



A Help
Company

RISE

 SURFING AUSTRALIA

STRATEGY

PARTICIPATION & DEVELOPMENT PROGRAM FOR
WOMEN & GIRLS



An Australian Government Initiative

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play our way



AGENDA



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PLAY WELL

THROUGH THE AUSTRALIA'S SPORT COMMISSION 'PLAY WELL' STRATEGY, SURFING AUSTRALIA AIMS TO ALIGN THE 'PLAY OUR WAY' STRATEGY TO ENSURE THAT 'EVERYONE HAS A PLACE IN SPORT'.

PLAY WELL VISION: Everyone has a place in sport

PLAY WELL MISSION: To create a safe, welcoming, inclusive and fun sporting experience

PLAY WELL WILL ACHIEVE THIS THROUGH SIX PRIORITY AREAS

- 1. Empowering people and organisations:** Building the capability of people and organisations to meet the needs of everyone involved in sport.
- 2. Driving lifelong involvement:** Foster a sporting environment that enables positive lifelong involvement in sport.
- 3. Activating places and spaces:** Creating, improving, activating and better managing places and spaces to ensure everyone can have safe and enjoyable sporting experiences.
- 4. Building connections:** Creating a connected and collaborative sport ecosystem that supports all organisations to provide quality sporting experiences.
- 5. Equitable access:** Prioritising equity and choice to ensure all Australians can access sport.
- 6. Transforming culture:** Transforming the culture of sport in Australia to create an environment where everyone can access safe, inclusive, welcoming and fun experiences.

THESE PRIORITY AREAS WILL BE PURSUED ACROSS EACH OF THE KEY ELEMENTS OF THE SPORT ECOSYSTEM

People The people that participate in, facilitate and deliver sporting experiences.

Places The places where sporting experiences take place.

Partners The organisations which do, or can, support the delivery of quality sporting experiences.

Programs The activities that make up sporting experiences.

ALL ENABLED BY

Diversity and inclusion Ensuring diversity and inclusion are central to the delivery of each activity.

Technology and digital Embracing technology and a digital first philosophy.

Yarning Listening to the community and taking a proactive approach to advocating for sport.

Data and measurement Developing data and measurement approaches and practices.

VISION

To create an inclusive surfing community where women & girls have equal access, representation and opportunities in surfing.

PURPOSE

To break down barriers and create a sustainable program within the Surfing Australia framework that increases female involvement, growth and visibility in surfing.

MISSION

To increase women & girls' participation and development in surfing by providing resources, education and mentorship, empowering women & girls to develop their skills and leadership.

OUR VALUES



- **Empowerment:** We aim to empower women in surfing by providing opportunities to take ownership of their journeys.
- **Confidence:** By nurturing self-belief and fostering mental strength, we aim to help women approach both challenges and achievements in surfing.
- **Equality:** We are committed to advocating equal opportunities, recognition, and respect for women in the surfing world.
- **Community:** We aim to cultivate a strong, inclusive community where women can connect, share experiences, and support one another.
- **Collaboration:** Through collaboration with the state organisations, and our surfing community, we will create a supportive and innovative environment that supports women in surfing.
- **Representation:** We strive to ensure that women are represented at all levels in surfing, making their voices and accomplishments visible and celebrated.
- **Support:** We provide the necessary emotional, financial, and mentorship support to help women overcome challenges and achieve their surfing goals.

THE WHY



Our goal is to break down the barriers that have historically hindered women & girls' participation and development in surfing.

Despite women & girl's undeniable talent and passion for the ocean, they have faced numerous struggles, including limited representation in surf media, unequal pay, lack of accessible resources and mentorship.

These challenges have often resulted in women being overlooked, marginalised, or not given the same opportunities to excel.

Through Play Our Way, we aim to empower women to overcome these obstacles, providing them with the support, education, and platform they need to thrive in the sport.

We aim to foster an inclusive and equitable environment where women can feel confident, supported, and inspired to pursue their passion for surfing in and out of the water, while working to shift the narrative toward a more balanced and diverse representation in the surfing community.

WOMEN & GIRL BARRIERS

- **Low confidence:** Intimidating and aggressive lineups can deter women, as they may feel uncomfortable in a male-dominated environment.
- **Fear of judgement:** Some women fear being judged or ridiculed for their athletic abilities
- **Lack of role models:** The lack of visible role models in surfing can discourage women & girl's from pursuing athletic careers.
- **Lack of media coverage:** Women & girls in surfing face a lack of media representation, which reduces their visibility and growth.
- **Wage & employment gap:** Women & girl's often face a significant wage & employment gap compared to their male counterparts which can significantly impact future career pathways and opportunities.



FOCUS AREAS

EQUITY & INCLUSION

We prioritise creating an environment where all women, regardless of background or experience, have equal opportunities to thrive in the sport. By fostering inclusive spaces that celebrate diversity, we ensure that women from all walks of life can access resources, and pathways to success in surfing.

PARTICIPATION & DEVELOPMENT

Our focus is on increasing women & girls participation at all levels, from beginners to elite surfers. Through targeted initiatives and accessible learning opportunities, we aim to develop the skills and confidence of women and girls in surfing, providing a foundation for long-term involvement and success in the sport.

GROWTH, RETENTION & SUSTAINABILITY

We are dedicated to nurturing a thriving women and girls' surf community while fostering a sustainable program for the long term. Through engaging initiatives and ongoing support, we aim to retain participants, build lasting connections, and cultivate a vibrant surfing culture that will flourish for years to come.

LEADERSHIP

The program is dedicated to empowering women and girls to take on leadership roles within the surfing community. From coaches, judges, officials and/or board rider committee members, we foster opportunities for women to lead and inspire the next generation, shaping a more inclusive and progressive future for the sport.

TARGET GROUPS

FIRST NATIONS

CULTURALLY
DIVERSE

REGIONAL/RURAL

DISABILITY

LOW
SOCIOECONOMIC

LGBTIQA+

THE PROGRAM GOALS - BY JUNE 2027



- **Employ female Surfing Australia Women's Participation & Development Manager & 6x State P&C Development Coordinators** to drive growth and engagement across the country.
- **1,600x free surf coaching, judging, and official courses** for women, offering opportunities to develop new skills and become leaders in the sport.
- **20x new women & girls boardrider clubs**, creating fresh, inclusive communities for female surfers to thrive in.
- **30x new women & girls subcommittees** within established boardrider clubs, to increase women & girls' participation & development.
- **100x on-beach training days** held across Australia, providing hands-on learning and growth opportunities for women and girls.
- **Annual development camp** at the Surfing Australia High-Performance Centre for the next three years, offering coaching/judging development, mentoring and networking opportunities.
- **Ambassador opportunities for women**, empowering them to lead and inspire the next generation of female surfers.
- **Content creation and storytelling** to capture and share the program's impact, inspiring more women to engage and participate in surfing.
- **In-kind support from Surfing Australia** to provide additional resources, enhancing value for the community and supporting women's growth in the sport.

THE HOW

- **Program Development:** Develop the program within the existing framework that addresses the needs of women in surfing, including boardrider club assistance, equipment, and leadership courses.
- **Partnerships and Collaborations:** Collaborate and deliver through the surfing states, boardrider clubs, and the women's surf community to ensure the grant reaches a wide audience and has a strong local impact.
- **Targeted Outreach:** Develop marketing campaigns to reach women of all ages and skill levels, particularly unrepresented communities, ensuring inclusivity and diversity.
- **Financial Assistance:** Provide financial aid for women and girls to start up boardrider clubs and existing boardrider club subcommittees, access to equipment, courses, training camps and sessions.
- **Coaching and Mentorship Camps:** Establish an annual camp pairing emerging female surfers with seasoned professionals to foster skill development and career growth.
- **On-Beach Training Sessions:** Host women-only surf days, providing platforms for women to develop their skills and build networks within the surfing community.
- **Sustainability and Education:** Creating a sustainable program that aims to educate and inspire women & girl surfers to empower the next generation.
- **Research and Data Collection:** Implement annual surveys to track the success of the program, measure engagement, and identify areas for improvement.
- **Media Coverage and Content Creation:** Promote the program through media campaigns, partnerships, content creation and surf industry collaborations to raise awareness and highlight the importance of empowering women in surfing.



BRANDING & IDENTITY

- Create a brand that is reflective of our vision, purpose & mission
- Incorporate our values into key messaging, ensuring consistency and alignment in all communications
- Use social channels and events to promote, engage and grow the program
- Collaborate with local surf talent to become ambassadors to inspire our women & girls' community
- Share authentic stories that resonate with our target audience
- Partner with likeminded brands to optimise objectives and outcomes of the program
- Support the surfing states women's program & brand
- Support clubs & surf schools programs & brand



EVENT ACTIVATION

AUSTRALIAN BOARD RIDERS BATTLE

Location: Burleigh Heads, QLD

Australia's biggest grassroots boardrider event that involved more than 70 of Australia's best boardriders clubs.

Taking place across eight state qualifying rounds, only 42 clubs will come together at the grand finale to battle it out to become Australian Champions.

INTERSCHOOLS CHAMPIONSHIPS

Location: TBC, QLD

This unique event aims to showcase the talent of secondary school students in a tag team format, similar to the hugely popular Hyundai Australian Boardriders Battle (ABB), as well as individual divisions.

Surfers will compete in teams of three, divided into two age groups for Boys and Girls: Year 7-9 and Year 10-12.

SEAS THE DAY

Location: Kingscliff, NSW

The world's largest female participation surf event that attracts surfers of all levels. The event features an exciting lineup of inspiring speakers, wellness workshops, and plenty of fun.

With over 300 participants and 15,000+ spectators, it creates an unforgettable festival atmosphere that celebrates women in surfing.

AUSTRALIAN CHAMPIONSHIPS

Location: Multiple locations across Australia

Surfing Australia hosts six Australian Surf Championship events across multiple locations in Australia. Each event includes one of the following disciplines: shortboard, longboard, bodyboard, SUP, para and junior shortboard.

All participants compete with the goal of becoming the overall Australian Champion in their respective division & discipline.

PARTNERSHIPS

Surfing Australia offers your brand the unique opportunity and reward to connect with one of Australia's most beloved and iconic sports through the Play Our Way program.

Whether you're interested in supporting grassroots community activations or larger-scale initiatives with the Play Our Way program, Surfing Australia specialises in crafting tailored campaigns and activations that amplify your brand's values and reach.

Ready to partner and be a part of a history making movement? Let's collaborate to create a customised partnership that meets your goals and delivers impactful results for both your brand and the women in surfing.





RISE

SURFING AUSTRALIA

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