



PERFORMANCE PATHWAY PLAN

SURFING VICTORIA



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Executive Summary

The following document outlines Surfing Victoria's High Performance Strategy. It showcases the focus and direction around the development of its programs and capabilities as well as the management of athletes, coaches and other stakeholders.

It details the dynamic climate and environment of High Performance programs presently within the sport of surfing and identifies its deficiencies from a local and global perspective. From this it signals the potential that the Surfing Victoria Performance Plan and its current programs have in taking High Performance beyond what has been done previously.

The strategy includes a section on Surfing Victoria's target athletes and coaches while displaying a method of delivery that is structured to ensure the best possible coaching and athlete management services are available to aspiring Victorian surfers.

Through wide breadth of offerings, the strategy has an overarching focus on subsidising elite programs for Victorian surfers. This sits alongside a core understanding of the need to bring elite national and international athletes to Victoria, reducing the isolation the state faces while ensuring exposure to world-best practices and performance standards.

This notion is supported by a section on athlete pathways which displays the clear linear levels of the elite surfing landscape from national and international perspectives. The emphasis behind this is its alignment with the strategy to support athletes in the elite environment relevant to their age and ability.

This document is concluded with a section on the success factors to the strategy, a model on the financial plan of the strategy's outset and a section on potential value proposition. This details how the contributions of Surfing Victoria's coaching programs will subsidise the activities for its Victorian elite athletes and coaches as well as help deliver the best of what the world of High Performance has to offer right to Victoria's doorstep.

Through the delivery of this strategy, Surfing Victoria aim to become leaders in High Performance coaching and athlete management while breaking new ground in the industry. This will be achieved while maintaining its overarching focus on making Victorian athletes the best they can be and empowering surfers and coaches to challenge themselves in a career in surfing.

Strategic Objectives

The Surfing Victoria Performance program aims to be a world leader in the area of High Performance surf coaching and athlete development through being at the forefront of innovation and providing transparent pathways for athletes and coaches, whilst empowering and driving Victorian athletes towards a career in surfing.



With its focus on the elite surfing environment, Surfing Victoria Performance Program envisages an alignment with partners who share their vision of being engaging, empowering, innovative and transparent all while giving back to their community within.

The Performance Plan aspires to develop a reputation and a sense of prestige around its High Performance programs in being able to deliver a product that is market leading and ground breaking. It is intent on become a world leader not only within the Surfing industry but in the area of High Performance as well. To achieve this Surfing Victoria will commit to continually investigate, identify and employ the latest and emerging techniques, strategies and technologies within their activities to promote, endorse and advocate its HP programs beyond what has been currently done within the industry before.

The benefit of this to potential partnerships is the ability to reach and gain exposure to new audiences within the well-established but everchanging and evolving Surfing industry. On the flipside, it can provide greater opportunity and possibility for Surfing Victoria's Performance Team as they look to build on the foundations of their current platforms

As an outcome, this will help establish Surfing Victoria's Performance Plan and its partners as the most credible and renowned sources amongst its audiences as well as delivering greater prosperity and success to its stakeholders in the future.

Underpinning Focus

The Surfing Victoria Performance Plan is focused on providing athletes with a delivery of solution-based coaching, targeted at developing their surfing towards becoming elite athletes.

The use of Surfing Victoria coaching resources and revenue streams will support our strategic approach to improve the quality of coaching and most importantly, the standard of surfers in Victoria.

With a Victorian-centric focus of what is best for "our" athletes, the intention of this program is to become a leader in High Performance across the world and provide Victorian surfers with a clear pathway to a professional surfing career.

Pathway Rationale

Australia may no longer be the International surfing leader.

Victoria is geographically isolated from the Surfing Australia High Performance Centre.

Access to Surfing Australia's High Performance Programs is very limited and skewed towards elite athletes who have progressed through foundation and development stages.



Victoria's climate and environment provide it's own unique set of challenges for aspiring athletes.

The Surfing Victoria Performance Plan is focused on *"making Victorians the best by exposing them to the best"*.

Surfing Australia's Elite and Performance pathway programs provide great opportunities to a very small number of invited Victorian surfers, however due to the limited exposure Victorian athletes have to these programs, it is imperative that Surfing Victoria deliver the bulk of athlete development in their home environment.

With a focus on early athlete development, by growing the pool of athletes progressing from foundation and development stages the Performance Plan seeks to increase the number Victorian athletes recognised as achieving in the elite areas of the sport.

The Surfing Victoria Performance plan has identified a need to take High Performance coaching and development beyond what has been previously done. With the desire to make Victorian athletes the best they can be, there is also a need to bring the best the world has to offer to Victoria.

By exposing aspiring Victorian athletes to the best Australian and International athletes it will:

- > Increase training and coaching standards
- > Introduce and show Victorian athletes the world standard of performance
- > Challenge our coaches to grow and develop, innovate and look outside the Victorian/Australian boundaries
- > Subsidise High Performance opportunities for Victorian athletes
- > Set performance aspirations and standards beyond current paradigms
- > Continue to showcase Surfing Victoria's Performance Pathway not just as a national leader, but an international ground breaker.

The aim of Surfing Victoria's Performance program will be:

- **Bringing the best to Victorians**
 - > Reduce the barriers of Victoria's geographical isolation
 - > Reach and access to HP environment and pathways
 - > Minimise cost to participants, to maximise exposure to coaching opportunities
 - > Consistency in delivery without having to leave home
 - > Increase the relationship network of Victorian athletes

Method of Delivery

The key pillars to the method of delivery for Surfing Victoria's Performance Strategy...



- > Early identification of potential elite athletes
- > Providing a solution-based technical approach to developing foundations of athletes
- > Setting of performance focused goals and targets for athletes
- > Providing online training avenues for remote athletes
- > Pathway specific event alignment
- > Early development of movement patterns (on land and in water) required for innovative surfing
- > Offering of other key support measures, for example; nutrition and sports psychology services

Key supporting elements to the delivery of the strategy include:

- > Supporting relationships with athlete development agencies outside of Surfing Victoria, for example; Surfing Australia HPC, Victorian Institute of Sport, other Australian and International private coaching operators
- > A focus on bringing as much opportunity to the Victorian athletes, with a constant and consistent introduction of non-Victorian and non-Australian athletes into the Victorian training environment
- > Continual development of delivery methods, to ensure the Surfing Victoria Performance Program remains a national and global leader in High Performance Surf Coaching
- > Identifying, exploring and supporting goal-setting and personal development opportunities for athletes and coaches
- > Maintain subsidising of Surfing Victoria's elite High Performance offerings

Surf Better Now

SurfBetterNow.com is the leader in online high-performance surf coaching in Australia. Created by Surfing Victoria's in house coaching team, Surf Better Now caters for surfers of all levels, providing step by step instructions on how to perform specific skills in the surf in a clear and easy to follow manner.

The site features levels of over 40 all-encompassing manoeuvre descriptions, along with exclusive member blogs filled with videos of our coaches dissecting the world's best surfers.

There is also a video submission feature, from which the Surf Better Now team will analyse a user's surfing skills and provide a personalised breakdown on areas to improve and specific tasks to take their surfing to the next level.

With over 50 years of experience, the coaches developing the site have worked with surfers such as Kelly Slater, Carissa Moore, Isabella Nichols, Leo Fioravanti, Connor O'Leary, Paige Hareb, Ethan Ewing, Reef Heazlewood, Nikki van Dijk, India Robinson, Xavier Huxtable, Kehu Butler, Pat Gudauskas, Joe Van Dijk, Ellie Harrison, Willis Droomer, Kobie Enright and more.



By targeting beginner through to elite levels of surfers, the Surf Better Now platform has something to offer all surfers not only Victoria wide, but nationally and internationally. The site also serves as an excellent coach development platform.

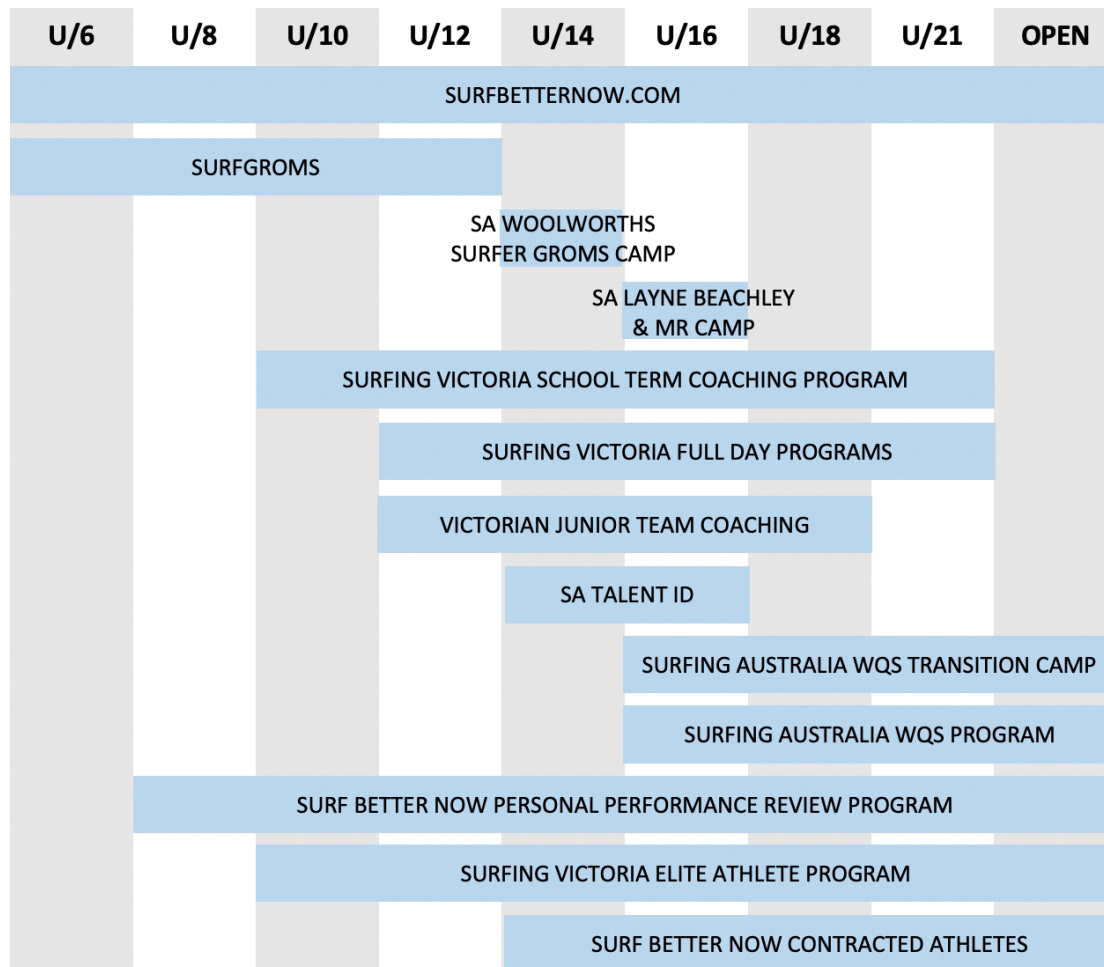
Surfing Victoria's Performance Programs, elite or beginner, are branded Surf Better Now to demonstrate the connection of the platform to surfers of all levels, recreational or competitive.

Victorian Event Pathway

U/6	U/8	U/10	U/12	U/14	U/16	U/18	U/21	OPEN
WEETBIX SURFGROMS								
WOOLWORTHS SURFER GROMS								
VICTORIAN BOARDRIDERS CLUB EVENTS								
WOORANGALOOK VICTORIAN INDIGENOUS SURFING TITLES								
		RIP CURL GROMSEARCH						
		WOOLWORTHS VICTORIAN JUNIOR TITLES						
		VICTORIAN JUNIOR CHALLENGE EVENTS						
		VICTORIAN OPEN TITLES						
		MELBOURNE POOL PARTY pres. by URBNSURF						
		WSL PRO JUNIOR SERIES						
		WSL QUALIFYING SERIES						
		RIP CURL PRO BELLS BEACH, via TRIALS						
		WORLD SURF LEAGUE TOUR						



Victorian Coaching Pathway



Elite Athlete Pathway

The elite pathway assists the Surfing Victoria Performance Team in supporting athletes to achieve in the elite environment relevant to their age.

However, while Identifying the various levels of elite event specific outcomes may be regarded as an indicator of performance, it is not an all-encompassing measure of success of the High Performance program with “X factor” and “future potential” components also key criterions.



The critical success factors for Surfing Victoria High Performance program include:

- Improving the quality of coaching by finding, training and retaining coaches who hold similar values to Surfing Victoria (e.g. personal development opportunities)
- Creation of an environment which is inclusive, engaging and empowering to foster development and assist athletes and coaches alike achieve and accomplish goals
- Development of the language and framework to change the way Australians coach surfing
- Empower surfers and coaches to consider a career in surfing
- Continued pursuit of growth and development opportunities for Victorian coaches



- Maintain a world leading level of program of a standard to continue to be attractive to non-Victorians and international athletes

Elite Athlete Opportunity Selection Guidelines

Throughout the year, there are opportunities for Victoria's elite to train alongside national and international athletes. These opportunities are first offered to those athletes identified by the Surfing Victorian High Performance team through the below guidelines.

These athletes are invited to sign as Surf Better Now ambassadors and as such, have access to Surfing Victoria's contract hours at URBNSURF Melbourne when available.

Events.

- Outstanding results at landmark regional events, or at a National, Pro Junior or WQS Level.
- Demonstration of scoring capacity in the excellent range at National / Pro Junior / QS Level.
- Dominance at Victorian Junior Series events through consistent excellent scores and 16+ heat totals.

X-Factor Performance.

- Leaders in their age groups in High Performance and innovative surfing.
- Athletes identified by SV Coaching Staff as having the potential to make rapid gains.
- Athletes identified by Surfing Australia HP staff, or by other trusted elite coaches.
- The demonstration of high level performances in video on social channels.
- Long term potential, an athlete with an identified trajectory to succeed at WSL Pro Junior, QS and CT level.

Physical Capabilities.

- Athletes who have high levels of physical movement competency in sports such as Skateboarding, Snowboarding, Freestyle Gymnastics, Trampolining, Dance, Divining etc.
- Demonstration of high end movement patterns and the physical characteristics that are the building blocks to elite surfing.

Character.

- Honest, courageous, determined, self motivated, respectful, open, honest, hungry to learn and improve, respectful and willing to help others.

Athlete Specific Clarification of Position in Pathway

All of the Elite Athlete Opportunity Selection Guidelines are key reference point for the Surfing Victoria Performance Team to identify elite athletes. All points are guides, athletes can meet one or many of these points. Selection and invitation remains at the discretion of the Surfing Victoria Performance Coaching Team, simply demonstrating or achieving one or many of the guides does not



automatically warrant an athlete inclusion in elite offerings. There may also be times where opportunity is offered through chance overlap or convenience of location.

The Surfing Victoria Performance Plan is a finite resource, with physical and financial limitations that may see that not all athletes can be included in every program.

If any parent or athlete has questions as to why they are not offered these Elite Athlete Opportunities they are to do so in writing to cahill@surfingvic.com, and will receive a response relative to the selection guidelines within two business days.

Surf Better Now Contracted Athletes

Surfing Victoria offers elite coaching services to Victorian, Australian and International athletes through it's Surf Better Now ambassador contracts.

These offerings are available to non Victorian surfers in the following categories;

- Championship Tour Athlete
- Qualifying Series Athlete
- Pro Junior

Victorian athletes identified through the Elite Athlete Opportunity Selection Guidelines aged 18 and over may also be offered a position as a Surf Better Now contracted athlete.

All are annual contracts, and offer a variety of services and at event support.

Surfing Victoria, through it's Performance Coaching staff, also offers event rates for CT, QS and Pro Junior support and day rates for training on the Surf Coast and at UBRNSURF Melbourne. The full price list and specific inclusions are available on request to cahill@surfingvic.com

Performance Plan Victorian Athlete KPI's

Within it's resource capabilities, each calendar the Surfing Victoria Performance Plan strives to engage athletes beyond the standard user pay pathway in both Elite and Emerging categories;

Elite Victorian Athletes

3 x Males

3 x Females

These Elite Victorian athletes receive subsidised training as *Surf Better Now Contracted Athletes*.

Emerging Victorian Juniors

6 x Males

6 x Females



These emerging Victorian Juniors are not Surf Better Now contracted athletes, however they are offered reduced price training opportunities at a greater frequency than the user pay programs.

Victorian Junior Surfing Team (Surfing Australia allocations)

5 x U/18 Boys	5 x U/18 Girls
5 x U/16 Boys	5 x U/16 Girls
5 x U/14 Boys	5 x U/14 Girls

These numbers mirror Surfing Australia's Australian Junior Surfing Title allocations for Victoria (2020 Surfing Australia Rule Book, page 17). These athletes qualify for these positions through the method outlined in the Victorian Junior Team Selection Policy, with the Victorian Junior Titles being a key criteria for selection. The Victorian Junior Team receive heavily subsidised training opportunities in preparation for, and throughout the annual Australian Junior Surfing Titles.

URBNSURF Melbourne

Surfing Victoria's have partnered with URBNSURF Melbourne. The partnership sees Surfing Victoria deliver ongoing training to URBNSURF surf coaches and staff, advise on URBNSURF's Surfing Academy, Boardriders club and competitions, deliver high performance training and guidance to Victorian, Australian and international surf athletes, as well as assisting URBNSURF with broader education and advocacy.

Through this partnership, Surfing Victoria receive an allocation of time per week for Performance Coaching. This is a valuable and limited resource and a key element to delivering training outcomes at all levels.

The Surfing Victoria Performance Team allocate these URBNSURF hours according to the needs of the various programs within the overall Performance Plan, with a priority given to Surf Better Now contracted athletes and those Victorians identified as progressing through the elite pathway.

Conclusion

This document sets out a model for the delivery of Surfing Victoria's Performance programs and its stakeholders. It defines the current High Performance surfing industry and market rationale for HP programs, which shows that Australia may no longer be the international surfing leader. This is due in part to the emergence of other countries within the sport, the evolution and influence of athlete development and management and the role that new technologies now play in analysing and improving athlete capabilities.

From this it was identified that there was a distinct need to take High Performance Surf Coaching and Development beyond what is being currently done and particularly for the Surfing Victoria's Performance Plan to open Victoria up to what the world of High Performance has to offer. Its hoped



by doing this it will enable Victorian coaches and athletes to challenge themselves by acknowledging what is required to reach the elite levels of competition and world standards of performance.

Within the industry analysis, it was highlighted that with the now postponed 2020 Tokyo Olympics and surfing becoming a recognised competitive event, the need for high performance programs is in high demand to give athletes a 'competitive edge' and the very best opportunity for success. From this, Surfing Victoria believe they can be industry leaders and ground breakers in the areas of High Performance Coaching and Athlete Development.

The method to this strategy outlined some key pillars and elements to its delivery as well as pointing out some critical factors to its success. Of important note was early identification of athletes, setting goals for them and tailoring programs to their specific outcomes within their development. This is supported by the provision of an athlete pathway which showcases a clear linear direction of the levels within the elite environment. In turn, this assists the Surfing Victoria coaches in being able to articulate their programs to what athletes want to achieve.

The overarching outcome of this strategy for Surfing Victoria Performance programs is that they maintain a commitment to making Victorian athletes and coaches the best they can be and provide them with every opportunity to reach their full potential in their surfing careers. It is hoped by achieving this that it reduces the barriers for them to realise their potential and achieve greater success both locally and globally.

Moving forward into the future, the Surfing Victoria is focused on the continual development and improvement of its High Performance Plan as the environment and climate of surfing changes. Its pledge to the betterment of Victorian elite athletes and coaches will remain paramount amongst its other commitments as its aims for continued and maintained success at all levels of competitive surfing locally and abroad.