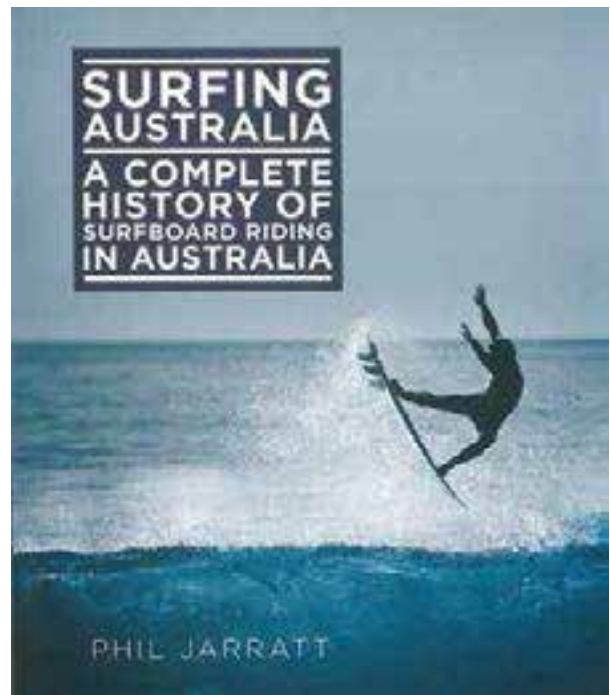
A special souvenir package to celebrate the initiative to name Australia's 10 Most Influential Surfers 1963-2013 incorporated one of the Surfing Australia stamps with a photo of each surfer in the final 10.



The four in-circulation stamps released in partnership with Australia Post express an historical arc from the 1950s to the present day.



The uncirculated 50 cent coins produced in partnership with the Royal Australian Mint are each packaged with their own unique surfboard shaped coin holder. The holder features an image of five-time World Champion Stephanie Gilmore.



Surfing Australia: A Complete History Of Surfboard Riding In Australia written by Phil Jarratt is a lavish book with more than 150 photographs and chronicles the birth, growth and development of surfboard riding in Australia.



1 Mark Richards – Australia's Most Influential Surfer 1963-2013



2 Simon Anderson



3 Robert "Nat" Young



4 Michael Peterson



5 Midget Farrelly



6 Tom Carroll



7 Layne Beachley



8 Wayne Bartholomew



9 Mark Occhilupo



10 Bob McTavish

AUSTRALIA'S 10 MOST INFLUENTIAL SURFERS 1963-2013

Australian surfing boasts a rich heritage of champions and innovators and as part of Surfing Australia's 50th Anniversary celebrations, Australia's 10 Most Influential Surfers 1963-2013 was named. The campaign was conducted through a public vote and through votes provided by members of the Australian Surfing Hall of Fame. It was based on the following criteria: "The Australian surfer who through their surfing, and their wider contribution, has had the most profound influence on the national character of Australian surfing."





COMMUNICATIONS

The Surfing Australia Media team has expanded over the past 12 months providing services across a wide array of media and digital platforms. The team services more than 30 events from grassroots to elite level, both nationally and internationally. The organisation also boasts an extensive stable of internet and social media assets ensuring a wide coverage for all its activities and partner exposure.

Surfing Australia's social media activity has shown substantial growth during the past 12 months on the four main platforms - Facebook, Twitter, Instagram and YouTube. Facebook in particular has experienced massive growth with more than 50,000 followers across Surfing Australia's page plus pages for the Hurley Surfing Australia High Performance Centre and VEGEMITE SurfGroms.

The Surfing Australia magazine continues to develop with a sophisticated redesign and digital edition. The digital content team has expanded with two staff appointments to cater for the expansion of Surfing Australia TV and mySURF.tv, while Surfing Australia's second major documentary on female surfing, Next Wave, entered its final production phase and will be broadcast on national television in December.

MEDIA

The Surfing Australia Media Department 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 have a range of other professional PR services including copy writing, photography, video news releases and distribution, 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, numerous program launches along with community and corporate related media.

Our media database has continued to experience solid growth with more than 7200 individual contacts across 62 mailing groups ranging from different media groups, Surfing Australia partners and major surf industry representatives.

Surfing Australia continues to utilise Meltwater News - a global media monitoring system combining the industry's broadest search capabilities, exclusive analytical tools and a consultative relationship. Meltwater News' interactive analytical capabilities allows us to get even more value from our media mentions by evaluating trends, mapping press activity, identifying target markets and measuring the ROI of marketing and public relations campaigns.



MAGAZINE

This powerful marketing tool underwent a sophisticated redesign in the past 12 months and at 116 pages, and perfect-bound, continues to improve and develop into a legitimate and authoritative alternative to current surfing media. Contributors have included Rabbit Bartholomew, Nat Young and Phil Jarratt. The bi-annual magazine has a print run of 3500 with 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. The most recent 2013 Winter/Spring edition has been viewed more than 2000 times. DVD covermounts provide a comprehensive package and have included the documentary A Two Wave Total and the 2013 Australian Surfing Awards which also included a mini booklet on the historic celebration. The next edition will be covermounted with Surfing Australia's second female surfing documentary The Next Wave.



WEBSITE

Surfing Australia now boasts an extensive stable of internet and social media assets ensuring a wide coverage for all its activities and partner exposure.

Surfing Australia websites had 422,355 unique visitors, 818,888 visits and 2,678,448 page views for the 12 months to 30th June, 2013.

Website	Unique Visitors	Visits	Page Views
www.surfingaustralia.com	249,196	525,873	1,449,166
www.surfgroms.com	64,440	118,422	673,140
www.surfingaustraliatv.com	14,065	20,651	43,452
www.surfcoach.com	45,942	92,828	329,082
www.sasurfschools.com.au	45,740	57,435	173,101
www.surfingaustraliadis.com	268	381	673
www.surfingaustraliapix.com	2,704	3,298	9,834
Total	422,355	818,888	2,678,448



SOCIAL MEDIA

Surfing Australia's social media strategy continues to grow across the four major platforms - Facebook, Twitter, Instagram and YouTube.

Our coverage ensures wide brand visibility and extensive opportunity to leverage relationship with partners and ambassadors. The number of fans continues to grow rapidly across all platforms through frequent activity and targeted Facebook ads.

Page	Fans	Audience Reach
Surfing Australia	37,133	7,800,00
HPC	7,211	1,800,000
VEGEMITE SurfGroms	5,734	1,500,000
Total	50,078	11,100,00



Twitter	4,171 followers
Instagram	4,777 followers
YouTube	Lifetime views: 369,935 Past 12 month views: 158,578



A new dedicated office has been opened for production of mySURF.tv and Surfing Australia TV.

mySURF.tv

Surfing Australia is embarking on an exciting new journey into the rapidly growing area of digital content and online broadcasting.

Working with global content experts Brand New Media, Surfing Australia will be building a brand new IPTV Channel that will be known as mySURF.tv. The online surfing channel will be used as the singular entry point for users wanting to access high quality surfing content on any device. The new content platform will generate increased business sustainability and drive increased audience engagement across a range of different Surfing Australia websites and applications.

Surfing Australia has worked closely with the Australian Sports Commission over the past three years to look at ways to commercialise their business. This new digital strategy is the next project in a successful relationship that has seen the birth of other surfing programs such as the VEGEMITE SurfGroms program for 5-12 year olds and the Be the Influence Australian Boardriders Battle.

Improving the digital capacity of National Sporting Organisations is seen as critical to the future of Australian sport and has been an area that has been supported by the Australian Government, through the Australian Sports Commission. With the National Broadband Network also still high on the government agenda, Surfing Australia has seized on the opportunity to grow their media distribution capabilities.

To service the demand for content that will be created by mySURF.tv, Surfing Australia has employed two new staff in the area of digital content creation. Nimai Strickland and Lachlan McKinnon have now joined the Surfing Australia media department and bring with them a wealth of experience in producing quality surfing content. Nimai Strickland has spent the last five years in the AV department of surf brand Billabong, while Lachlan McKinnon joins Surfing Australia from a stint with Oakley.

mySURF.tv is scheduled to launch in time for summer during December 2013.

The digital content team will also continue to produce Surfing Australia TV. SATV is broadcast at prime time every Thursday at 7pm on Television 4 Me. 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.

Stephanie Single on her way to a silver medal in the Under 18 girls at the ISA World Junior Championship. (Pic: ISA/Gonzales)



NEXT WAVE

Following the success of its 2012 women's surfing documentary *A Two Wave Total*, Surfing Australia produced a second feature documentary in 2013 called *The Next Wave*.

The Next Wave is a one-hour documentary on eight of Australia's elite junior female surfers as they strive for Australian selection to compete at this year's ISA World Junior Championships in Nicaragua in June. Featured in the documentary are Stephanie Single, Laura Poncini, Holly-Sue Coffey, Cali McDonagh, Kirsten Ogden, Holly Wawn, Isabella Nichols and Zoe Clarke.

Filming began at last year's Soundwave Australian Junior Surfing Titles and followed the girls through the TravelSIM Team Australia selection camp and onto the Nicaragua for the World Championship.

The Next Wave will be broadcast nationally on Channel 10 at 3pm on Sunday, 1st December.

The program will also be able to be viewed along with the individual profiles on Surfing Australia TV at www.surfingaustraliatv.com following the national broadcast. A DVD will be produced and distributed with Surfing Australia's Summer Magazine.

In July 2011, Surfing Australia shared in \$1.45 million in new funding to boost the media coverage of women's sport. The funding was provided by the Australian Sports

Commission (ASC) through the Australian Government's Women in Sport Media Grants, a new initiative to increase the exposure and reach of women's sport in the Australian media.

The funding enabled Surfing Australia to produce *A Two Wave Total* and a further two-year extension allowed Surfing Australia to continue its series of women's surfing documentaries with *The Next Wave* the first production. The grant also funded monthly women's segments on Surfing Australia TV. These segments cover all aspects of female surfing from the grassroots through to the elite.

The documentary is proudly supported by



**Australian Government
Australian Sports Commission**

STATE BRANCHES



It has been another extremely busy, yet successful year for Surfing Queensland and its affiliated boardriders clubs and surf schools, beginning with the activation of ASP World Tour events, the Breaka Burleigh Pro and Quiksilver and Roxy Pros on the Gold Coast. A great run of weather and waves along Queensland's coastline had not only blessed the aforementioned elite World Tour events, but also contributed to a run of fiercely fought grassroots events spanning from Coolangatta to Agnes Water and Yeppoon.

We've had the pleasure of crowning State Champions in all age categories across shortboard, longboard, SUP, paddle and bodyboard disciplines, and we're looking forward to following our State teams as they compete at National and International levels. The Sunshine Coast's Dimity Stoye recently pocketed herself an ISA World Title - a result of her commitment and talent via the State and National organisations' developmental pathway. This is a great result not just for Dimity, who has also recently qualified for the ASP Women's World Tour, but also for Queensland.

Surfing Queensland is also pleased to announce the introduction of the Krurungal "Jallum Jarjums" Indigenous Surfing Program in 2013. The first instalment of the program was activated on a beautiful day in Burleigh Heads, and consisted of a learn-to-surf lesson on Burleigh beach, followed by a stand-up paddleboard lesson in Tallebudgera Estuary. The second was recently activated on Tallebudgera beach where participation numbers significantly increased.

The Krurungal "Jalum Jarjums" Indigenous program will consist of four lessons, and delivered smiles to the faces of almost 100 indigenous participants who have taken part. The learn-to-surf days are part of a broader program designed to up-skill six members of the indigenous community in readiness for work within the surfing industry.



2013 has been a massive year on all fronts for the crew at Surfing NSW. Our free CPR and board rescue course, Surfers Rescue 24/7 has continued to go from strength-to-strength over the past 12 months with former ASP World Champions Kelly Slater, Sunny Garcia, Barton Lynch, Mark Richards and Layne Beachley all endorsing the flourishing program. In less than 12 months, over 2000 participants had completed the course across NSW and it was named NSW Community Education Program of the Year. In 2014, Surfing NSW hopes to grow the program and continue to provide surfers with vital skills they could use to assist in an emergency situation and ultimately save a life.

On the event front, over 320 surfers participated in the 2013 Ohana NSW Junior State Surfing Titles, which was deemed a roaring success by spectators, organisers and competitors. Surfing NSW CEO Mark Windon said: "In 30 years I can't recall a NSW State Titles being as successful as it was this year."

In other events, the 2013 Australian Skin Cancer NSW Longboard Titles saw five straight days of pumping surf at Bonny Hills while the Be the Influence NSW Surfmasters presented by Moby's Beachside Retreat at Boomerang Beach saw some of NSW's best over-35 surfers battling in the fiercely competitive event.

Moving forward, the 2014 Hurley Australian Open of Surfing will kick-off in Manly again from the 8th-16th of February. After a one-year hiatus in 2013, the vibrant and multi-faceted event is scheduled to make its return to Manly's shores early next year. Surfing NSW is looking forward to joining forces with the ASP and IMG in its involvement once again.



In 2013 Victoria had its first ever female qualify for the ASP Women's World Tour. Nikki Van Dijk (Phillip Island) qualified into the Top 17 after winning the ASP 6-Star Pantin Classic in Spain. Nikki took down fellow Australian Dimity Stoye in the final with clean 4-5 foot surf at the iconic destination of Praia de Pantin.

The 52nd edition of the Rip Curl Pro Bells Beach was run and won with Brazilian Adriano de Souza claiming the prestigious Bell. The young surfer claimed the first Brazilian men's title in the history of the event. Tour rookie, Nat Young (USA) was the other finalist wowing the crowds with his surfing. In the Women's side of the event, Hawaiian sensation Carissa Moore claimed the title over Tyler Wright (AUS). After opening the heat with a 9.57 on her first wave, Moore survived a 25-minute lull in action before she and Wright battled it out in a final exchange.

The Australian Indigenous community once again gathered at the sacred site of Bells Beach for the Australian Indigenous Surfing Titles in May. The event began with a traditional smoking ceremony conducted by the local Aboriginal Co-operative Wathaurong. Reversing last year's result, it was Joe Haddon who took out Russel Molony in the final.

Surfing Victoria has launched an exciting new project this year, the surfinginvictoria.com Clip of the Season. The competition aims to engage the whole surfing community of Victoria. This year, Harry Mann took out the competition with a long barrel and massive closeout re-entry. Over 1400 votes were submitted. All entries can be viewed at surfinginvictoria.com.



Surfing Tasmania has entered a new era. Following the 2012 Soundwave Australian Junior Surfing Titles at Nubeena last December, Surfing Tasmania underwent an administrative restructure with the guidance of Surfing Australia. This resulted in a more business-like organisation with a Board, Representative Committee and the employment of a part time Executive Officer.

Chairman Ben Stockwin and Executive Officer Shayne Clark and the new Board set Tasmania on a new wave of growth and development. During 2013 a new look Surfing Tasmania emerged with the following highlights:

- Revamped competition calendar with a new and popular Under 21 division
- First and very successful SUP Championship
- Successful Bodyboard Championship
- Improved membership growth
- Established two new boardriders clubs (Park Beach Boardriders and North West Boardriders)
- New surf school operators for the popular North West Coast
- Establishment of three-tier competition pathway; Development Squad, High Performance Squad and Under 21 Squad
- Established 'season opening' Coaching Weekend Event to be led by Surfing Australia National Coach Development Manager Martin Dunn
- Level 1 Coaching and Judging courses
- Two national events in our 2013/14 calendar (Wahu Surfer Groms Comps and the Be the Influence Australian Boardriders Battle)



This has been an excellent year for Surfing South Australia. Management, the Board and an enthusiastic team of volunteers have put in a tremendous amount of effort to contribute to South Australia's successful road to recovery.

We have seen the introduction of two new events - the SA Open and the Hurley Winter Classic. Both events were filled within days and drew the State's top surfers and massive crowds. We look forward to the return of the Rip Curl GromSearch and the Wahu Groms Comps. Surfing SA together with the IBA Australasia hosted the Be the Influence Knights Beach Pro which drew some of the world's best bodyboarders to the quiet town of Port Elliot. Knights delivered perfect waves as it always does and the atmosphere at the "Knights Beach Arena" was awesome.

Club affiliation and membership continue to grow. SSA has just hosted the first leg of the Be the Influence Australian Boardriders Battle. The event was a great success with Waits providing perfect waves, stand-up barrels, 10-point rides and plenty of support for all the participating boardriders clubs. Congratulations to Seaford Boardriders who will represent the State at the National Final in January, 2014.

Participation in development coaching programs continues to grow. A big thanks has to go out to Cheryl Peat our State Coaching Director and Mark Longhurst for all their time and effort. The VEGEMITE SurfGroms program has fed a large amount of juniors into the system.

We continued to deliver our community programs. The Adelaide Airport Company has come on board to sponsor our disabled surfing program. We are also grateful to Trevor Borg for his tireless efforts put into our indigenous surfing program, which is starting to produce some skilled surfers and is seeing a significant growth in participants.



Surfing WA in 2013 has delivered a range of programs and events catering to everyone from childhood to champion. From teaching young kids how to surf to hosting the WCT Drug Aware Margaret River Pro and everything in between, it's been a busy and rewarding year.

A staggering 3,800km of coastline is serviced through our surf school delivery centres, boardriders clubs, events and communications; with each of the four codes of surfing (surfing, longboarding, bodyboarding and SUP) enjoying three events each throughout the year in a number of locations across the State, with 41 state champions crowned across the codes.

Our regional High Performance strategy has seen an extremely positive outcome, with six WA surfers (male and female) in the top 40 ASP rankings (Taj Burrow, Yadin Nicol, Bronte Macaulay, Laura Macaulay and Mikaela Greene), an ISA World Junior Champion (Jacob Willcox) and five National Title holders (Georgia Young, Denver Young, Jacob Willcox, Kael Walsh and Ian Darby).

Surfing WA's securing of WCT status for the Margaret River Pro men's and women's events, along with the \$6m redevelopment of Surfer's Point in partnership with the Margaret River Shire was a huge highlight of the year.

2013 has culminated into Surfing WA's soundest year in our 49-year history, both statistically and financially and we look forward to the continued growth along with our 50-years celebrations in 2014.







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