



FY25 ANNUAL REPORT





Credits: Beatriz Ryder. COVER PHOTO: Jack Robinson surfing his way to a Silver Medal at the Paris 2024 Olympics.
BELLS IMAGE: Australians Jack Robinson and Isabella Nichols win the Rip Curl Pro Bells Beach Championship Tour event.

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A photograph of a man in profile, wearing a patterned shirt, playing a didgeridoo. The instrument is decorated with colorful Aboriginal art. In the background, another person is partially visible, and the ocean and beach are under a cloudy sky.

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, we acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea, rivers, and community. We pay our respect to their Elders, past, present and future, and extend that respect to all Aboriginal and Torres Strait Islander peoples. We recognise the outstanding contribution Aboriginal and Torres Strait Islander peoples make to sport in Australia and celebrate the power of sport to promote reconciliation and reduce inequality.

Credits: Andrew Shield.



THE CHAIR OF THE AUSTRALIAN SPORTS COMMISSION

Continuing to drive Australian sport forward is at the heart of everything we do at the Australian Sports Commission.

We want to bring out the best in everyone involved in sport because that's how we will become the world's best – by working together and bound by a common purpose.

We encourage and help Australians of all backgrounds, ages and abilities to get involved in sport and we advocate for sport and the positive influence it has on the nation.

As we look towards next year's Milano Cortina Winter Olympic and Paralympic Games, the Glasgow Commonwealth Games, Los Angeles 2028 and Brisbane 3032, our vision is for sport to be safe, fair, accessible and inclusive.

Every athlete will be supported to reach their full potential with the Australian Government's record \$385 million investment package for sport ensuring Australians have world class pathways and support at all levels of sport from participation to high performance.

This includes a record \$54.9 million for Para sport – doubling previous funding – ahead of Brisbane 2032.

Our grant programs support athletes, coaches, officials and organisations, while our Sporting Schools program is helping more children access free and fun sporting activities than ever before.

Work is also underway to upgrade the AIS Campus in Canberra so it is once again modern and world-leading.

The AIS Podium Project will deliver three new facilities, including a new multi-story and para-accessible accommodation, a Testing and Training Centre and indoor Sport Dome.

Construction will commence later this year with the AIS Podium Project being the first stage in delivery of the broader AIS Campus Masterplan—the ASC's long-term

vision to ensure the AIS Campus continue to evolve as Australia's world leading high performance sport precinct.

As Australian High Performance sport continues to win well and build sustainable success towards Brisbane 2032 and beyond, we're also addressing the barriers people tell us they face participating in sport so all Australians that want to be involved can be involved in sport. This is how we will play well.

I know success will be greatest when every part of the system is able to perform their role at their best and I'm confident that the actions we take now will create a lasting legacy for Australian sport that will benefit us all for years to come.

KATE JENKINS AO, CHAIR OF THE AUSTRALIAN SPORTS COMMISSION



FY25 ORGANISATIONAL HIGHLIGHTS

2.4M

MONTHLY REACH ON SOCIAL MEDIA CHANNELS

875M

EARNED MEDIA

500K

ACCREDITED SURF SCHOOL PARTICIPANTS

PARTICIPATION & COMMUNITY:

9000 KIDS

ENROLLED IN WOOLWORTHS SURFGROMS

229

AFFILIATED BOARDRIDER CLUBS

153

AFFILIATED SURF SCHOOLS

MOST INNOVATIVE SURF EVENT IN THE WORLD
HYUNDAI AUSTRALIAN BOARDRIDERS BATTLE GRAND FINAL IN BURLEIGH HEADS,

SEAS THE DAY

WORLD'S BIGGEST WOMEN'S SURF FESTIVAL

16

NEW PARTNERS

JACK ROBINSON

PARIS 2024 OLYMPIC SILVER MEDAL

5

CHAMPIONSHIP TOUR WINS

2 NEW AUSTRALIANS

QUALIFIED FOR THE WSL CHAMPIONSHIP TOUR

Jacob Wilcox. Credits: Andrew Shield.

EXECUTIVE SUMMARY | PLAY & WIN WELL

SURFING AUSTRALIA

VISION

To be Australia's most loved sport, inspiring all people to experience, live and celebrate surfing in Australia

PURPOSE

Creating a healthier and happier Australia through surfing

MISSION

To create a sustainable organisation that leads the sport of surfing in Australia

VALUES

REAL

We live the surfing lifestyle and we invite everyone to share the stoke

RESPECTFUL

We are appreciative of our community and celebrate our surfing history and culture

PROGRESSIVE

We embrace change and innovation

PROTECT

We proactively protect our playgrounds for future generations

MEDIA & CHANNELS

Tell the best stories of surfing in australia to inspire people, grow our audience and drive revenue

PARTNERSHIPS

Attract and retain valuable and committed partners to Surfing in Australia

PLACES & SPACES

Partnering towards sustainable places & spaces for surfers of all levels

1 PARTICIPATION & COMMUNITY

Grow an inclusive and active community through surfing & set the global benchmark for sport education

2 EVENTS

The world's best competition pathway & surf lifestyle events creating stoked competitors & new surf fans

3 HIGH PERFORMANCE PROGRAM

Become the dominant surfing nation

Ethan Ewing. Credits: Andrew Shield.



CEO REPORT

I am pleased to report that Surfing Australia is in impeccable shape & in FY25 have delivered our best ever financial result, with record-breaking revenue of \$12 million against a target of \$10.4 million, and an exceptional net profit of \$488,000 compared to a \$30,000 target. Our current ratio is now 1.23, underlining our secure cash position and financial sustainability.

This achievement marks a remarkable turnaround. When I took over 6½ years ago, Surfing Australia carried \$1.25 million in debt and had a cash ratio of just 0.71. Today we are debt-free, growing, and delivering more opportunities for Australians to enjoy the benefits of surfing than ever before.

The growth of the sport continues at every level. We are seeing a surge in participation across all ages, with more women and girls joining the line-up and starting their surfing journey.

A highlight of the year was undoubtedly the Irukandjis' Olympic campaign in Tahiti. Guided by our High Performance Director, Kate Wilcomes, the team of Tyler Wright, Molly Picklum, Ethan Ewing and Jack Robinson showcased their talent in testing conditions. In a memorable performance, Jack Robinson rose to the occasion and claimed Olympic silver, inspiring millions of Australians back home.

The Olympic Games presented an unparalleled promotional platform. We maximised this by producing "Come to The Edge," a one-hour special on Channel 9 aired directly after the State of Origin, attracting over 1 million viewers. Coupled with a strong digital push, Surfing Australia channels generated a record 5.1 million views, while the Irukandjis' social following grew by 54%.

In advancing our commitment to female participation, Surfing Australia secured a \$1 million federal Play Our Way grant. This has enabled the launch of Rise, a program designed to grow female coaches, judges and officials.

Our first Rise camp brought together 45 influential women at the Hyundai High Performance Centre. We have since supported the formation of 15 female-only Boardrider clubs, with more than 20 clubs actively engaging women and girls on their competitive pathway.

A very grateful shout out to all our commercial partners, including Hyundai, NRMA Insurance, Zuum Gum, Jim Beam, Boost Mobile, Ruffie, Dometic, Oakley, Kennards Hire, Acciona, BC Snacks, Coffee Supreme, Ghanda, Sambazon, Daiwa, No Pong, FCS, Black Roll, Woolworths, Yeti, Rip Curl, Murf Bikes, Breaka & Nutra

Organics. Also, to all our tourism destination partners of Major Events Gold Coast, Tourism & Events Queensland, Bass Coast Council, Destination NSW, Tweed Shire Council, Port Macquarie Hastings Council & Wollongong Council

STANDOUT HIGHLIGHTS

As we look back on an incredible year for Surfing Australia, I want to share some of the standout moments of our surfing community:

EVENTS

- Australian Surf Championships (Port Macquarie): Over 300 athletes competed across eight days in excellent waves, with more than 20 national champions crowned across Shortboard, Para Surfing and Bodyboard.
- Seas The Day Festival: The world's largest female surfing festival returned for its third year with 15,000 spectators, a world-record 300+ female competitors, and three festival zones featuring inspiring speakers and workshops.
- Australian Junior Online Championships: Our innovative online competition format attracted 250 junior surfers via video submission, judged as an 8,500 rated event within the Surfing Australia Junior Series.
- Australian SUP Titles (Phillip Island): Held across four days in October with strong competitor feedback; Team Victoria claimed the overall championship.
- Surfing Australia Awards (HOTA, Gold Coast): A landmark evening where Luke Egan was inducted into the Hall of Fame and Layne Beachley became the first female Life Member.
- YETI Australian Junior Titles (Wollongong): More than 250 competitors contested six national titles, with NSW taking the overall win and four athletes qualifying for the 2025 ISA World Juniors.
- Australian Para Surfing Titles (Byron Bay): Attracted a record 36 surfers, reinforcing the rapid growth of adaptive surfing.
- Hyundai Australian Boardriders Battle Grand Final (Burleigh Heads): Despite cyclone disruptions, the ABB was successfully staged with excellent waves, a larger site build, enhanced branding, new mascot challenge and digital innovations. North Shore Boardriders claimed their second ABB title.

ATHLETES, TEAMS, & COMPETITION

- High Performance Program: Recognition as a finalist in the AIS Sport Program of the Year highlighted the progress of our athlete pathways.
- ISA SUP & Paddleboard Worlds (Denmark): Michael Booth and Richard Finlay-Jones delivered standout performances, with Booth finishing top 12 across multiple events.
- ISA World Masters (El Salvador): Scott Schindler became World Champion (Men's Grand Masters O50). The team won overall Bronze, with further medals for Serena Brooke, Rod Baldwin and Sandra English.
- WSL World Juniors (Philippines): Winter Vincent finished runner-up after posting the event's highest heat totals. Lennix Smith and Rosie Smart reached the semifinals.
- ISA World Para Surfing (USA): The Irukandjis secured team Bronze with a haul of individual medals, including golds for Kai Colless and Jocelyn Neumueller. The team raised over \$26,000 in support.
- CT Success: Isabella Nichols won the Rip Curl Pro Bells just weeks after a runner-up finish in El Salvador, while Jack Robinson claimed his 8th CT victory.
- ISA World Longboard (El Salvador): Clinton Guest posted the event's top score (9.93). Team Australia finished 9th overall.
- Hall of Fame: Luke Egan was honoured for his extraordinary contribution to Australian surfing.

MEDIA & OWNED CHANNELS

- Olympic surfing received daily coverage on Channel 9, leveraging exclusive access to the Irukandjis and making headlines globally.
- Surfing Australia Studios received national recognition, winning Best Coverage of Sport by an Organisation at the Australian Sports Commission Awards.
- During the ABB postponement, our team pivoted to cover an epic Kirra swell, generating 8m+ views, 8,170 hours watched, and mainstream TV reach valued at \$131k.
- Surfing Australia TV produced 12 new episodes hosted by Vaughan ‘Deadly’ Blakey, further growing as a monthly platform for surf culture and stories.
- We successfully broadcast the World Wake Championships (Gold Coast) and provided extensive coverage of the Australian Longboard Titles, achieving 1.6m third-party reach and national TV exposure.
- The Dometic “Adventure with O” series eclipsed Season 1 performance with 158k YouTube views and 579k social views, with a breakthrough in engaging female audiences.

PARTICIPATION

- Our Boardriders community now numbers 242 affiliated clubs, the backbone of grassroots surfing.
- Over 400,000 new surfers were introduced through our network of 150 accredited surf schools.
- The \$1m Play Our Way grant is delivering transformational opportunities for women and girls through Rise and female-only Boardrider initiatives.
- Through a \$300,000 Play Well Surf For Life grant, we ran 12 programs across six states, reaching 420+ participants and upskilling 42 coaches, in partnership with Deadly Choices, Reclink, the Parramatta Eels and state surfing bodies. The ASC showcased the program as a national example of sport inclusion.
- The First Nations Youth Program wrapped up with a final camp at North Stradbroke Island, combining strong surf conditions with invaluable cultural learning.

FINAL THANKS

I would like to extend my heartfelt thanks to our Board of Directors. We welcomed Janine Allis & excited to bring her wealth of knowledge & expertise to the Board. I also want to acknowledge Adrian Bouris, Fiona De Jong, Graham Brimage, Brooke Farris, David Gyngell and Brett Chenoweth.

Your unwavering commitment and generosity of spirit have lifted Surfing Australia to new heights, and for that, I am deeply grateful.

To our Surfing Chair and champion, Adrian Buchan—thank you for your support and advice. Your service is invaluable, and we are fortunate to have you at the helm.

A big thanks to our First Nations Youth High Performance committee of Simon Zuvich, Amber Mercy, Rory Togo, Jordie Campbell & Kirsty Zurich. It a pleasure working with you & having you leading all decisions on the program is priceless.

To Matt Formston, the chair of our Para surfing committee, thanks for your leadership & friendship. To the entire committee of Mark “Mono” Stewart, Jocelyn Neumueller, Robyn Harvey & Ben Goldsmith great job & although we missed LA 2028, we are now focused on Brisbane 2032.

I want to take a moment to express my deep gratitude to all our key sport partners: the Australian Olympic Committee, the Australian Sports Commission, the Queensland Academy of Sport and the NSW Institute of Sport. Your significant investments of time and resources are pivotal in helping Australia maintain its status as the most dominant nation in global surfing.

A heartfelt thank you goes out to the Surfing Australia team. You are a passionate group, deeply committed to our surfers and communities. Your tireless efforts and unwavering dedication do not go unnoticed. It’s a privilege to witness your commitment every day, and I have immense respect for each of you.

Finally, I want to acknowledge our board rider clubs, surf schools, judges, coaches, officials and all surfers. You embody the essence of our beloved sport, and your collective spirit propels us forward. Here’s to riding this wave of success together into the bright future that awaits us!

CHRIS MATER, CHIEF EXECUTIVE OFFICER





ADRIAN 'ACE' BUCHAN

Surfing has afforded me a life of opportunity, friendship and happiness. Something I used to dream of when I closed my eyes each night as a kid. So, when I think about surfing in Australia, I don't just see a sport, I see a shared language. Whether it's a first wave at a surf school, a family cheering on their local boardrider club, or one of our athletes carrying the Irukandji flag on the world stage, surfing keeps finding new ways to bring us together. FY25 has been a reminder of how powerful that connection can be, linking generations, inspiring communities, and binding us all more closely to the ocean we love.

OLYMPIC INSPIRATION

The Olympic Games at Teahupo'o put surfing centre a stage – our best surfers competing for Olympic gold at the world's most feared wave. Tyler Wright, Molly Picklum, Ethan Ewing and Jack Robinson represented the Irukandjis with courage and humility. Jack's silver medal was more than just a result, it was a moment that lit up living rooms across Australia and gave every young surfer a reason to dream. But perhaps even more inspiring was the way our team carried themselves: resilient, stylish, and unafraid to take on one of the heaviest waves on earth.

GRASSROOTS AND PATHWAYS

At home, the heartbeat of Australian surfing is as strong as ever. More than 400,000 people picked up a board for the first time through our surf schools, while Woolworths SurfGroms passed a landmark 100,000 experiences delivered. These are not just programs that create champions, they are where lifelong surfers are born, and we pass on the gift of surfing.

Boardrider clubs continue to be the backbone of our surfing culture. The Hyundai Australian Boardriders Battle Grand Final presented by NRMA Insurance at

Burleigh was a perfect reminder of the grass roots passion, rivalry and mateship that make our community so special. On the junior stage, Ziggy Aloha Mackenzie and Dane Henry's ISA World Titles led the Junior Irukandjis to their first team gold in over a decade and proved that the next generation is already making its mark.

A SPORT FOR EVERYONE

This year also marked real progress in building a more inclusive surfing community. RISE, supported by the Play Our Way grant, is opening new doors for women as coaches, judges and competitors. The Seas the Day Festival has cemented itself as the world's biggest celebration of women's surfing, and our First Nations Youth High Performance Program continued to inspire young Indigenous surfers to pursue their goals with cultural strength and pride.

Meanwhile, the Surf for Life program is showing how surfing can go beyond the shoreline, creating healthier communities and breaking down barriers for people of all backgrounds. These initiatives remind us that surfing belongs to everyone, no matter where they start and that the strength in our lineups lies in their growing diversity.

LOOKING AHEAD

With Surfing Australia now in its strongest financial position ever, we are ready to invest with confidence in the future. Whether that means supporting our elite athletes, strengthening the pathway for our groms, or ensuring every Australian has the chance to experience the thrill of that indescribable moment of weightlessness.

To our partners, our Board, our staff, and the thousands of families and volunteers who give their time and energy—thank you. Surfing thrives because of your passion and commitment.

Surfing keeps us young, it keeps us connected, and it keeps us grounded in what matters most: stoke, community, and the ocean. I hope to see you in the surf and I can't wait to see where the next wave takes us!

Happy surfing.

ADRIAN "ACE" BUCHAN, CHAIR — SURFING AUSTRALIA

CHAIR REPORT



BOARD MEMBERS

BRETT CHENOWETH

Brett brings a wealth of major international experience across media, technology, entertainment, investment and telecommunications. Brett is Chairman of Canberra Data Centres (CDC), Adairs Limited (ASX: ADH), Madman Entertainment and the Advisory Board of HRL Morrison & Co. and he is an Independent Board Director of Vodafone NZ, Saxton Speakers Bureau and NSW Land Registry. Brett also serves as Chairman of the Investment Committee for The Bombora Group and as an Independent Director of Surfing Australia.

Brett has formerly served as Chief Executive Officer and Managing Director of APN News and Media and has held senior executive roles at the New York based investment firm Silverfern Group, Telecom New Zealand, Publishing & Broadcasting Limited, ecorp, ninemsn and Village Roadshow Limited.

Brett holds a Bachelor of Laws and a Bachelor of Economics from the University of Queensland and a Graduate Diploma in Applied Finance and Investment from the Securities Institute of Australia.

BOARD MEMBERS

BROOKE FARRIS

Brooke Farris is the newly appointed Chief Marketing Officer and President of North America at the World Surf League, the governing body for professional surfing. Before this role, Brooke was CEO at the world's leading surf company, Rip Curl, for three and a half years. With over 20 years of experience in the surfing industry, Brooke's love for the sport comes from her youth. Growing up and competing along the West Australian coastline, she has 2x Australian Surfing Championships and 3x WA State Titles on her record. On land, Brooke has followed her passion and pursued a career that empowers growth and equality in women's surfing.

From working alongside 7x World Surfing Champion and former Surfing Australia Chair Layne Beachley, through to working as Tour Manager for the Association of Surfing Professionals (ASP), Brooke successfully elevated the women's prize purse at events around the world and set the wheels in motion for female pay equality.



Brooke then began her work at Rip Curl. This 14-plus year period saw her running Rip Curl surf events around the world, leading exponential sales growth online as the GM of Digital and becoming the first female to join the company's global executive team as the GM of Women's, renewing the focus and vision of the women's brand while simultaneously growing the women's business globally. In August 2021, Brooke was promoted to CEO of Rip Curl, the first female CEO in Rip Curl's fifty-two-year history.

Surfing has been a consistent thread throughout Brooke's life and has given her the ability to live her passion daily. She hopes to support the growth of surfing in Australia, ensure its future, and see us win Olympic gold in 2028.



GRAHAM BRIMAGE

Graham is one of Australia's most experienced administrators in the sport and recreation industry and has been a passionate advocate and driving force for surfing in Western Australia.

For more than 20 years, Graham has held key governance and executive roles with a range of WA Government departments, statutory authorities, institutes, and sport organisations. These roles have spanned community sport, elite sport, outdoor recreation, fitness, and leisure sectors. He has extensive experience in strategic planning, policy development, and evaluation across Federal, State, and local government levels.

As part of this, Graham has generated strategic engagement for numerous projects and shared policy agendas for sport with mainstream portfolios including education, environment, transport, water, local government, justice, Aboriginal Affairs, health,

BOARD MEMBERS

communities, and tourism. Graham is passionate about utilising the power of sport to build stronger, healthier, happier, and safer communities.

He has been actively involved in WA surfing as a past president of Surfing WA and was pivotal in having the Margaret River Pro elevated to the World Championship Tour (WCT) in 2013.

He also led the \$4 million redevelopment project to build Surfing WA's new headquarters at Trigg Beach, which won two awards at the 2023 Master Builders Association Awards. Graham continues to be an active surfer and enjoys nothing more than chasing good days at Yallingup Main Break.



Championship Tour Surfer, Isabella Nichols. Credits: Andrew Shield.

BOARD MEMBERS



ADRIAN BOURIS

Adrian has over 30 years extensive experience in investment banking and corporate and commercial law over a range of numerous industries and sectors. He was formerly Managing Director of the Australian Investment Banking Division of ING Bank N.V., and prior to that Director of SG Hambros Australia.

Adrian is currently principal and managing director of BBB Capital Pty Ltd, non- executive director of Yellow Brick Road Holdings Limited, non-executive director of the Momentum Media group and Director and part-owner of The Surf Travel Company.

Prior to his appointment to the Surfing Australia Board, he was a non-executive director on the Board of Surfing NSW for approximately eight years and holds an unending passion for "Surfing in Australia".



FIONA DE JONG

Fiona is a former triathlete and lawyer with 20 years' experience in sport administration. Fiona is currently leading the Australian Institute of Sport European Training Centre located in Italy for the Paris 2024 and Milano-Cortina 2026 Olympic Games campaigns.

Previously as CEO and Director of Sport at the Australian Olympic Committee (AOC), she delivered 10 Australian Olympic Team campaigns – 3 summer, 3 winter and 4 youth.

Recently Fiona was Head of Australia's Nation Brand at the Australian Trade and Investment Commission (Austrade), leading the Australian Government's ambitious global marketing initiatives to encourage the world to visit, study, invest and do business with Australia.

BOARD MEMBERS

Fiona holds degrees in Law (Hons), Information Technology, and graduate of the Harvard business School advanced management program.

She is a board member of Surfing Australia, Australia Italy Business Association, Treasurer for the global Association of Sports Performance Centres, Member of the National Sports Tribunal, and former Chair Centennial Parklands Foundation, member of the Australian Sports Diplomacy Advisory Council, AOC Executive, Australian Olympic Foundation, Olympic Winter Institute of Australia, International Olympic Committee (IOC) Marketing Commission & IOC Taskforce on Safeguarding Athletes.



BOARD MEMBERS

JANINE ALLIS

Janine Allis is a dynamic entrepreneur who turned a simple idea into an international sensation.

In 2000, she launched Boost Juice Bars from her kitchen, building a global empire that now includes over 850 stores in 13 countries. Her innovative spirit led to the creation of Retail Zoo, which houses additional successful brands like Salsa's Fresh Mex Grill, and Betty's Burgers.



Recognized as one of the top 15 people who have revolutionised business in the last 25 years by BRW, Janine has also been named one of Australia's top 20 most successful individuals by Bastion Collective. Her accolades include winning the prestigious Telstra Businesswoman of the Year award.

Janine is the bestselling author of The Accidental Entrepreneur and a familiar face on TV, appearing on Shark Tank, Australian Survivor, Celebrity Apprentice, and Gordon Ramsay's Food Stars. Committed to empowering others, she recently launched The Business Academy, an online course designed to mentor aspiring entrepreneurs.

Janine's journey exemplifies the power of resilience, innovation, and a vision to inspire the next generation of leaders.



DAVID GYNGELL

One of Australia's most influential and experienced media executives, David Gyngell has had a very successful and extensive media career for over 20 years. Up until his retirement in 2015 he was the Chief Executive Officer of Nine Entertainment Co. Pty Ltd (NEC) and remained on the Board until November 2018.

During his time as CEO David was instrumental in the debt refinancing of NEC in October 2012 and then successfully listed Nine Entertainment Co on the ASX in December 2013.

David was the founder and Chairman of Australia's first subscription streaming service Stan which commenced streaming movies and television shows in Australia in January 2015. He was the Chairman of Balter Brewery from 2016 to 2020 and has also been the Chairman of FreeTV and Surfing NSW.

David was the owner of the iconic Brunswick Hotel and a number of retail and property businesses.

He has been involved with surf retail from 1994 to 2020 which included Bondi Surf Co, Maroubra Underground and Beach Culture.

BOARD MEMBERS

David has held several directorships in a range of high-profile companies, including Nine Entertainment Co, ACP Magazines, Ticketek, NineMSN, CarSales, Hoyts, Perisher Pty Ltd, Crown Pty Ltd, eBay, Charles Schwab, Wizard Home Loan, just to name a few.

David was on the Board of the Sydney Roosters for 10 years and is a Life Member and was appointed to the NRL Players Union Advisory Board in April 2016.

PARTICIPATION & COMMUNITY

GROW AN INCLUSIVE AND ACTIVE
COMMUNITY THROUGH SURFING



“With surf schools calling out for more qualified coaches, Surfing Australia Programs such as Surf For Life help to build a skilled, diverse coaching workforce and open real employment pathways for young people in the surfing industry.”

BLAKE WHITTAKER,
PARTICIPATION AND PROGRAMS MANAGER



AFFILIATED SURF AND SUP SCHOOLS

Surfing Australia's network of 153 accredited Surf and SUP Schools remains the gateway to surfing for hundreds of thousands of Australians each year.

In FY25, over 500,000 people took to the waves through lessons delivered by our trusted national network, reinforcing the vital role our schools play in community participation and grassroots growth.

In partnership with our state bodies and with the support of the Australian Sports Commission, Surfing Australia ensures all accredited surf schools deliver safe, inclusive, and high-quality instruction.

To help our providers thrive, we offer operational support and workforce development across:

- National coaching accreditation pathways
- Public liability and professional indemnity insurance
- Brand credibility for trusted and consistent delivery
- Marketing tools and operational resources.

These schools are the backbone of national participation programs, bringing more people into surfing and building strong local businesses.

Surf For Life Program. Credits: Andrew Shield.



AFFILIATED BOARDRIDER CLUBS

Boardrider clubs are the heart and soul of Australian surfing, with 229 affiliated clubs and over 40,000 members across surfing disciplines. From the electric energy of the ABB Grand Final to the inspiring celebration of women at Seas The Day, these events reflect the unity and strength of Australia's club surfing culture.

The boardrider movement continues to thrive, driven by passion, and a deep sense of community. Surfing Australia proudly supports this network through strategic alignment with state bodies, grassroots development programs, and new resources that strengthen the club experience nationwide.

In 2025, 108 clubs utilised the free JustGo Clubs upgrade, simplifying event and member management.

Yallingup Boardriders Club. Credits: Andy Morris.

Affiliated clubs benefited from new initiatives, including club merchandise partnerships, support for fundraising events, and access to education programs such as Judging and Club Officiating courses.

The para surfing movement expanded, with four dedicated Para clubs across three states, with plans to support more in the coming year.

Australian surfing is powered by its people, and our boardrider community continues to lead the charge from the beach up.

PARTICIPATION & COMMUNITY: SURFINGAUSTRALIA.COM | 27



WOOLWORTHS SURFGROMS

Woolworths SurfGroms remains Australia's leading national learn-to-surf program for children aged 5–12, providing a safe, fun, and inclusive introduction to the sport.

In FY25, more than 5100 groms joined SurfGroms sessions across after-school, weekend, and school holiday periods. A further 4500 primary and secondary students experienced the stoke of surfing through Sporting Schools programs, delivered by 65 accredited surf school providers across Australia.

Our reach continues to grow through provider support, strategic marketing, easy booking systems, quality program resources, and a strong ambassador presence.

Recognised by families for its holistic approach to surf education, SurfGroms helps kids build confidence, coordination, ocean awareness, and a lifelong connection to the beach.

We extend a massive thanks to Woolworths for their continued support, alongside presenting partner Rip Curl and supporting partners NSP Surfboards, Ruffie Rustic Foods, Coeee, Sun and Earth, and BoardSox.

'24/25 Woolworths SurfGroms Program. Credits: Andy Morris.



'24/25 Woolworths SurfGroms Program. Credits: Andy Morris.



SURF FOR LIFE

Surf for Life is Surfing Australia's flagship inclusion initiative, designed to break down barriers and bring the joy of surfing to those who might not otherwise get the chance.

Since launching in 2012, the program has supported more than 10,700 participants across Australia, with FY25 seeing 22 programs run in six states, welcoming more than 700 new surfers.

Supported by the NJ Innis Charitable Foundation, Macquarie Sports, Woolworths Supermarkets and the Australian Sports Commission's Play Well grant, Surf for Life delivers more than just surf lessons.

The program drives social inclusion, improves wellbeing, and creates life-changing opportunities for young people.

The program also plays a vital role in growing a skilled and diverse coaching workforce. In FY25, 63 new coaches from diverse backgrounds gained accreditation through the Play Well Surf

for Life and Macquarie Sports Coach Ready programs, helping meet rising demand across surf schools.

Surf For Life Program held at Currumbin Alley Beach. Credits: Andrew Shield.

LEARNING & DEVELOPMENT AND ONLINE SYSTEMS

Surfing Australia continues to build on its commitment to world-class education and digital support, expanding learning tools and systems for coaches, judges, officials, and administrators nationwide.

In FY25, our Learning & Development team delivered several major initiatives, including the rollout of the new L2 Professional Judging Course, a streamlined Annual Coaching Renewal, and updated content aligned to the National Integrity Framework. We further supported state bodies in developing eLearning formats for Surfers Rescue 24/7, broadening the reach of vital safety training.

Our global reach grew through our ongoing partnership with the ISA, adding Italian and Japanese to our growing library of translated

coaching and judging courses, which already includes Spanish, Chinese, French, Indonesian and Portuguese.

National training efforts supported new state leads in Queensland and South Australia, as we continued to update our Surfing Portal and Learning Centre with fresh instructional videos and resource guides to assist users across the network.

Our systems team worked closely with members, clubs, and state bodies through the JustGo platform, which supports events, communications, memberships, and accreditations.

Over the past year, we introduced a range of key enhancements, including a new reporting suite and club finder tool, improvements to event management, waitlists, family accounts, and credential tracking, as well as national support and onboarding for the NSW membership rollout.

Updates were also made to user agreements and opt-in functionality.

By strengthening both our education pathways and online systems, we are helping more people connect, upskill, and remain engaged in surfing at every level.

Judging panel at the Sydney Surf Pro Credits: Andy Morris.



JUDGING & OFFICIATING

The integrity of every surfing event begins with world-class officiating – and that starts with education. In 2025, Surfing Australia continued to deliver a comprehensive suite of Judging and Officiating courses both online and in-person, designed to upskill club-level volunteers, state officials and international judges through our partnership with the ISA global network.

Unified and consistent training remains key to building skilled, confident and fair judges who can deliver high-quality feedback and maintain the integrity of competition at every level.

From junior heats to community club rounds and the ABB Grand Final, our commitment to developing elite officials ensures judging meets the highest standard.

By setting and upholding the global benchmark in surf officiating, Surfing Australia continues to raise the bar for fair, consistent, and professional competition outcomes across the sport.

Judges at the Sydney Surf Pro. Credits: Andy Morris.



INTEGRITY IN SURFING

Surfing Australia continues to strengthen its commitment to embedding integrity across all levels of the sport, guided by Sport Integrity Australia's National Integrity Framework (NIF) to ensure safe, fair and inclusive participation. In FY25, funding from the National Integrity Capability Enhancement Program secured our National Integrity Manager role through to June 2026, increasing our capacity to protect surfing from integrity threats.

This year, we launched a surf-specific integrity blog series, delivered anti-doping communications and facilitated testing at the 2024 YETI Australian Junior Surfing Titles, alongside a dedicated safeguarding session for parents and athlete support teams. Updates to coaching modules, the Rule Book, and the Boardrider Club Manual ensured that integrity standards were embedded across the sport.

Education hubs at the 2024 YETI Australian Junior Surfing Titles and 2025 Interschools Championships gave athletes and families direct access to resources, ensuring our community understands what integrity means and why it matters.

Working closely with State Sporting Organisations, we strengthened complaint handling capability, disciplinary processes and training, building confidence in managing integrity issues nationally. Protecting children and young people remains at the heart of these efforts as we embed integrity in every corner of Australian surfing.

Credits: Andy Morris

SURFING AUSTRALIA RISE

In 2025, Surfing Australia launched RISE, a national program designed to empower women and girls in surfing by increasing access, opportunity, and leadership across all levels of the sport. Backed by \$1 million in federal funding, RISE focused on growing female participation through a combination of club support, training pathways and inclusive events.

The RISE brand was officially launched at the Australian Boardriders Battle Grand Final, where 150 women gathered for a dedicated breakfast event to celebrate the program's vision. RISE was then activated at key national events, including the Interschools Championships and Seas the Day, helping embed visibility and momentum across the surfing calendar.

June saw more than 40 women from around the country attend the first RISE Development Camp at the Hyundai Surfing Australia High Performance Centre.

The powerful two-day program delivered targeted accreditation up-skilling, career development, and connections for women working across key areas of the surf industry. Six state leads from across Australia were also supported to attend.

By year's end, 262 new female coaches, judges and officials had entered the system, while a \$20,000

equipment grant saw 20 clubs receive funding to grow female participation at a grassroots level. RISE also welcomed two new clubs – Slide Sisters and Thrive Surf Therapy – reflecting the program's growing impact.

Through RISE, Surfing Australia is building a more inclusive environment and representative future for surfing, one that celebrates, connects and supports women and girls at every level of the sport.

The launch of Surfing Australia RISE, held at the 2025 Australian Boardriders Battle. Credits: Ethan Smith.



Participants of the first-ever Surfing Australia RISE camp. Credits: Surfing Australia.



FIRST NATIONS YOUTH HIGH PERFORMANCE PROGRAM

The First Nations Youth High Performance Camp entered into it's third year, continuing to support young Indigenous surfers from across Australia in both their surfing careers and personal growth.

The program held its third Camp at Minjerribah (North Stradbroke Island) combining High Performance Coaching from Wade Carmichael and Olympic Coach Matt Bemrose combined with cultural immersion activities, helping the athletes strengthen their skills and connection

to heritage and country. This important program is there to help first nations youth be their best not only as a surfer but with an emphasis on wellbeing and cultural identity.

Special thanks for supporting & mentoring the participants on their cultural journey go to our all-indigenous committee that make all the decisions on the program – Amber Mercy, Jordie Campbell , Kirsty Zoric, Rory Togo &

Simon Zuvich and our 2024 Project Manager Joe Murray. In addition, big thanks to Norm Innis for providing the funding for the program and supporting partners Dometic & Billabong.

Credits:



Credits:

EVENTS

DELIVER A HIGH QUALITY
COMPETITIVE & LIFESTYLE
EVENTS PORTFOLIO



“In FY25, we kept building on our promise to bring more value to our competitors through improved events and competitor experience. It's been great to see even stronger teamwork across all states and disciplines, leading to smarter decisions and real progress for surfing in Australia.”

ROHAN FELL,
SURFING AUSTRALIA EVENT MANAGER

Jackson Baker surfing in the Hyundai Australian Boardriders Battle Grand Final. Credits: Andy Morris.



HYUNDAI
AUSTRALIAN
BOARDRIDERS
BATTLE
SURFING AUSTRALIA

HYUNDAI AUSTRALIAN BOARDRIDERS BATTLE PRESENTED BY NRMA INSURANCE

Burleigh Point once again proved itself as a surf spectators’ dream, delivering a weekend of world-class surf, roaring crowds, and flawless viewing coverage for the 2025 Hyundai Australian Boardriders Battle Grand Final presented by NRMA Insurance. Clean three-to-four-foot lines rolled down the point as 42 of Australia’s best boardrider clubs battled for national glory.

North Shore Boardriders took home bragging rights as Australia’s best boardrider club, overcoming Torquay, Merewether and Snapper Rocks to claim the prestigious title and a share in over \$115,000 in prize money. Specialty awards went to Leihani Zoric (Layne Beachley Award), Ocean Lancaster (Rabbit Bartholomew Award), Xavier Huxtable (Oakley Prizm Performer) and Bungan Boardriders (Club Spirit Award).

The site build delivered flawless viewing coverage, elevated with big screens, live broadcast, a top-deck bar and hill activations for fans of all ages.

The newly introduced Mascot Challenge kept the crowd engaged throughout the weekend, while the official launch of Surfing Australia’s RISE program brought further energy and inclusivity to the event.

Originally slated for March, the Grand Final was rescheduled due to Cyclone Alfred, with the revised April window delivering near-perfect conditions. Widely hailed as “the best ABB yet,” the event drew strong

media praise for its unique format, with many surf fans left wondering if “we’ve been running surf comps wrong all along.”

After all, the Hyundai Australian Boardriders Battle is ‘not your average surfing event’ and redefines competitive surfing. The high-energy, team-based format offers a unique ‘run and surf’ tag-team style. It’s club pride on full display, with the atmosphere more like a packed footy final than a quiet day at the beach – a one-of-a-kind platform that showcases the heart and soul of Australian surfing.

Grand Final. Credits: Andy Morris.



Introducing the Mascot Challenge at the Grand Final at Burleigh Heads. Credits: Andy Morris.

ABB REGIONAL SERIES 12

The Hyundai Australian Boardriders Battle (ABB) continued its reign as the nation's biggest grassroots surfing series, uniting 82 club communities across Australia in a uniquely competitive format, celebrating skill, strategy and surf culture. Across 12 regional events held from September to November 2024, clubs went head-to-head for a spot in the ABB Grand Final, with New South Wales and Queensland boasting the largest and fiercest fields.

40 clubs secured their place in the ABB Grand Final, joined by two wildcards. Prize money was awarded at every stop, recognising standout performances and fuelling grassroots surfing on the road to Burleigh. Regional champions were crowned at each qualifier: Coffs Harbour (NSW North), Freshwater (NSW Central), Scarborough (NSW South), Noosa (QLD), Peninsula (VIC), Yallingup (WA), Seaford (SA) and North East (TAS).



Credits: Surfing South Australia

AUSTRALIAN INTERSCHOOLS SURFING CHAMPIONSHIPS PRESENTED BY BREKKA

The Gold Coast's iconic Kirra Beach hosted the 2025 Australian Interschools Surfing Championships presented by Breka. The event established itself as the largest high school surfing event in the country, bringing together over 100 school teams from across the country for two days of elite-level surfing, school spirit, and fierce tag-team competition.

Students from Years 7–12 competed across multiple divisions, including Tag Team and Individual, with separate categories for Junior Boys, Junior Girls, Senior Boys, and Senior Girls. In pumping

Kirra Beach was a prime event location for the 2025 Australian Interschools. Credits: Andy Morris.

surf, the ABB-inspired format ran across dual banks, pushing participation and performance to new heights.

The event crowned Palm Beach Currumbin (QLD) as overall champions for the second year running, with national titles awarded across four tag-team divisions.

Beyond surfing, the event received strong media coverage, helping to promote school surfing nationally. With participation, performance, and community at its

core, the Interschools Surfing Championships continue to evolve as a key pillar

in the national school sport calendar — alongside snow sports and mountain biking.

The event was proudly supported by Breka, Experience Gold Coast, Surfing Queensland, and schools from across the nation that continue to elevate the standard of school surfing.



SEAS THE DAY WOMEN'S SURF FESTIVAL

Recognised as the world's largest female participation surf festival, Seas The Day returned to Kingscliff Beach, NSW for its third and largest edition yet. Cementing its place as a premier event on the Australian surfing calendar, the 2025 event drew a crowd of over 15,000 attendees and featured 100+ teams from across the country.

The two-day celebration welcomed women and girls of all ages and abilities, with competition ranging from U12 Mini Shredders to the

Open Women's Para, and Longboard and Shortboard divisions. A major highlight was the Celebrity Surf Challenge, which saw multiple Olympians and icons like Layne Beachley, Sam Bloom, and Pauline Menczer join forces in a tag-team event full of stoke and camaraderie.

Off the sand, the festival offered three interactive hubs, packed with wellness workshops, inspiring panels and cultural sessions led by speakers including shapers,

current pros, and legends of the sport. Seas The Day continued to deepen its connection to Surfing Australia's RISE initiative, creating a community for women to be seen, heard, and valued in every part of the surf industry.

The event was proudly supported by the NSW Government, Tweed Shire Council, and a range of valued partners.

SEAS
THE
Day



Micro-Grom at Seas The Day. Credit: Andy Morris.

Credits: Andy Morris.

YETI AUSTRALIAN JUNIOR SURFING TITLES

Wollongong, NSW, hosted the 2024 YETI Australian Junior Surfing Titles, delivering eight straight days of action as 252 of the nation's top junior surfers battled it out for national glory. With the ISA World Junior Championship selection on the line, performance levels soared. Innovative aerial performances by female competitors in the latter rounds highlighted the elite and ever-evolving level of junior surfing talent in Australia.

Two days of live webcast brought finals to fans around the country as champions were crowned across all divisions, securing spots on a prestigious Honour Roll and earning the right to represent Australia on the world stage.

Fourteen champions were crowned across U18, U16, and U14 boys and girls divisions, along with senior and junior divisions in the MR Shield school competition. NSW took home bragging rights and the overall state title. Rotating locations each year, the event heads to Fleurie Peninsula, SA, to crown the nation's top junior athletes in 2025.

YETI
Australian
**JUNIOR
SURFING**
Titles
Wollongong, NSW

Milla Brown, the U18 Women's Australian Champion Credits: Aaron Hughes



Samuel Lowe, the U18 Men's Australian Champion Credit: Aaron Hughes.

AUSTRALIAN SUP TITLES

The Australian SUP Titles made their debut at Phillip Island, marking the start of a three-year commitment to bring the event to Victoria's rugged coastline.

Across five days, competitors battled in surf SUP, technical racing, and marathon racing divisions. Smiths Beach and Right Point delivered powerful surf for high-performance stand-up paddle surfing, while the marathon course, stretching from Coronet Bay

to Cowes Foreshore, pushed competitors to their endurance limits, creating a dramatic spectacle for spectators lining the coast.

Phillip Island is set to become a long-term home for SUP surfing, raising the sport's profile nationally as a high-performance and inclusive discipline.



Racing and surfing competitors in Phillip Island, VIC. Credits: Surfing Victoria.

AUSTRALIAN LONGBOARDING TITLES

As the longest-running event on the Australian surfing calendar, the Australian Longboard Titles returned to the Tweed Coast for six days of flawless waves and exceptional longboarding.

Bringing together the country's best surfers across junior, open and masters divisions, the event celebrated the sport's rich culture and strong community spirit. Competitors combined traditional logging techniques with progressive manoeuvres and world-class nose rides, showcasing the depth of Australian longboard talent across generations.

Winners of the Open Men's and Women's divisions secured their place on the Australian Surfing Team, the Irukandjis, to represent Australia at the 2025 ISA World Longboard Championships in El Salvador.

Here, Tully White finished an outstanding equal 6th in the world, and Clinton Guest produced two of the single highest-scoring waves of the competition, with a 9.93 and a 9.17, both earned on beautifully executed, extended nose rides.

Stylish nose riding at the Australian Longboarding Titles. Credits: Tav Ocean.





AUSTRALIAN BODYBOARDING TITLES

The Australian Bodyboard Titles, supported by Ingenia Holiday Parks, brought Australia's top bodyboarders to Port Macquarie for two days of high-quality competition.

With clean, powerful waves setting the stage, riders across all divisions — from juniors through to masters—showcased a mix of technical rail surfing, innovative manoeuvres and progressive aerials. The event not only celebrated the sport's strongest talent but also

provided vital experience for emerging bodyboarders looking to build their competition credentials on a national platform.

Thanks to the efforts of Surfing NSW, the championship reaffirmed its role as the pinnacle of Australian bodyboarding, inspiring the next generation to push the sport forward.

Competitors had pumping conditions for the Australian Bodyboard Titles. Credit: Surfing Australia.



AUSTRALIAN SHORTBOARD TITLES

Five days of competition at North Haven produced some of the most exciting surfing of the 2024 Australian Shortboard Titles. Athletes from every state across the nation delivered strong performances across open, and masters divisions.

A historic first for the event saw Masters surfers awarded positions for the ISA World Surfing Games, recognising their experience and talent and offering a new international pathway for senior competitors.

This milestone added prestige to an already important national event, position it as stepping stone for mature aged surfers aiming to make their mark on the world stage.

Backed by the dedicated team at Surfing NSW, the Shortboard Titles reinforced Australia's reputation for producing top-tier surfers across all generations.

Kiera Buckbitt, Team NSW. Credit: Surfing Australia.

AUSTRALIAN PARA TITLES

Para surfing in Australia continues to reach new heights, with participation growing by more than 30%, as two national titles and a World Adaptive Tour event were delivered in the same financial year.

The first event in Port Macquarie welcomed a record field, where athletes showcased exceptional skill, courage and determination across multiple classifications.

In March, the Australian Para Surfing Titles were staged in Byron Bay alongside the international BrightSky Australian Adaptive Pro, supported by Surfing Australia.

This combined platform brought adaptive and para surfers together on a shared stage, significantly boosting visibility and opening new pathways for athletes.

Beyond competition, the Macquarie Sports ‘Surf for Life’ program offered free learn-to-surf sessions for adaptive participants, fostering inclusivity and inspiring many first-time surfers to take to the water.

Top athletes across nine adaptive surfing classifications earned selection to Team Irukandjis for the 2025 ISA World Championships.

The sport continues to push towards Paralympic recognition, backed by strong advocacy from The Surfing Australia Para Surfing Committee.



Mark 'Mono' Stewart, the 2025 Kneel Australian Para Surfing Champion. Credits: ISA.

ADAPTIVE SURFING IN AUSTRALIA

Para Surfing continues to grow and evolve in Australia, a testament to the strength and resilience of adaptive athletes and the continual support from the Surfing Australia Para Committee. At the 2024 ISA World Para Surfing Championships, Australia took home Bronze. It is an event that not only showcases the highest level of competition but also inspires greater inclusivity in the sport of surfing.

- Jocelyn Neumueller (Park Holme, SA) Para Surf Prone 2 – 1st / GOLD
- Kai Colless (Burleigh Heads, QLD) Para Surf Prone 1 – 1st / GOLD
- Joel Taylor (Lennox Head, NSW) Para Surf Prone 1 – 2nd / SILVER
- Emma Dieters (Mona Vale, NSW) Para Surf Kneel – 3rd / BRONZE
- Cliff Gralton (Tuncurry, NSW) Para Surf Prone 2 – 3rd / BRONZE
- Mark 'Mono' Stewart (Byron Bay, NSW) Para Surf Kneel – 4th / COPPER
- Kirk Watson (Mona Vale, NSW) Para Surf VI 1 – 4th / COPPER
- Matt Formston (Wamberal, NSW) Para Surf V – 4th / COPPER

Kai Colless, ISA Para World Champion. Credits: ISA





AUSTRALIAN
SURFING
AWARDS
INCORPORATING THE
HALL OF FAME

THE AUSTRALIAN SURFING AWARDS INCORPORATING THE HALL OF FAME

Held under the stars at the Home of the Arts outdoor arena in Surfers Paradise, QLD, the 2024 Australian Surfing Awards brought together over 370 guests to celebrate the standout figures in Australian surfing. Hosted by the ever-entertaining Vaughan Blakey, the red-carpet event featured 19 award categories, a sit-down dinner, and live interviews with some of the sport's biggest names.

Jack Robinson and Molly Picklum were crowned Male and Female Surfer of the Year, recognising their stellar international seasons. Sierra Kerr and Dane Henry took out the Stephanie Gilmore and Mick Fanning Rising Star Awards, while Jocelyn Nuemueller and Kai Colless were honoured as Para Surfers of the Year for their excellence and inspiring performances.

New talent and creative contributions were recognised through awards like Surf Clip of the Year, taken out by Soli

Bailey and Chris Peel, and Surf Film of the Year, awarded to Jay Phillips Isn't Dead. The Breakthrough Surf Brand of the Year went to Rivvia Projects, and Jordie Campbell was awarded the Indigenous Surfing Community Celebration Award for his leadership and advocacy.

The evening also included recognition for outstanding service, coaching, sustainability and community impact, highlighting the full breadth of Australian surfing culture and achievement.



From Top Left to Right: Luke Egan was inducted into the Hall of Fame alongside Mark 'Occy', Joel Parkinson, Mark Richards – Joceyln Nuemueller, Female Para Surfer of the Year – DHD Darren Handley, Shaper of the Year – Soli Bailey, Heavy Water Award & Clip of the Year – Nick Green, Surf Photo of the Year – Max Wells, Lifetime Achievement Award – Kai Colles, Male Para Surfer of the Year – Matt Bemrose, Coach of the Year – Dane Henry, Male Rising Star – Jack Robinson, Male Surfer of the Year – Jay Phillips, Surf Film of the Year – India Robinson, She's Electric Award – Layne Beachley, Life Membership Award.

HOTA hosted the 2024 Australian Surfing Awards. Credits: Ethan Smith.



2024 HALL OF FAME INDUCTEE, LUKE EGAN

Surfing Australia honoured Luke Egan as the 47th inductee into the Australian Surfing Hall of Fame during the 2024 Australian Surfing Awards. A former world tour standout and one of the sport's most respected figures, Egan is known for his powerful surfing, exceptional tube-riding and long-standing commitment to progressing the sport.

Over a 22-year career on the ASP World Tour, he won four events, finished runner-up in the 2000 world title race and placed in the top five five times.

After retiring in 2005, Egan transitioned into coaching, guiding Joel Parkinson to multiple event wins, Triple Crown titles and a near world championship. His induction recognised not just his competitive results, but the influence he continues to have across the industry and athlete development pathways.

Luke Egan (centre), the 2024 Hall of Fame inductee Credits: Ethan Smith.



SURFING AUSTRALIA LIFE MEMBERSHIP LAYNE BEACHLEY

Layne Beachley was awarded Surfing Australia Life Membership, recognising her enduring impact on the sport both in and out of the water. With seven World Titles — including a record six consecutive championships — and 29 World Tour victories, Beachley remains one of the most successful surfers in history.

She served as Chair of Surfing Australia from 2015 to 2023, is a Patron of the organisation, and continues to mentor future champions through programs such as the Layne Beachley Talent Identification Camp.

A passionate advocate for women in surfing and mental health, she founded the Aim for The Stars Foundation, has been an ambassador for the Australian Olympic Team, and remains a driving force through initiatives like Awake Academy. Her Life Membership acknowledges a lifetime of extraordinary service to Australian surfing and the wider community.

Layne Beachley, 2024 Surfing Australia life member. Credits: Ethan Smith.

AUSTRALIAN JUNIOR ONLINE SURF CHAMPIONSHIPS

Initially developed in response to the pandemic, the Australian Junior Online Surf Championships has continued to grow, reflecting the rising demand for non-traditional, progression-focused events.

In 2025, division winners took home 8,500 points towards the National Junior Series rankings – a significant increase from previous years – making the event more valuable than ever & ensuring the national rankings more accessible for participants across Australia.

In the unique format, surfers had a one-month filming window to capture and submit their best clips across Under 12 to Under 18 divisions, with competition categories including Best Wave, Best Air, Best Barrel and Best Wipeout.

A dedicated four-day judging period followed, during which standout performances were scored by a national panel

Winners included:

Leihani Zoric (Best Air & U14 Girls), Talia Tebb (Best Barrel & U16 Girls), Max McGillivray (Best Air), Kash Brown (Best Barrel), and Olive Hardy (U18 Women), with standout showings from across NSW, QLD, VIC and WA

AUSTRALIAN
JUNIOR
ONLINE SURF
CHAMPIONSHIPS

HIGH PERFORMANCE PROGRAM

SUPPORT OUR AUSTRALIAN
ATHLETES TO BECOME THE WORLD'S
BEST SURFERS AND PEOPLE



“In FY25, the High Performance Program reached new heights with a historic silver medal for Jack Robinson in surfing at the Paris 2024 Olympic Games. This achievement reflects the dedication of our athletes, coaches, and support teams, and highlights the strength of our pathways as we continue to build sustained success on the world stage.”

KATE WILCOMES,
NATIONAL HIGH-PERFORMANCE DIRECTOR

The 2024 Paris Olympic Australian Surfing Team. Credits: Surfing Australia.

NATIONAL HIGH PERFORMANCE PROGRAM: [SURFINGAUSTRALIA.COM](https://surfingaustralia.com) | 61

PARIS 2024: THE IRUKANDJI'S OLYMPIC SUCCESS

Jack Robinson made history at the 2024 Olympic Games, delivering Australia with a Silver Medal – our best-ever Olympic surfing result, and the culmination of years of preparation through the High Performance Program.

Four Australian athletes – Jack Robinson, Ethan Ewing, Tyler Wright and Molly Picklum – represented the Irukandjis at the Paris 2024 Olympic Games held at Teahupo'o, Tahiti, the most remote sporting venue in Olympic history.

Surfing Australia's 2024 Olympic campaign included targeted strike missions to Tahiti, intensive equipment testing, wave pool simulations, mental preparation, and individualised event support before and during the Games.

Surfing Australia collaborated closely with the AIS and Australian Olympic Committee to deliver a high-performance environment that allowed athletes to focus

solely on performance execution at the most pivotal event of their careers.

The Irukandji's identity continues to unify the Australian Surfing team, cultivating pride, connection, and a positive environment that creates not only elite athletes, but resilient, authentic individuals who inspire a nation of surfers.

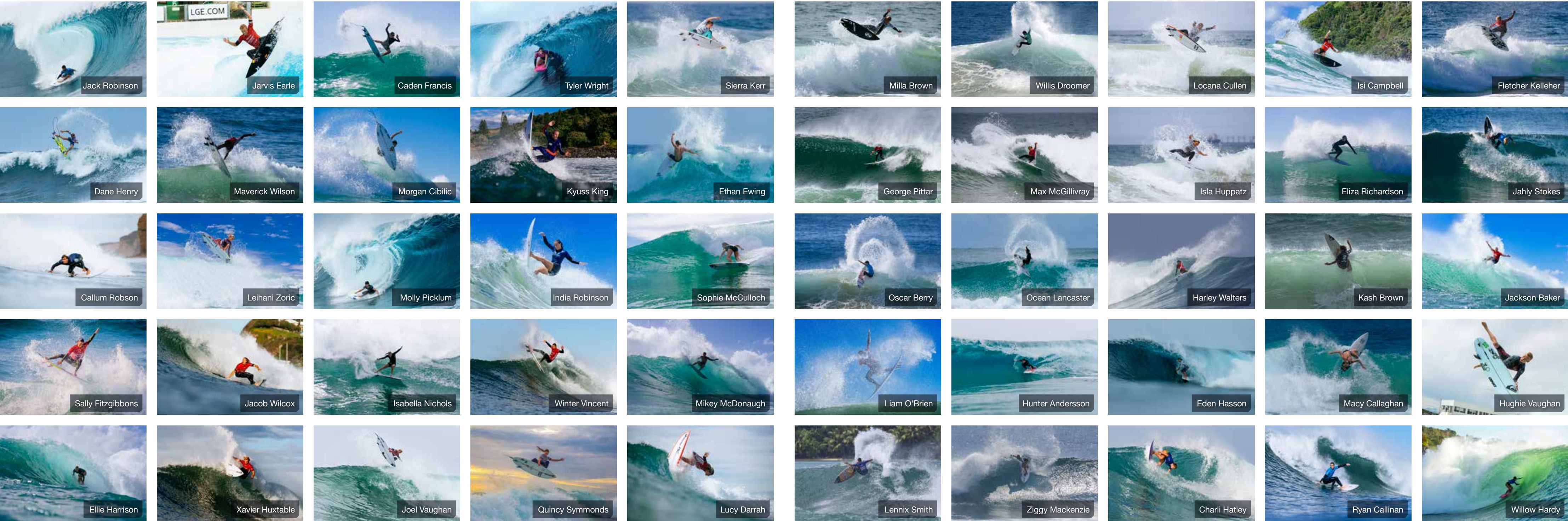


Jack Robinson, the 2024 Olympic Surfing Silver Medallist. Credits: ISA Surfing.



Jack Robinson. 2024 Paris Olympic Silver Medallist. Credits: Beatriz Ryder / ISA.





NATIONAL HIGH PERFORMANCE PROGRAM

ATHLETES

Our purpose remains to support athletes in becoming the world's best surfers and people, driven by the mission to be the world's most dominant surfing nation. In 2025, we continued to ensure that every nationally identified athlete in the pathway is mentally and physically healthy, working to an Individual Performance Plan (IPP), and is supported to meet their outlined personal performance targets.

This year, 50 athletes were formally categorised under the High Performance Program, a 26% reduction from 2024 following a tightened review process approved by the Australian Institute of Sport (AIS) and Surfing Australia panels. Athletes are classified as Emerging, Developing, Podium Potential, Podium Ready or Podium (Olympic level), and are listed with the AIS, Sport Integrity Australia, and National Institute Network partners.

Support for these athletes includes coaching, event support, strength and conditioning, physiotherapy, medical care, sports psychology and wellbeing services, nutrition, video analysis, camps, and strike missions. Such support guides every element of their development and is regularly reviewed to ensure progress toward World Tour and Olympic success.

COACHING

Coaching of the highest quality remains vital to building the next generation of world-leading surfers. In FY25, we strengthened our coaching framework through the appointment of additional specialist coaches under the Podium and Pathway programs. This expansion improved our coach-to-athlete ratio to 1:8, allowing for more personalised support.

Collaboration between Surfing Australia pathway coaches and independent network coaches increased through international ISA events and strike missions. The HPP also invested in coach development, with opportunities for coaches to participate in AIS leadership programs, cross-discipline workshops, and on-ground learning at Challenger Series and Championship Tour events.

These initiatives continued to build a cohesive national coaching network aligned with Surfing Australia's long-term vision for high performance success.



LEADERSHIP & CULTURE

The strength of the HPP lies in its people. In FY25, the team expanded with seven new staff members, including Dion Atkinson (Head of Podium), Luke MacDonald (Head of Pathway), Kate Niederer (Physiotherapist), Luke Neville (QAS Strength & Conditioning Coach), Nathan Hedge (Podium Coach), Ameer Donohoe (Podium Coach), and Tegan Cronau (Pathway Operations Manager).

Professional development remained a focus, with staff engaged in AIS Gen32, Enhance and Elevate programs, national coaching forums, and the Win Well Conference, ensuring our approach aligns with world-leading high-performance standards.

PERFORMANCE SUPPORT

The HPP delivers an integrated network of world-class support services to help athletes reach their full potential. In FY25, performance support expanded significantly, providing network and NIN coverage for remote athletes, physiotherapy at 80% of World Tour events, and a dedicated presence at camps and competitions throughout the season.

Athletes accessed physiotherapy, medical care, psychology and wellbeing services, nutrition planning, recovery support, and detailed performance analysis across all daily training environments and international campaigns. Weekly breath-hold sessions were introduced at the HPC via QAS coaching to enhance big-wave readiness, while decentralised athlete visits focused on leadership, coaching resources, and mental resilience.

Through collaborations with AIS, Bond University and Gold Coast Hospital, new systems were developed for athlete health monitoring, trauma response protocols, and load management strategies, using wearable technology and data platforms to guide injury prevention and physical performance gains.

This integrated approach ensures consistent, high-quality support for all athletes across the Podium (Olympic, CT, CS) and Pathway (QS, Pro Junior, TID) programs, strengthening Australia's competitive edge at every level of surfing.

FY25 CAMPS

- Lakey Peak Podium Strike 7–17 NOV 2024
- Wave Pool Abu Dhabi 24–27 NOV 2024
- Mock Comp Training Days
- Pathway Airway Camps
- Portugal Strike 24 SEP – 1 OCT 2024
- Hawaii (PIPE) Strike Mission 17–24 FEB 2025
- U16 Boys Lakey Peak Strike, Indonesia 15–21 MAR 2025
- U18 Girls Strike G-Land, Indonesia 21 – 26 MAY 2025
- TID Boys Bells Camp (2–5 Sep)
- TID Girls Bells Camp (9–12 Sep)
- TID Girls WA Camp (20–25 Oct)
- TID Boys WA Camp (10–15 Nov)

These camps were designed for intensive training to enhance athlete performance, skill acquisition, team preparation, and wave location knowledge. In FY25, ____ camps were held. Camps also serve as inductions and preparations for upcoming event campaigns, ensuring familiarity, functionality, and pressure testing for teamwork.

COMPETITION

The benchmark events for the pathway are the ISA World Surfing Games and the WSL World Junior Championships. Australia achieved major success, with Winter Vincent placing Runner Up in the WSL Word Championships.

Surfing Australia's role in competition includes selecting, preparing, and leading the Irukandji teams for:

- Olympic Games
- ISA World Surfing Games
- ISA World Junior Surfing Championship
- ISA World Longboard Surfing Championship
- ISA World SUP and Paddleboard Championship
- ISA World Para Surfing Championship
- ISA World Masters Surfing Championship

NATIONAL HIGH PERFORMANCE PROGRAM

PATHWAY ACTIVITY

The Pathway Program is designed to give Australia's emerging surfers a clear and supported route towards Podium success. In FY25, the program focused on developing versatile, high-performance athletes capable of excelling in any conditions on the World Tour.

Specialised Airwave aerial progression camps, developed in partnership with NSWIS and refined for QAS athletes, were delivered at URBNSURF Sydney. These sessions targeted high-scoring manoeuvres and explored new technical progressions never attempted in Australian training environments. Mock Competition Training Days mirrored the intensity of elite-level heats, sharpening decision-making, strategy and mental resilience under pressure.

International strike missions to Portugal, Hawaii (Pipeline), Lakey Peak and G-Land provided exposure to Championship Tour-level waves. Athletes worked closely with leading coaches including Jay Thompson, Clancy Dawson, Pete Duncan and guest pro Callum Robson, gaining invaluable experience in world-class surf.

The year delivered outstanding results across the pathway, with QS and Pro Junior victories from Sierra Kerr, Morgan Cibilic, Sophie McCulloch, Dane Henry, Ellie Harrison, Willow Hardy and others. National success at the Australian Junior Titles also secured multiple positions on the 2025 ISA World Junior Team, highlighting the depth of talent and the strength of Australia's high-performance development pathway.



PODIUM ACTIVITY

The Podium Program focused on preparing athletes for World Tour success, qualification opportunities, and Olympic performance. Key initiatives included Mock Competition Training Days and the Challenger Series Athlete Coaching Program, piloted across five CS events to foster collaboration among Australian coaches and provide consistent in-event support.

Targeted strike missions to Lakey Peak and the Abu Dhabi Wave Pool focused on barrel riding, heat strategy, and controlled environment performance training. The rare swell from Cyclone Alfred provided a unique opportunity for step-off sessions in heavy water, building athlete confidence in critical conditions.

Further missions during prime swells prepared athletes specifically for Teahupo'o and other heavy-water locations, ensuring readiness for surfing's biggest stages.

Podium athletes delivered standout results across CT and Challenger Series events, including victories by Tyler Wright, Isabella Nichols, Jack Robinson, Molly Picklum, Sally Fitzgibbons, Macy Callaghan, and Jacob Willcox. George Pittar and Joel Vaughan also earned rookie spots on the 2025 Championship Tour, reinforcing the program's success in supporting elite Australian surfers.

RESEARCH & INNOVATION

Surfing Australia's High Performance Program continues to invest in research, technology, and innovation to ensure Australian athletes have every advantage in competition. In FY25, collaborations with the Australian Institute of Sport (AIS), Bond University, and Gold Coast University Hospital strengthened our ability to apply cutting-edge sports science and medical expertise to athlete performance and wellbeing.

Key initiatives included a surf-specific trauma response study with Bond University and Gold Coast Hospital on 21 March 2025, testing critical injury protocols such as femoral bleeding scenarios, and contributing to safer, more effective emergency response procedures in high-risk surf environments. Research also focused on return-to-surf protocols, improved physical preparation strategies for elite waves, and real-time performance analysis tools, including video optimisation and environmental condition modelling.

Innovation extended to equipment testing, with fin setup trials in collaboration with leading shapers, and wave pool-based sessions that analysed board speed, paddling efficiency, and manoeuvre execution under controlled conditions. These projects delivered new insights that translated to competitive gains on the World Tour and Olympic stage.

A film crew is on a beach with the ocean in the background. In the foreground, a person in a red shirt is seen from behind. To the left, a person in a white hoodie and headphones is operating a camera. In the center, two men are standing and talking; one is wearing an orange jacket and beanie, and the other is wearing a black sweater and a cap. To the right, a person in a plaid shirt and headphones is holding a boom microphone. The ocean has white waves breaking on the shore.

MEDIA AND OWNED CHANNELS

TELL THE BEST STORIES OF
SURFING IN AUSTRALIA TO
GROW AUDIENCE & REVENUE

“The Media and Owned Channels team continues to evolve in what we can create and distribute. It's a saturated media landscape, so it's important to maintain and strengthen a unique voice as the National Sporting Organisation to continue to grow our audience.”

CHRIS SMITH,
HEAD OF MEDIA AND OWNED CHANNELS

Surfing Australia Studios producing the Dometic Adeventure with O series. Credits: Andrew Shield.

SPORT PROMOTION

In FY25, Surfing Australia continued to deliver exceptional media outcomes that elevated the sport and celebrated the athletes at its heart. From Olympic triumphs to our grassroots, world-class storytelling by our Media and Owned (M&O) team ensured surfing in Australia remained front and centre in national conversation.

The release of Come to the Edge on Channel Nine, a documentary profiling Australia's Olympic surfers, aired after State of Origin Game 3, attracting nearly 1 million viewers and ranking 6th nationally among the 25–54 demographic. The documentary generated over 1.4 million additional views across social media, delivering broad visibility for our high-performance athletes and their Olympic journey.

Olympic media coverage was unprecedented. With behind-the-scenes content from Tahiti, we delivered over 5.7 million views on social platforms and generated \$26 million in advertising value through 417 million audience reach across Australian media.

Athlete-led content produced under Surfing Australia's social media management model reached 11.1 million views, with +54% growth on the Irukandjis' social media accounts. This model empowered athletes to share authentic moments without compromising

focus, offering fans unrivalled access to their Olympic campaigns.

Strategic campaigns with Hyundai, including two national commercials with Molly Picklum and Laura Enever, highlighted the brand's commitment to media opportunities for Australian surfers. Additional work across the Hyundai She's Electric campaign and podcast series amplified Surfing Australia's efforts to spotlight female participation and leadership.

Our partnership with Tourism and Events Queensland (TEQ) and Major Events Gold Coast (MEGC) delivered fun, original ABB-themed content featuring the Burleigh Boardriders, a promotional highlight of the year.

Credits: Andy Morris

SOCIAL MEDIA

860K TOTAL FOLLOWERS
5.5M AVERAGE ACCUMULATED MONTHLY VIEWS

Cyclone Alfred Swell. Credit: Andrew Shield.



OUR CHANNELS



4.3M

FY25 AVG. MONTHLY VIEWS

294K

FY25 TOTAL FOLLOWERS



Surfing Australia's official digital channel celebrates the full spectrum of our surfing community — from grassroots to gold medals.

We empower Australian athletes to become the world's best surfers and people, showcasing their journeys through powerful storytelling and event coverage. This is also where our partnerships and purpose-driven campaigns come to life, creating real impact and national reach. Our commitment is to deliver only premium content that reflects the heart, culture, and future of Australian surfing.

Molly Picklum. Credits: WSL

MY
SURF
TV



274K

FY25 Avg. MONTHLY VIEWS

455K

FY25 TOTAL FOLLOWERS



The best surfing from around the country – Timeless and Core.

In a crowded marketplace, our point of difference is our sole focus on the Australian surfers and their stories both at home and abroad. Owning live broadcasting and utilising its assets and our SA athletes to create valuable editorials and storytelling formats. With the goal to create Australia's major digital HUB for surf content.

Credits: Andrew Shield

THE IRUKANDJIS

DEADLY IN THE WATER

5.7M

TOTAL VIEWS ACROSS PARIS 2024 OLYMPIC CAMPAIGN

+54%

FOLLOWERS GAINED ACROSS PARIS 2024 OLYMPIC CAMPAIGN



The Irukandjis are Australia's official national surfing team, representing the green and gold at the Olympic Games and ISA World Championships.

Fierce, focused, and proudly Australian, they carry a name that reflects their power in the lineup — deadly in the water and bringing the sting when it counts. This is where the Olympic journey begins, and where world champions are made. Follow the Irukandjis as they rise through elite pathways, take on the world's best, and inspire the next generation of Australian surfers.

Credits: Beatriz Ryder

THE IRUKANDJIS

DEADLY IN THE WATER

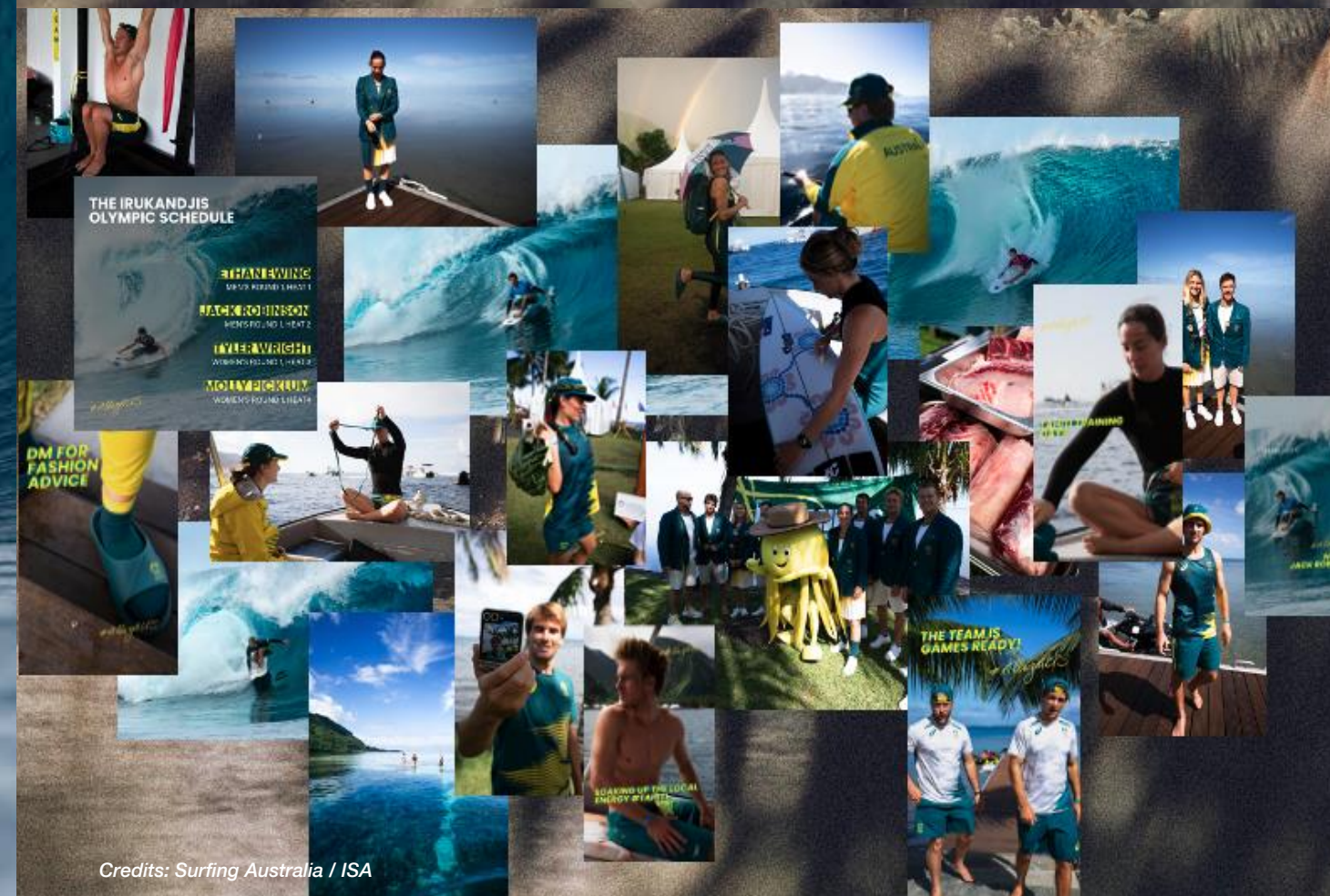
ATHLETE LED SOCIAL MEDIA

OVER 11.1M VIEWS

Athlete Channels: Instagram & TikTok

→ Athlete social media channels have been led and managed by Surfing Australia to gain maximum exposure, without creating a distraction from competition.

→ Created opportunity for personal and engaging behind the scenes content with exclusive access.



Credits: Surfing Australia / ISA

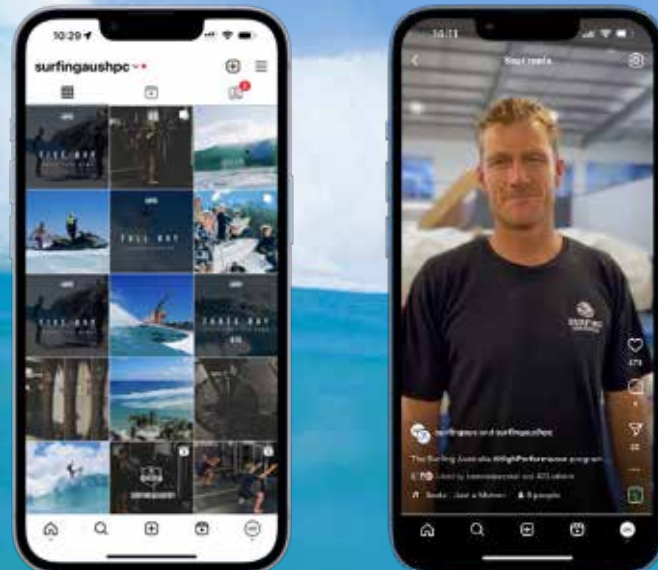


94K

FY25 AVG. MONTHLY VIEWS

45.2K

FY25 TOTAL FOLLOWERS



The Hyundai HPC is Australia's official Olympic training facility for surfing and the home of world-class surf performance.

Located on the NSW coast, it's where Australia's top surfers prepare for the world stage — and where future champions are made. From elite coaching and surf science to strength, recovery and mindset, every detail is built for progression.

Beyond the pros, the HPC offers premium training camps for emerging surfers, tailored programs for schools and sporting teams, and bespoke conference and retreat experiences for high-performance groups and companies. This is where Australia comes to train, grow, and lead — in surfing and beyond.

Credits: Andy Morris



300K

FY25 Avg. MONTHLY VIEWS

34K

FY25 TOTAL FOLLOWERS



TIKTOK COMING
IN FY26

SurfGroms is all about celebrating the joy of learning to surf.

This channel promotes the program nationwide, educates kids and parents on ocean safety and surf skills, and shares the fun, progress, and passion of groms catching their first waves. Inspiring the next generation, one froth-filled session at a time.

Credits: Andy Morris



North Shore Boardriders Post-ABB Grand Final Win. Credit: Andy Morris.

EVENT COVERAGE

M&O delivered innovative live coverage and digital storytelling for Surfing Australia's biggest events, with expanded production capabilities and audience engagement.

The Hyundai Australian Boardriders Battle Grand Final in Burleigh achieved 8 million social views (+122% YoY), 24 million PR reach (+92%), and \$1.1 million in ad value (+132%). National media covered the event extensively, featuring 6 segments on the Today Show, Sunrise, and evening news across Channels 7, 9 and 10, along with multiple front covers.



Our decentralised cloud production model powered successful broadcasts of the YETI Australian Junior Surfing Titles, Parko's Junior Pro, and the BrightSky Adaptive Surfing Championships, streamed live across multiple days with remote production that adapted to fast-moving locations. Coverage captured athlete stories, team spirit, and immersive sideline moments with roving phone cameras and live audio.

The M&O team covered the Billabong Occy Grom Comp, and the unforgettable Cyclone Alfred Swell with

daily content updates that earned national TV exposure and helped position surfing at the centre of the news cycle.

Despite the ABB Grand Final postponement, content captured during the swell window generated 8.2 million social views and 3.8 million reach across earned media.

Our work at Seas The Day broke new ground. We delivered 7 Today Show segments, a Sunday Sunrise feature, 3 front covers post-event, and a 22-minute Channel Nine special. Social content earned 1.8 million views. The event also saw the launch of "Talent UNLSHD," a new high-performance brand, revealed via a surprise art gallery celebrating all female world champions in Australian surfing history.



Surfing Australia Studios on set at the Dometic Outdoor Challenge with Owen Wright. Credit: Andrew Shield



SURFING AUSTRALIA STUDIOS

Our in-house production company continued to deliver best-in-class original and branded content, designed to resonate, and entertain audiences across our channels and platforms.

Surfing Australia Studios continued to create premium content that informed, entertained, and inspired.

Dometic Adventure with O returned with a refreshed brand and upgraded production strategy. The six-episode short-format series, featuring top athletes from ABB Grand Final clubs, drove +824% growth in YouTube views and 578K social views, with a total campaign reach of 736K views and 8K+ hours watched.

The series received glowing reviews from the Dometic global team.

Twelve months of Surfing Australia TV content included specials for Seas The Day and the ABB Grand Final, ensuring our biggest events reached broader audiences on free-to-air and digital platforms.

Commercial campaigns included:

- National TV commercials with Hyundai showcasing surfing's athlete pathways.
- Branded content for ABB x TEQ with legends Joel Parkinson and Jay "Bottle" Thompson.
- Content for Hyundai She's Electric digital series and podcast.

Surfing Australia Studios also provided commercial livestream production for partners, such as Surfing Queensland's Parko's Junior Pro and Surfing Victoria's Phillip Island Junior event, setting new benchmarks in junior event streaming.

Surfing Australia Studios in action. Credits: Ethan Smith.



PARTNERSHIPS

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

“I want to express our deep gratitude to all our partners. Your unwavering support has been instrumental in achieving the positive outcomes we’re seeing across every pillar of our organisation. Without you, none of this would be possible. A heartfelt thank you to each and every one of you.”

CHRIS MATER,
CHIEF EXECUTIVE OFFICER

SA PARTNER ROSTER FY25

SUPPORTING PARTNERS



DESTINATION PARTNERS



GOVERNMENT PARTNERS



PARTNERSHIPS FY25 SUMMARY

At Surfing Australia, we know that our vision – to be one of Australia's most loved sports, inspiring all people to experience, live & celebrate surfing in Australia - wouldn't be possible without the incredible support of our commercial partners.

From Hyundai to NRMA Insurance, Zuum Gum, Jim Beam, Boost Mobile, Ruffie, Dometic, Oakley, Kennards Hire, Acciona, BC Snacks, Coffee Supreme, Ghanda, Sambazon, Daiwa, No Pong, FCS, Black Roll, Woolworths, Yeti, Rip Curl, Murf Bikes, Breaka & Nutra Organics—these brands are more than just logos on our events, projects & initiatives; they are the driving force helping us deliver on our mission every single day.

These amazing partners are the engine behind our work with surfers and surf communities across the country. They help us run programs, stage world-class events, and invest in the next generation of athletes.

Whether it's providing the tools our surfers need to perform at their peak, supporting grassroots participation, or helping us share the stoke far and wide, each partner plays a vital role in building the future of Australian surfing.

We're stoked to connect and engage these brands authentically with the vibrant, passionate, and ever-growing community that is surfing in Australia. Our partnerships aren't just about exposure—they're about creating meaningful connections that help our partners achieve their brand and business objectives, while delivering tangible benefits to our sport and its people.

Together, we're proving that when great brands align with great purpose, amazing things happen. To our partners: thank you for believing in surfing, in our athletes, and in our communities. You're not just supporting a sport—you're part of the wave that's carrying Australian surfing into a bold and exciting future.

“We were thrilled to be a part of Oakley's 11th Australian Boardriders Battle. The 2025 Finals raised the bar once again, perfectly aligning with the Oakley brand. Without a doubt, this remains our favourite event of the year!”

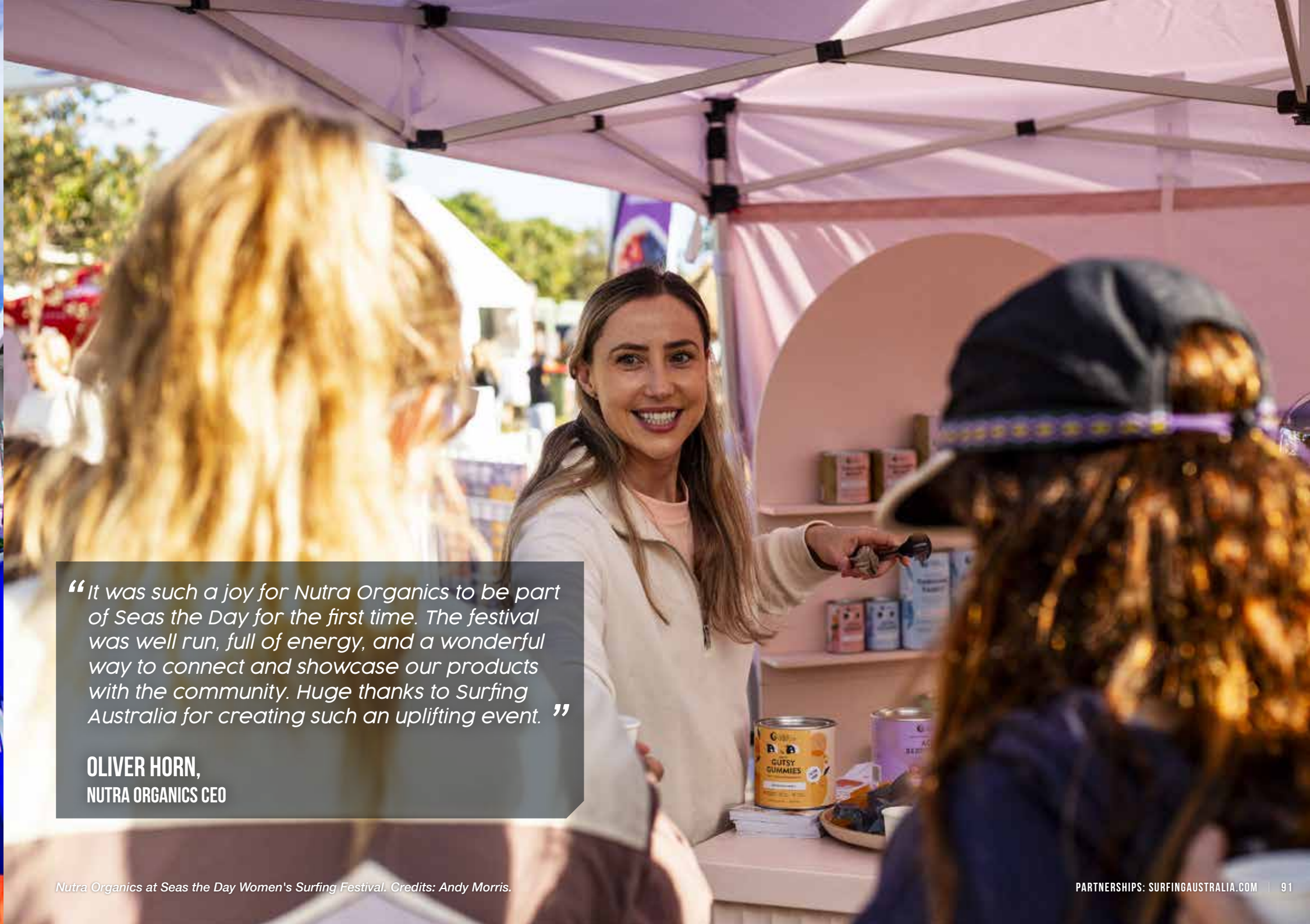
BEAU EMERTON,
OAKLEY SPORTS MARKETING MANAGER



Oakley Exchange at the 2025 ABB Grand Final. Credits: Andy Morris.

“It was such a joy for Nutra Organics to be part of Seas the Day for the first time. The festival was well run, full of energy, and a wonderful way to connect and showcase our products with the community. Huge thanks to Surfing Australia for creating such an uplifting event.”

OLIVER HORN,
NUTRA ORGANICS CEO

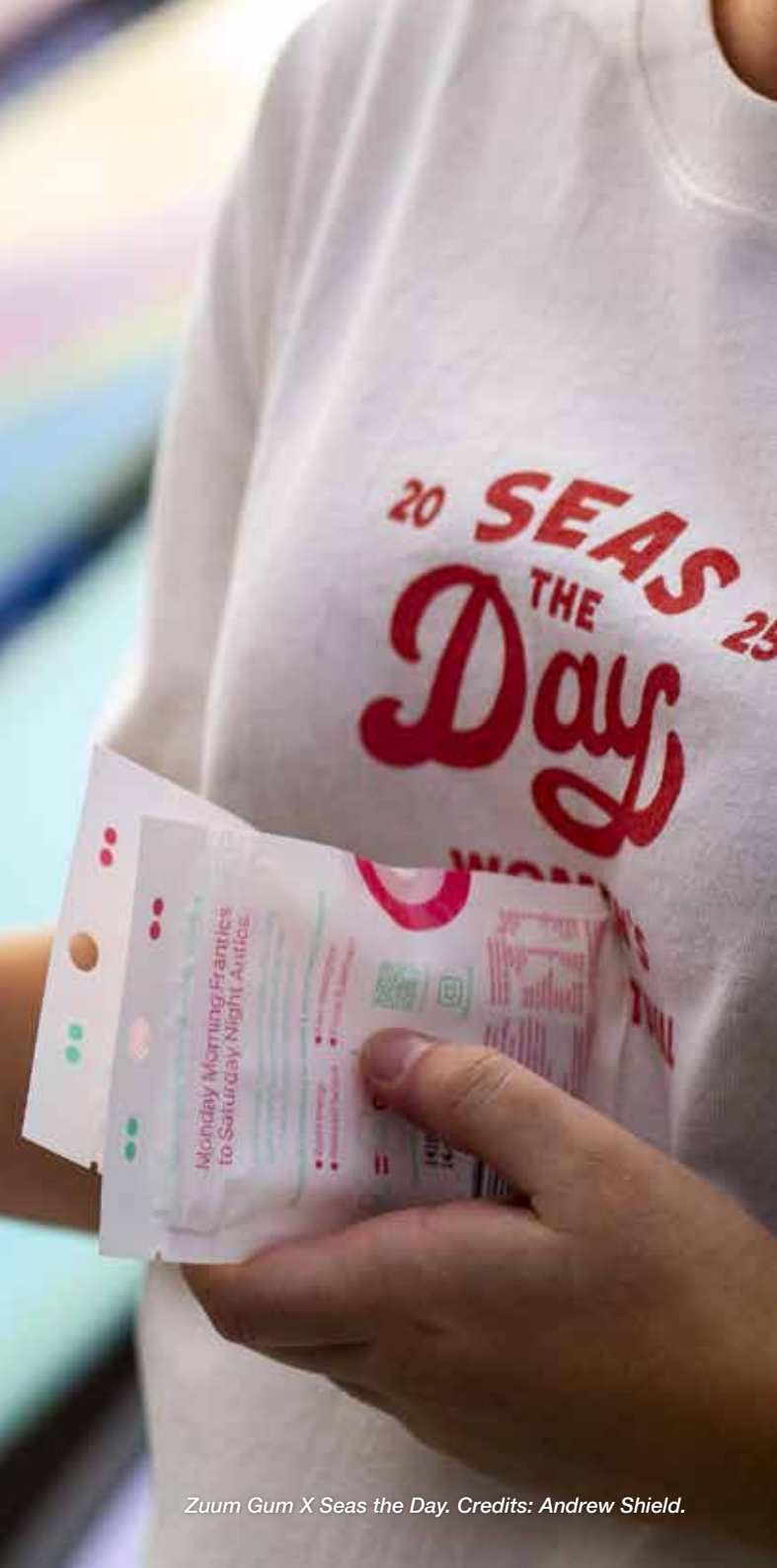


Nutra Organics at Seas the Day Women's Surfing Festival. Credits: Andy Morris.



“surfing Australia has been an amazing partner for Zuum. Together we have connected our communities through high quality social content and live events in a way that has authentically brought the brand alive. The SA team is a pleasure to work with, and we look forward to extending our partnership long into the future.”

ALEX CHAMBERS,
ZUUM CO-FOUNDER



Zuum Gum X Seas the Day. Credits: Andrew Shield.



“It was such a joy for Nutra Organics to be part of Surfing Australia. It has been a fantastic partner for ACCIONA. They're collaborative, creative and always open to new ideas. Together, we've built brand awareness and delivered meaningful engagement opportunities for our employees that reflect our shared values – especially around sustainability, wellbeing, and inspiring the next generation.”

DENE MACLEOD,
ACCIONA COMMUNICATION SPECIALIST

Professional surfer Josh Kerr for Acciona. Credit: Surfing Australia.

HYUNDAI HIGH PERFORMANCE CENTRE

TO DELIVER BEST IN CLASS HIGH
PERFORMANCE EXPERIENCES

“What a year for the Hyundai High Performance Centre! We continued to consolidate key relationships with NSO's, professional and amateur sporting teams, secondary schools, and corporate groups who attended the centre in FY25. This has set us up for an exciting and successful year ahead.”

CHRISTIAN COOK,
HYUNDAI HIGH PERFORMANCE CENTRE MANAGER

Credits: Andrew Shield.

HYUNDAI HIGH PERFORMANCE CENTRE

In FY25, the Hyundai High Performance Centre (HPC) continued to thrive as a premier destination for athlete development, elite training, and community engagement. The year saw key relationships strengthened with national sporting organisations, schools, and corporate groups, setting a strong foundation for future growth.

For the first time, the HPC welcomed elite teams including Tennis Australia, the Queensland Firebirds, Sunshine Coast Lightning, Gold Coast Titans, and the Brisbane Lions AFLW, highlighting the facility's versatility and value within Australia's high-performance network.

The launch of HPC Performance Camps expanded access for emerging talent further down the national rankings, while a record number of affiliated Boardrider Clubs participated in Junior Development Surf Camps, many visiting for the first time.

Secondary schools such as Firbank Grammar, Northern Beaches Christian School, Salesian College, and Somerset College continued to return year after year, drawn by the centre's professional service, strong program delivery, and engaging environment.

The Resilient Teens Project, supported by Healthy North Coast and Social Futures, provided a 12-month wellbeing initiative for over 40 Northern Rivers youth facing personal or environmental challenges. Through workshops in mental health, nutrition, physical activity and surfing, participants were supported to reconnect, rebuild resilience, and find confidence in the ocean and beyond.

Athletes from the Surfing Australia Academy Program training in the Hyundai HPC gym. Credits: Andy Morris

SURFING AUSTRALIA ACADEMY

In its third year, the Surfing Australia Academy Program, in partnership with Lindisfarne Anglican Grammar School, experienced continued growth, with its highest-ever number of participants. This success enabled the Academy to be split across two groups, the Elite Academy and the Development Program, ensuring tailored coaching and development.

Open to surfers in years 7 to 12 who compete at a regional, state, or higher level, the Academy offers a unique blend of high-performance coaching and quality education. Led by Head Coach Bede Durbidge and a skilled coaching team, the Academy provides year-round access to the Hyundai Surfing Australia High Performance Centre (HPC). Participants benefit from a comprehensive range of performance services, including sport psychology, athlete wellbeing, and physiotherapy, all designed to support their growth as competitive surfers and well-rounded individuals.

Credits: Andy Morris

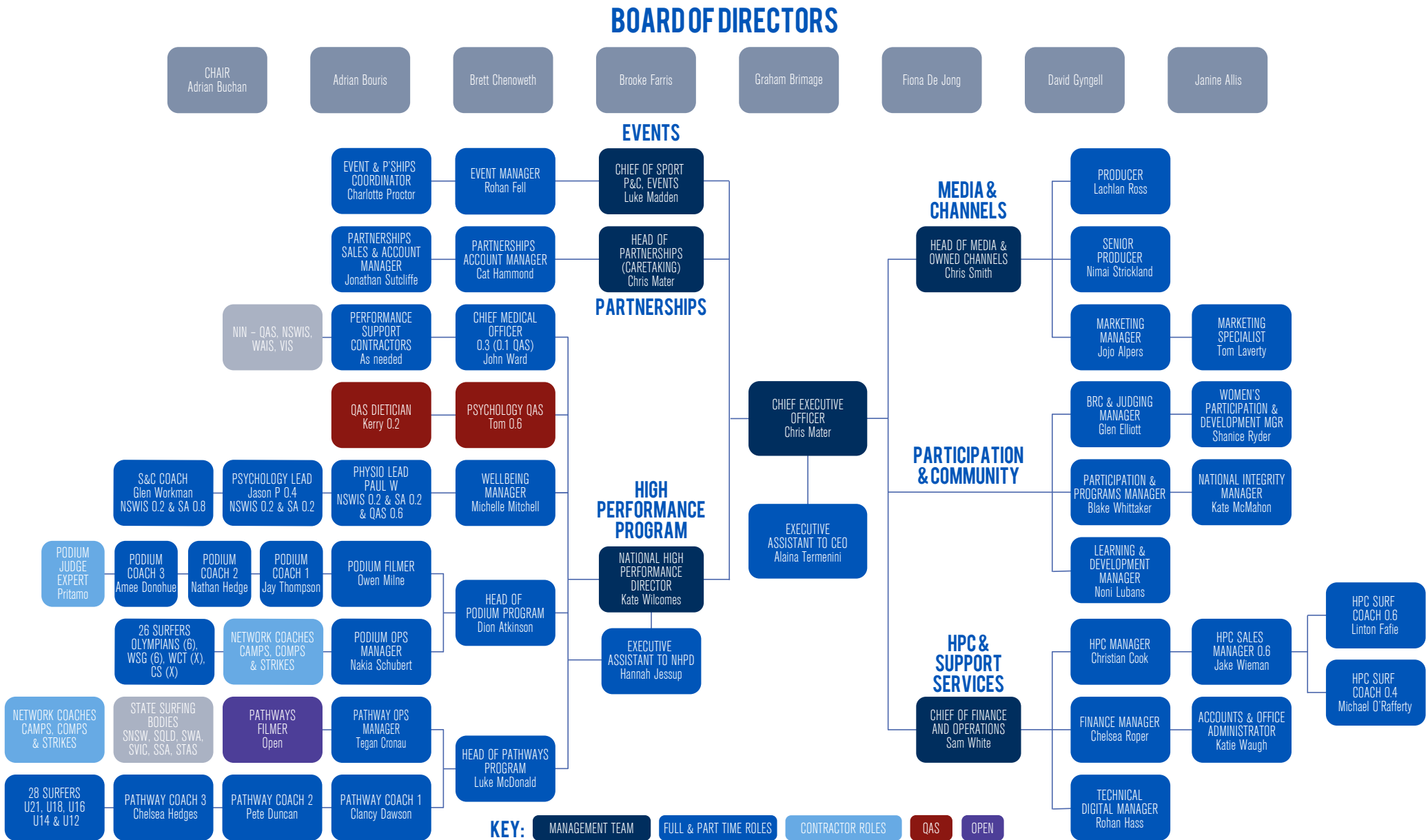


The Surfing Australia Hyundai High Performance Centre at Casuarina, NSW. Credits: Surfing Australia.



Team surf at Surfing Australia.

SURFING AUSTRALIA ORGANISATION CHART



SPORT GOVERNANCE

Surfing Australia is committed to working across the nine Sports Governance Principles with Sport Australia to ensure quality governance, accountability and transparency.

This year we completed the SGS evaluation and have prioritised five areas of opportunity for improvement and enhancement.

Principle 2.2 Member Meetings

The board identifies and implements opportunities to meet with and collaborate regularly with their member bodies.

Action required: Invite State Chairs/CEO's to present to the Surfing Australia Board at each board meeting (5 times per year).

Principle 4.6 Elected V's Appointed Directors

The board has a composition which incorporates both elected and appointed directors.

Action required: Appoint 2 more Directors – Board skills assessment and considerations with a view to appoint in 2026.

Principle 4.7 Governance Education

Action required: CEO & Board Directors invited to complete the AICD Governance for Not-for-profit Directors course as well as the ASC Dir Ed Courses.

Principle 9.1 Board Evaluation

The board should regularly evaluate its performance and performance of individual directors. The board should agree and implement a plan to take forward any actions resulting from the evaluations.

Action required: CEO has sent the ASC Board evaluation process to the Surfing Australia Board for consideration and completion.

Principle 9.2 Board Meeting Schedule

The board will operate itself in an efficient manner and directors meet as appropriate to discharge their duties effectively.

Action required: Schedule meeting topics for the upcoming year, such as Board Approval, Strategy Review, CEO evaluation & AGM. Publish topics in February 2026- Completion Dec 2026.

Standard	Sport Governance Standard	Expected Score	2025 Score	2024 Score
1.1	Code of Conduct	4	4	4
1.2	Defined Values and Behaviours	4	4	4
1.3	Demonstrated Values and Behaviours	4	4	4
2.1	Stakeholder Engagement Plan	4	4	4
2.2	Member Meetings	4	4	3
2.3	Member Communication	4	4	4
2.4	Member Collaboration	3	4	4
3.1	Strategic Plan	4	4	4
4.1	Board Skills Matrix	4	4	4
4.2	Diversity, Equity and Inclusion	3	3	3
4.4	Director Independence	4	4	4
4.5	Appointment of Directors	3	3	3
4.6	Elected Vs Appointed Directors	4	3	3
4.7	Governance Education	4	1	2
5.1	Legal Entity	4	4	4
5.2	Director Term Limits	4	4	4
5.3	Director Eligibility	4	4	4
5.4	Director Induction	3	4	4
5.5	Board Charter	4	4	4
6.1	Finance, Audit and Risk Committee	4	4	4
6.2	Chair Appointment and Evaluation	4	4	4
6.3	CEO Eligibility	4	4	4
6.4	Conflict of Interest	4	4	4
6.5	Governance Reporting	4	4	4
7.1	Vulnerable Persons and Children	4	4	4
7.2	Development of Risk Management	4	4	4
7.3	Implementation of Risk Management	3	4	4
9.1	Board Evaluation	4	2	2
9.2	Board Meeting Schedule	4	3	3
9.3	Board Meeting Agenda	4	4	4
9.4	Board Meeting Minutes	4	4	4
9.5	Financial Delegations	4	4	4
9.6	Non-Financial Delegations	4	4	4
9.7	CEO Evaluation	4	3	4
9.8	Succession Planning	4	4	4
		135	130	131



STATE PARTNERS



It certainly has been a busy 12 months for Surfing Victoria. 2025 saw the successful running of the 62nd Rip Curl Pro at Bells Beach/Djarra. Aussie surfers Jack Robinson and Isabella Nichols claiming their first Bell. Both athletes joining an elite group of surfers to win the prestigious Rip Curl Pro.

Victorian wildcard recipients included Xavier Huxtable (Jan Juc), Carly Shanahan (Jan Juc) and Ellie Harrison (Barwon Heads). Xavier and Ellie each finished with a =9th place and Carly =17th.

The Australian Indigenous Surfing Titles was contested in perfect conditions with the annual gathering to Bells Beach/Djarra in May. We saw standout performances from Landon Smales, taking out the Open Men's and Open Longboard. Lehani Zoric won her first Open Women's title, along with the Junior Girls. Victorian Charlie Chisolm took out the Junior Boys, Jay Mc Kenzie Masters Men, Kirsty Zoric Masters Women and Melissa Combo Open Women's Longboard.

Surf Her Way continues to grow and bring female surfers of all levels into our sport. We were proud to launch the first ever Great Ocean Road Women's Surf Fest in November that had over 250 participants and 1000 spectators attend the event that is a culmination of commitment to women and girls surfing in the state. I look forward to seeing this event become a mainstay on the Victorian surfing calendar for years to come.

Surfing Victoria continue to develop and grow the online coaching platform surfbetternow.com which is available to all surfers with an interest in improving their surfing and will be used as a tool for beginner surfers right through to elite surfers striving to better their surfing performances.

The Indigenous Surfing program celebrated 27 years of connecting Indigenous Victorians with the ocean and inland waterways.

819 participants took part in surfing and SUP programs between October 2024 and May 2025, with 50% female representation.

Surfing Victoria also launched its first Reconciliation Action Plan building on Surfing Victoria's 27-year commitment to address racism and inequality across society and improve relationships and engagement with and Aboriginal and Torres Strait Islander communities in Victoria.

Surfing Victoria would like to thank the Victorian Government, VicHealth, Bass Coast Shire, Transport Accident Commission, Play it Safe by the Water and all of our supporting partners for their continued support of Victorian surfing.

ADAM ROBERTSON, SURFING VICTORIA CEO

Credits: Surfing Victoria

STATE PARTNERS



In 2025, Surfing NSW has undertaken a significant organisational transformation, reorienting our focus so that members, clubs, and communities sit firmly at the core of everything we do. With the introduction of a new strategic framework, this shift reflects our commitment to long-term stability and ensuring grassroots surfing remains strong across New South Wales.

As part of this transition, we introduced a whole-of-state membership model, enabling us to better understand our core club audience and how we can support them more effectively. By investing in new data integration tools, partnering with Live Heats, and adopting Airtable to manage our operations, we are laying the foundations for a more connected and responsive organisation. While we are still in a period of transition, these steps are already setting Surfing NSW up to deliver clearer value to members, club volunteers and provide a stronger platform for grassroots participation.

This year Surfing NSW funded more than 125 hours of water safety support at junior and higher-risk competitions. It marked the first time we have championed investment in water safety at a club level, and it is strengthening confidence and capacity in local events. Our drone program also expanded, with six new Mavic drones distributed, 11 new pilots trained, and 15 new clubs added to our certified network. In total, 50 clubs across the state are now equipped with marine surveillance skills and we continued to train thousands of surfers as first-responders in the ocean through our Surfers Rescue programs.

We also launched our new Head Judge Program, placing senior judges at club rounds to mentor and upskill local judging teams. With a target of 60 activations over the next 12 months, early feedback has been positive. The program is designed to lift standards, improve fairness, and build consistency across grassroots competitions.

Credits: Andrew Shield



judging across the state. This was delivered alongside the Play Our Way RISE program, which supported three NSW representatives to attend a national camp and awarded six female Boardrider Clubs with equipment to support participation and development opportunities for women and girls.

Inside Surfing NSW, we welcomed new energy and expertise to the team, with our organisation growing in capacity and capability. At a board level, we thank Francis Coady for his time and contribution to the organisation, and welcomed David Kingto a new appointment. David is currently General Counsel and Company Secretary at Wisr, an ASX-listed fintech, where he oversees legal, governance, and operational risk functions. He brings deep experience from his time as Senior Legal Counsel (APAC) at Endeavor (formerly IMG), and has a long-standing connection to the sport.

With a refreshed brand and stronger systems in place, Surfing NSW saw a 503 percent increase in new followers and an 807 percent uplift in content engagement. These improvements reflect the stronger focus we are placing on connection with our members, and the broader surfing community.

This year marked a period of stability and focus. We are immensely grateful to our government and commercial partners, whose support has enabled us to deliver safer events, more inclusive programs, record participation, and new talent pathways. A huge thank you also goes to our community, including Boardrider Clubs, members, surf schools, coaches, and volunteers, for your ongoing trust, support, and for sharing your line-ups with us.

LUCAS TOWNSEND, SURFING NSW CEO

STATE BRANCHES: [SURFINGAUSTRALIA.COM](https://surfingaustralia.com) | 103



STATE PARTNERS



**SURFING
SOUTH
AUSTRALIA**

2025 saw an abundance of events and programs delivered to surfers in South Australia. Seaford Boardriders took out the SA 2024 Hyundai Australian Boardriders Battle, a fantastic event hosted at Waitpinga in late 2024, and went on to proudly represent South Australia at the National Boardriders Battle in 2025.

2025 saw an abundance of events and programs delivered to surfers in South Australia. Seaford Boardriders took out the SA 2024 Hyundai Australian Boardriders Battle, a fantastic event hosted at Waitpinga in late 2024, and went on to proudly represent South Australia at the National Boardriders Battle in 2025.

The Rise Program also provided support for women and girls to access discounted training toward accreditation as officials, judges, and coaches.

Looking ahead, SSA's priorities for the coming year include the launch of the Junior Surf Festival in February 2026, which will serve as both a celebration of junior surfing and a key pathway event. Female surfing initiatives will continue to expand through RISE and Talent UNLSHD funding. Work will also focus on growing sponsorship and commercial partnerships to underpin SSA's events and programs, while advocating for equitable opportunities for South Australian surfers in Surfing Australia's high-performance pathways.

CRAIG POTGIETER, SURFING SOUTH AUSTRALIA CEO

Credits: Andy Morris

STATE PARTNERS



**SURFING
TASMANIA**

It's been a landmark year for Surfing Tasmania – one full of milestones, momentum, and meaningful connection within our community. Our event calendar was once again packed with world-class competitions, inclusive programs, and community celebrations.

A special highlight was the 50th West Coast Classic, Australia's second-longest running surfing competition and a truly historic milestone. The legacy of this much-loved competition continues to grow stronger each year.

We were thrilled to expand our competitive calendar this year:

- East Coast Classic
- West Coast Classic (50th anniversary)
- Red Herring Pro Am
- Southern Beaches Junior – our newest competition, giving younger surfers an exciting local platform
- PJM Memorial Round

Credits: Surfing SA

Our Women in Waves event in Bicheno was another standout - this time welcoming Serena Brooke as our keynote speaker. Her insights, warmth, and championing of women's surfing left a lasting impression on all 100+ women and girls who participated. Our commitment to progression and representation was also seen through Surfing Australia's Play Well initiative, run in partnership with Coastrider Surf Academy.

We also celebrated storytelling and heritage, with a special Surf Museum event honouring the story of Dara Penfold. A heartfelt moment this year came with the paddle-out for the late Mick Lawrence, our former President. Mick's legacy continues to guide our values and our purpose, and his presence will forever be deeply felt across the community.

Finally, Surfing Tasmania completed a Board refresh and with a new CEO role approved, we look forward to an even stronger 2026 across our competitive and participation programs.

DAVE BANKS, SURFING TASMANIA

STATE BRANCHES: SURFINGAUSTRALIA.COM | 105

STATE PARTNERS



Western Australia is home to world-class waves, world-class athletes and a world-class surfing community that continues to grow. This year, Surfing WA expanded participation statewide, delivered major international events and strengthened development pathways that are helping Western Australians succeed on the global stage. The sport is thriving at every level from grassroots to high performance.

More than 64,000 people took part in our programs, school initiatives and events throughout the year. This included significant growth in female participation, with women and girls now representing more than half of all surf school involvement. Additionally, engagement with Indigenous communities almost doubled across six regional locations, supported by strong partnerships that emphasise culture, confidence and connection with the ocean.

Western Australians once again made their mark on the global stage. Jack Robinson's Championship Tour campaign featured a major victory at Bells Beach and a Top 5 finish among the world's best. Jacob Willcox delivered a breakthrough Challenger Series win in Newcastle, while rising talent Willow Hardy earned her place on the Challenger Series and continued to impress against elite competition. These achievements highlight a strong pathway supported by committed coaches, thriving boardrider clubs and volunteers.

Our events calendar showcased WA as a premier surfing destination. The Margaret River Pro produced some of the most exciting waves on the WSL Championship Tour at Main Break and The Box and connected global audiences with the region. Taj's Small Fries celebrated two decades of launching young surfers into the national spotlight, with record entries from every corner of the country, while regional series and community events continued to provide consistent opportunities for surfers to develop and compete.

Ensuring people feel safe, supported and welcome in the water remained a priority this year. More than 270 people completed Surfers Rescue 365 training, improving rescue capability statewide. Our partnership with Healthway to spread the "Think Mental Health" message engaged thousands through event activations, storytelling and practical tools that support positive

wellbeing. Additionally, the Girls Go Surfing Day series and Beyond Waves continued to grow an inclusive surfing environment where more women and girls can feel confident in the ocean.

Environmental leadership remains central to our work. The opening of Albany's Southern Ocean Surf Reef, progress toward the Perth Surf Park and exploration of new regional artificial reef opportunities demonstrate strong momentum in surf infrastructure. Work on Australia's first Surf Management Plan and a new Coastal Management and Artificial Reef Sub Committee is also setting vital foundations for the long term protection of key surf breaks.

Surfing WA continued to elevate Western Australian surfing globally with more than 231,000 followers and over four million people reached via digital channels, reinforcing WA as Australia's most engaged surfing community online.

This growing profile has strengthened our ability to drive impact statewide. Our business turnover grew a further 10 percent as planned, allowing more than \$4.5 million to be reinvested into the development of the sport at every level.

Looking ahead, we will continue to focus on strengthening club capability, enhancing performance pathways, supporting regional expansion, and delivering more opportunities for Western Australians to enjoy surfing in a safe, vibrant and sustainable environment. With a passionate community behind us, the future of surfing in WA looks very strong

MARK LANE, SURFING WESTERN AUSTRALIA CEO

STATE PARTNERS



In 2024, Surfing Queensland celebrated 60 years of supporting the sport across the state. The organisation delivered two 10,000-point junior events, Parko's Junior Pro and the Billabong Occy Grom Comp, reinforcing elite pathways while maintaining balanced participation across male and female divisions. The launch of the Rookie to Ripper program provided Boardrider Clubs with structured junior development support. Surfing Queensland also strengthened its brand, with Instagram followers growing 25% to 57,000, and expanded reach through high-quality event coverage and storytelling. The Surf Sisters program exceeded KPIs, increasing opportunities for women and girls.

Major events included Parko's Junior Pro, Australia's largest junior surf event, and the Billabong Occy Grom Comp, which set record participation with 450 entries and a waitlist. The WSL QS1000 Gold Coast Open was delivered at Burleigh Heads, while State Titles across Junior, Grommet, Open, and Masters divisions ensured strong national team selections. The organisation also supported key events such as the ABB Grand Final, Interschools, and the QLD Surf Championships.

Program initiatives included the pilot of Rookie to Ripper, running 12 sessions per club through mid-2026, and the relaunch of Surf Sisters, with Queensland leading the nation in female coaching and judging accreditations. The new Junior Development Program replaced SQA, providing focused camps and online sessions to prepare athletes for national competition. Communications efforts contributed to Instagram growth, maintained a newsletter audience of 6,200+, and expanded livestreams, photo/video content, and partner integration. Promotional videos such as Impact Zone and Active Women & Girls were successfully delivered.

Participation continued to grow, particularly at the junior level. Female engagement increased through two women-led Boardrider Clubs, Slide Sisters and Thrive Surf Therapy, and the First Nations Boardriders launched as Queensland's only First Nations-specific club. Grassroots involvement remained strong through charity surf days, interschool competitions, and grom development pathways. Surfing Queensland now comprises 47 Boardrider Clubs and 29 Surf Schools, with strengthened partnerships with the City of Gold

Coast, Sunshine Coast Council, Experience Gold Coast, TEQ, WSL, and Surfing Australia.

Looking ahead to FY2026, Surfing Queensland will engage with stakeholders to review strategic pillars and develop a new plan, deliver a larger Gold Coast Open QS4,000, maintain world-class junior events, and improve the athlete experience at State Titles. Junior development programs will align with Surfing Australia's long-term pathways, while Surfing Queensland continues rebuilding its brand and expanding female-focused programs. Corporate and government partnerships will grow, with a focus on sustainability, participation, and event impact.

Surfing Queensland enters FY2026 with strong momentum in junior pathways, community engagement, women's participation, event delivery, and strategic partnerships, ensuring the sport's sustainable growth in Queensland.

ALAN BIGGS, SURFING QUEENSLAND ACTING CEO AND GENERAL MANAGER

A full-page background image of a young surfer, Kobi Lana, riding a wave. The surfer is wearing a red wetsuit and a pink helmet, and is captured in a dynamic pose with arms outstretched. The wave is a vibrant turquoise color with white foam. The sky is a pale, overcast blue.

A HEALTHIER AND HAPPIER AUSTRALIA BY ENRICHING COMMUNITIES THROUGH SURFING

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Kobi Lana, 11-year-old grom. Credits: Andrew Shield.