





A Help Company

RISE



PROGRAM GUIDE

PARTICIPATION & DEVELOPMENT PROGRAM FOR
WOMEN & GIRLS



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An Australian Government Initiative



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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 Hyundai 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.



CREATING NEW BRC's



The Play Our Way Grant aims to establish 20 new women and girls' boardrider clubs across the nation.

These 20 clubs must be exclusively for women and girls.

There are two boardrider club models to choose from:

Competitive boardrider clubs must have the necessary permits to operate clubs rounds & events at a designated beach.

Social boardrider clubs typically do not require a beach permit and can operate at multiple beach locations. However, requirements vary by state, so please check with your local council.

The grant will cover the first year of club affiliation, which includes insurance.

Surfing Australia, along with your relevant state branch will offer ongoing support to assist in the growth and development of your club.

To set up a boardrider club, please email your state branch or Surfing Australia.

SUBCOMMITTEE - EXISTING BRC

The Play Our Way Grant will support the creation of 30 women's and girls' subcommittees within existing boardrider clubs across Australia. These subcommittees, functioning as sister clubs, aim to increase female participation by fostering inclusive, supportive environments.

The sister club will have a 'subcommittee' comprising of 3–6 women who meet regularly to plan events and initiatives. One member will represent the group at the club's general committee meetings to ensure alignment and communication.

Clubs can choose from three models based on their needs:

- Competitive
- Social
- Combination

Competitive: Focused on growing female representation in competitions (e.g., additional divisions, tailored conditions).

Social: Encourages participation through non-competitive events like learn-to-surf days, social group surfs, workshops, and info nights.

Combination: A blend of both competitive and social approaches to boost women & girls' participation rates all-round.

The grant covers funding for a new participation & development-based initiative within your club (e.g., coaching, events or info nights). All spending must be approved by Surfing Australia and reported accordingly.

Surfing Australia, along with your relevant state branch will also offer ongoing support to ensure the continued growth and development of these boardrider clubs.

To set up a subcommittee, please email your state branch or Surfing Australia.



LEADERSHIP ROLES

Coaching: The Play Our Way Grant offers women and girls the opportunity to access free Foundation (Level 1), Progression (Level 2), or SUP Coaching Courses.

Coaching can lead to roles within surf schools, boardrider clubs, state branches, Surfing Australia, and high-performance coaching.

Judging: The Play Our Way Grant also allows women and girls to take free Foundation (Level 1) or Progression (Level 2) Judging Courses.

Judging can lead to opportunities in BRC club rounds, state and national events, as well as ISA, WSL, and Olympic levels.

Officiating: Through the Play Our Way Grant, women and girls can access free Officiating Courses.

Officiating training equips you with skills for your boardrider club, including general topics, best-practice safety, and risk management.

Eligibility:

- 16+ years old
- Must not have previously completed the course (no renewals)

For your discount codes, please email your state branch.



ON-BEACH TRAINING SESSIONS

The Play Our Way Grant aims to empower women and girls by providing 100 free on-beach training sessions across the country. These sessions are designed to upskill and support the development of new coaches and judges, forming a key part of our national strategy to enhance participation, leadership, and progression within the surfing community.

Delivered in collaboration with the Surfing States and their existing women and girls surf programs, each session will be tailored to create a supportive and inclusive environment that helps participants develop both technical skills and personal confidence.

The on-beach sessions will include a mix of learn-to-surf, coaching, and judging opportunities, with some sessions contributing toward required logbook hours for an active accreditation.

Funded by Surfing Australia and implemented by the Surfing States. For more information please contact your state branch.



WOMENS LEADERSHIP DEVELOPMENT CAMP



Surfing Australia is proud to host an exclusive annual camp at the Surfing Australia High-Performance Centre, dedicated to empowering and upskilling 40 accredited (Coaches, Judges & Officials) women funded through the Play Our Way 'NRMA INSURANCE RISE' program. To access free coaching, judging and officiating course codes please email your respective surfing state.

This immersive two-day, two-night experience scheduled Friday 4th June - Sunday 6th June 2027, offers participants a unique opportunity to strengthen their coaching, judging and/or officiating skills, build career pathways, boost confidence, and form lasting connections within a supportive and inclusive environment. Led by experienced mentors, the camp is designed to foster personal and professional growth for women in surfing.

Through the Play Our Way grant and in collaboration with the Surfing States, flights, transfers and accommodation will be funded for two participants per state (NSW, QLD, VIC, WA, SA, and TAS). In addition, a limited number of spots are available for participants who wish to stay on-site at the Surfing Australia High-Performance Centre but must arrange their own transport to the camp (flights/car). There will also be commuter spots available for local participants who would like to attend, though these positions do not include flights or overnight accommodation.

Eligibility:

- 18+ years old
- Must be an accredited coach, judge or official or have completed all online modules from your course. (Logbook hours may be completed prior or during the camp)

Applications close Sunday 7 March 2027 and can be submitted via the Surfing Australia - NRMA Insurance RISE webpage.



STORY TELLING



Surfing Australia will implement a dynamic content strategy to capture and share the program's impact, aiming to boost visibility and engagement across multiple platforms. Content will be distributed via television, social media, websites, and EDMs (Electronic Direct Mail).

To further amplify the message, we will collaborate with ambassadors who genuinely connect with our target audience. Through their stories, testimonials, and personal experiences, these ambassadors will highlight the program's benefits—creating authentic, inspiring content that encourages more women to get involved.

Participants can access this content through the social media channels, websites, and EDMs of Surfing Australia, as well as Surfing NSW, QLD, VIC, WA, SA, and TAS.

We encourage all interested individuals to follow Surfing Australia and their relevant state branch to stay informed and ensure they don't miss key updates or opportunities to participate.



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