



2020/2021
ANNUAL REPORT



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2020 MEETING MINUTES

DATE: 05/03/2021 START TIME: 4.00PM END TIME: 4.11PM
VENUE: SURFWORLD MUSEUM, SURF CITY PLAZA, TORQUAY

1. Chairperson's Welcome

Our AGM is being held on the land of the Wadawurrung people. I would like to acknowledge the traditional owners of the land we are gathered on today, and pay our respects to any elders past, present and emerging.

Meeting opened at 4.00pm and attendees are welcomed. On reflection it has been a tough year. We have seen a lot of event cancellations, but there have been some really positive things to come out of the organisation during this challenging time. Thank you to the volunteer board members for all the time they give to the organisation.

Thank you to the Surfing Victoria staff. This year has shown what a strong family you are. We are blessed to be leading an organisation that has such a strong culture and well done to everyone on their achievements over the past 12 months. Some great work is being done in the Surfers Rescue 24/7 program, Indigenous Program, Mon and Ange in their work in the Women & Girls space.

2. Attendance

Ash Wall (Chairperson), Elliott Mann (Director), Paul Robson (Director) Carmen Clifford (Director), Glenn Emslie (Director), Adam Robertson

(Member), Liam Robertson (Member), Cahill Bell-Warren (Member) Chad Butterworth (Member), Monica Fleming (Member), Simon Parsons (Member), Peter Murphy (Member), Jordie Campbell (Member), James Wilson-Browne (Member) & Elley Harrison (Member) – Minutes

4. Previous Minutes

Motion: that the Minutes from the previous AGM be accepted.

Moved: Liam Robertson

Seconded: Jordie Campbell

Carried

5. Business Arising

Nil

6. CEO's Report

Thank you to the Board for guidance and patience and Ash for always being there for the organisation and myself. Thanks to the staff for all the work the team does, we achieve some really great things and will continue to do so in the future. Looking forward to the next 12 months.



7. Financial Report – Period Ending June 30th 2020

Net asset position is down on the previous financial year, but we are really strong in position in comparison so some other sports who have not fared so well during the challenging COVID period. The financial statements are general purpose financial statements that have been prepared in accordance with the Australian Accounting Standards - Reduced Disclosure Requirements and the Associations Incorporation Reform Act 2012 (Vic).

The Association is a not-for-profit entity for financial reporting purposes under the Australian Accounting Standards. General Purpose Financial Statements have been prepared by Moore Stephens. The operating deficit for the financial year amounted to \$(207,454).

Motion: that the Financial Reports be accepted.

Moved: Paul Robson

Seconded: Elliott Mann

Carried

9. Election of Office Bearers

[2] Nominations for Available Positions [3]:

Kate Sullivan

Paul Robson

Congratulations to Kate and Paul. One vacancy remains for an Elected Director.

10. Special Resolution

The Constitution of Surfing Victoria does not allow for meetings of Members to be held using audio visual technology such as Zoom. Surfing Victoria was therefore required to apply to Consumer Affairs Victoria to hold the 2020 Annual General Meeting out of time due to the restrictions imposed by the Victorian Government in response to COVID-19 pandemic. As a result, the AGM which is ordinarily held by December each year is being held in March.

To ensure that Surfing Victoria can hold meetings of Members using technology in the future, it is proposed that the Members approve that the Constitution be amended to allow meetings of Members to be held using technology as follows:

*“The Members of Surfing Victoria Incorporated approve the following amendment to the Constitution by way of a Special Resolution.
Clause 9.6 be deleted and replaced with the following clause:*

9.6. Use of technology

9.6.1 A Member not physically present at a General Meeting may be permitted to participate in the General Meeting by the use of technology that allows that Member, and the Members present at the General Meeting to clearly and simultaneously communicate with each other.

9.6.2 For the purposes of this clause, a Member participating in a General Meeting as permitted under clause 9.6.1 is taken to be present at the General Meeting and, if the Member votes at the General Meeting, is taken to have voted in person.”

Special resolution was passed unanimously. Ash thanks everyone for attending and declares the meeting closed at 4.11pm.



CEO REPORT - ADAM ROBERTSON

It certainly has been a challenging 12 months for Surfing Victoria, with COVID19 continuing to have a major impact on our ability to deliver both our programs and events calendars. Our most notable event cancellations were the 59th Rip Curl Pro at Bells Beach, as well as the Australian SUP Titles, Australian Indigenous Titles and seeing the postponement of the Phillip Island Pro. We look forward to bringing back our marquee events in 2022.



As a result of COVID-19, there was some difficulty and calendar changes to a number of our State rounds across multiple disciplines. On a positive note we were able to crown a number of state champions and were able to run a specialty event in the URBNSURF wave pool facility to crown the Open Men's and Women's state titles. We thank the ever passionate competitive members for their patience and dedication to compete.

The inability to deliver face to face courses led us to pivot to the launch of the Surfers Rescue 24/7 course online. This online program gives participants the ability to participate in the the Surfers Rescue 24/7 program, including the identification of the signs of drowning, step by step CPR, understanding of the many dangers on land and in the water, and performing a virtual reality board rescue. www.surfersrescue.training

The continued growth of SurfBetterNow.com has been really positive for the development of surfers throughout Victoria and around the globe. This platform is available to all surfers with an interest in improving their surfing, with detailed resources available for beginners starting out, right through to elite athletes on the World Championship. This platform has allowed us to stay connected with our up and coming elite athletes during lockdowns to continue their skill development.

As CEO I am incredibly proud of our staff and very appreciative for the support and understanding shown from our members, Affiliated Clubs and Surf Schools. I'd also like to thank the Victorian Government, VicHealth, Emergency Management Victoria, Play it Safe by the Water, the advisory group that helped develop the Surf Her Way strategy that can be found at: www.surfingvic.com/surfherway and all our other partners for their continued support of Victorian surfing.

We have some amazing things planned in the Women and Girls space, for our Indigenous and Water Safety programs as well as for sport development over the coming 12 months. We look forward to bringing a full calendar of opportunities to our members into 2022.



CHAIRPERSONS REPORT - ASHLEIGH WALL

The Covid-19 pandemic has continued to impact Surfing Victoria's operations. It has also continued to illustrate the unique role that surfing plays in uniting communities as a sport and a lifestyle. I would like to express my appreciation to everyone who has provided their support and advice to Surfing Victoria through this challenging time.



Surfing Victoria continues to be overseen by a strong volunteer Board. The Board has adopted a new three-year strategy which is committed to building a diverse and inclusive surfing community, and ensuring we are able to embrace the readjustment and innovation needed to adapt to the new circumstances we operate in. The strategy is driven by six strategic pillars:

1. Participation & Community: grow an inclusive, safe and active Victorian.
2. Governance: maintain a stable and compliant organisation focused on the delivery of our vision and values.
3. Women & Girls: support a diverse and inclusive surf culture and community with equality in and out of the water.
4. Indigenous: to be a leader in Indigenous sport participation of Victoria communities while fostering a love and understanding of waterways.
5. Events: deliver a portfolio of innovative and inclusive events in Victoria.
6. Sport Development: support Victorian athletes to become the world's best surfer and people.

I would like to thank Robin O'Neill and Elliott Mann who are stepping off the Board after six years and are both leaving the Board having made significant and invaluable contribution to surfing in Victoria.

The Victorian Indigenous Surfing Program remains a key initiative and in its 24th year, is one of the longest running Indigenous engagement programs in the country. Strong Aboriginal community leadership and engagement in culturally safe and engaging environments that are inclusive, respectful, and flexible are the core values of the program and we are committed to ensuring it continues to thrive.



CHAIRPERSONS REPORT - CONT.

Surfers have continued to play a vital role in performing rescues along our coastline. Surfing Victoria, with support from the Victorian Government, is continuing to deliver the Surfers Rescue 24/7 program which is a free Board Rescue and Cardiopulmonary Resuscitation (CPR) course for all surfers and recreational water users in Victoria. This program will focus on working with boardrider's clubs and school students in the coming year.

We were required to delay the formal launch of the Surf Her Way Strategy but will launch the strategy in person in November 2021. This dedicated strategy provides the platform to grow and retain the number of women and girls participating in surfing at all levels and holding positions of leadership in the industry.

As we look forward to the easing of Covid-19 restrictions, Surfing Victoria is focusing on delivering sustainability and stability in our operations and financial performance so that we can continue to improve our impact as an organisation each year.

The commitment of the volunteer committee members of each boardrider club has been vital to ensuring the stability of each club and surfing across Victoria. The health of boardrider clubs will be a focus of Surfing Victoria under the new strategy.

On behalf of the Board, I would like to congratulate the Surfing Victoria staff and volunteers for their commitment throughout the challenges of 2021. We also thank the Victorian Government and all our partners for their continued support of surfing in Victoria.





AUDITED FINANCIAL STATEMENTS 2020/2021

Surfing Victoria Incorporated

ABN: 59672903896

Statement of Profit or Loss and Other Comprehensive Income For the Year Ended 30 June 2021

	Note	2021 \$	2020 \$
Income			
Revenue from contracts with customers	4	1,022,796	1,015,270
Other income	4	238,487	179,156
Total income		1,261,283	1,194,426
Expenditure			
Administration		(168,692)	(232,484)
Depreciation		(44,601)	(44,077)
Employee remuneration		(857,886)	(835,420)
Events and programs		(279,259)	(264,027)
Loss of disposal of assets		-	(3,863)
Membership expense		(1,742)	(17,124)
Total expenditure		(1,352,180)	(1,396,985)
Deficit from Ordinary Activities		(90,897)	(202,569)
Income tax expense	2(b)	-	-
Deficit for the year		(90,897)	(202,569)
Other comprehensive income			
Gains on revaluation of assets		20,000	24,000
Other comprehensive income for the year		20,000	24,000
Total comprehensive deficit for the year		(70,897)	(178,569)

Surfing Victoria Incorporated

ABN: 59672903896

Statement of Financial Position 30 June 2021

	Note	2021 \$	2020 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	5	1,017,615	1,007,641
Trade and other receivables	6	53,243	47,623
TOTAL CURRENT ASSETS		1,070,858	1,055,264
NON-CURRENT ASSETS			
Investment in related entity		100	100
Property, plant and equipment	7	1,141,160	1,157,430
TOTAL NON-CURRENT ASSETS		1,141,260	1,157,530
TOTAL ASSETS		2,212,118	2,212,794
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	8	83,966	68,541
Contract liability		180,000	140,000
Employee entitlements	9	118,811	116,900
TOTAL CURRENT LIABILITIES		382,777	325,441
NON-CURRENT LIABILITIES			
Employee entitlements	9	83,207	70,322
TOTAL NON-CURRENT LIABILITIES		83,207	70,322
TOTAL LIABILITIES		465,984	395,763
NET ASSETS		1,746,134	1,817,031
EQUITY			
Asset revaluation reserve		671,457	651,457
Retained earnings		1,074,677	1,165,574
TOTAL EQUITY		1,746,134	1,817,031



AUDITED FINANCIAL STATEMENTS 2020/2021

Surfing Victoria Incorporated

ABN: 59672903896

Statement of Changes in Equity

For the Year Ended 30 June 2021

	Retained Earnings	Asset Revaluation Reserve	Total
	\$	\$	\$
Balance at 1 July 2020	1,165,574	651,457	1,817,031
Operating deficit for the year	(90,897)	-	(90,897)
Revaluation increment	-	20,000	20,000
Balance at 30 June 2021	1,074,677	671,457	1,746,134

	Retained Earnings	Asset Revaluation Reserve	Total
	\$	\$	\$
Balance at 1 July 2019	1,368,143	627,457	1,995,600
Operating deficit for the year	(202,569)	-	(202,569)
Revaluation increment	-	24,000	24,000
Balance at 30 June 2020	1,165,574	651,457	1,817,031

Surfing Victoria Incorporated

ABN: 59672903896

Statement of Cash Flows

For the Year Ended 30 June 2021

CASH FLOWS FROM OPERATING ACTIVITIES:

Note	2021	2020	
	\$	\$	
Receipt of grant and sponsorship income	982,309	1,118,117	
Receipts from customers and members	184,649	88,650	
Payments to suppliers and employees	(1,382,754)	(1,387,222)	
Government stimulus received	226,500	63,000	
Interest received	7,601	19,486	
Net cash provided by/(used in) operating activities	16	18,305	(97,989)

CASH FLOWS FROM INVESTING ACTIVITIES:

Purchase of property, plant and equipment	(8,331)	(26,280)
Net cash used in investing activities	(8,331)	(26,280)

Net increase/(decrease) in cash and cash equivalents held	9,974	(124,249)	
Cash and cash equivalents at beginning of year	1,007,641	1,131,890	
Cash and cash equivalents at end of financial year	5	1,017,615	1,007,641



ORGANISATIONAL HIGHLIGHTS

Indigenous Program

638 Indigenous Participants
in Surf & SUP Programs
across 14 locations

Surfers Rescue 24/7

1057 Course Participants
(Online & Face to Face)

Surf Her Way

Surf Her Way Strategy
Launched

Coasting

447 Coasting for Women &
Teens Participants

Social Media

52,656 Total Followers on
Social Media Channels

Financial Equity

\$1,746,134 Total Equity FY
2020/2021

Rip Curl Gromsearch National Final

Event held at URBNSURF
Melbourne for the first time

Surviving Summer

Consultancy role in highly
anticipated Netflix series



SURFING VICTORIA STRATEGIC PLAN 2021-2023

PURPOSE

**TO ENRICH
VICTORIAN
COMMUNITIES
THROUGH
SURFING.**



OUR VALUES

REAL

We have a passion for surfing

RESPECTFUL

We are appreciative of and celebrate
our community, environment,
Indigenous culture and surfing history

PROGRESSIVE

We are inclusive, innovative and
embrace change





SURFING VICTORIA STRATEGIC PLAN 2021-2023

OUR OPERATING PRINCIPLES

1. We build and value positive and respectful relationships.
2. We are focused on core programs whilst staying flexible.
3. We are proactive and strive to be at the forefront of surfing innovation.
4. We connect through storytelling.
5. We design for inclusivity and a positive surfing environment.
6. We promote care for Victoria's coastline.
7. We have fun!



STRATEGIC PILLARS

1. Participation & Community
2. Governance
3. Indigenous
4. Events
5. Women & Girls
6. Sport Development





SURFING VICTORIA STRATEGIC PLAN 2021-2023

PARTICIPATION & COMMUNITY

Grow an inclusive, safe and active Victorian community through surfing.

DRIVERS	BASELINE MEASURE
<ul style="list-style-type: none"> + Boardrider Clubs + Members + Surfers Rescue 24/7 + Social Media + Surf Schools + Water Safety 	<ul style="list-style-type: none"> + Health of Boardrider Clubs + Strength of Surf School network + Member retention & satisfaction
MEASURES OF SUCCESS	OUTCOME 3YR
<ul style="list-style-type: none"> + 800 Program Participants + 600 Members + 22 Boardriders Clubs + 23 Surf Schools + 55,000 Social Media 	Surfing Victoria connects with 25,000 more people through surfing each year.
MEASURES OF SUCCESS	ASPIRATION 5YR
	More than 100,000 connected surfers in Victoria.

WOMEN & GIRLS

Support a diverse and inclusive surf culture and community with equality in and out of the water.

DRIVERS	BASELINE MEASURE
<ul style="list-style-type: none"> + Surf Her Way + Programs + Pathways + Partnerships + Branding 	<ul style="list-style-type: none"> + Surf Her Way brand and program growth + Healthy Boardriders Clubs
MEASURES OF SUCCESS	OUTCOME 3YR
<ul style="list-style-type: none"> + Inclusive leadership is evident in Boardriders Clubs + Relevant programs and / or pathways for women and girls of all levels + Programs create opportunities for women and girls, and their needs + Partnerships aligned with Surf Her Way strategy + Social Media community 	Increased women and girls engagement throughout Surfing Victoria's network of programs, clubs and pathways.
MEASURES OF SUCCESS	ASPIRATION 5YR
	Be well on the way to gender equality.

INDIGENOUS

To be a leader in Indigenous sport participation of Victorian communities while fostering a love and understanding of waterways.

DRIVERS	BASELINE MEASURE
<ul style="list-style-type: none"> + Listening to the voice of local communities + Community Engagement + Storytelling and advocacy of program + Reconciliation Action Plan + Community led approach + Investment in the development of community heroes 	<ul style="list-style-type: none"> + Reconciliation Action Plan developed + Strong connection to Victoria's Indigenous communities
MEASURES OF SUCCESS	OUTCOME 3YR
<ul style="list-style-type: none"> + Long term relationships formed with Victorian communities + Broadening the program content with other sports + Respect for Indigenous culture and heritage integrated through all of Surfing Victoria's activities 	<ul style="list-style-type: none"> + Sustained community capability to lead program delivery + Community led surfing programs that connect people through participation events
MEASURES OF SUCCESS	ASPIRATION 5YR
	An active leader in closing the gap by addressing the Indigenous communities' needs.



SURFING VICTORIA STRATEGIC PLAN 2021-2023

SPORT DEVELOPMENT

Supporting Victorian athletes to become the world's best surfers and people.

DRIVERS	BASELINE MEASURE
<ul style="list-style-type: none"> + Surf Better Now + URBNSURF + Fee paying athletes + Coaching + Judging 	<ul style="list-style-type: none"> + 12 athletes achieving elite Performance criteria + Surf Better Now services
MEASURES OF SUCCESS	OUTCOME 3YR
<ul style="list-style-type: none"> + Surf Better Now subscriptions + 179 Coaches + 37 Judges + Clear athlete Performance Pathway Plan 	<ul style="list-style-type: none"> + Coaching funding sustains Performance program + 16 Surfing Victoria athletes meeting elite Performance criteria
	ASPIRATION 5YR
	<ul style="list-style-type: none"> + Surfing Victoria a global benchmark for athlete development + Champions of the pathway

EVENTS

Deliver a portfolio of innovative and inclusive events in Victoria

DRIVERS	OUTCOME 3YR
<ul style="list-style-type: none"> + WSL sanctioned events + Multi-discipline state events + Economic value of portfolio + Owned events 	<ul style="list-style-type: none"> More than \$300m in economic value is delivered to Victoria through surfing events
MEASURES OF SUCCESS	ASPIRATION 5YR
<ul style="list-style-type: none"> + 2 X International Events + 22 Events + 2210 Participants + \$98m Economic Impact 	<ul style="list-style-type: none"> + More than \$125m in events economic impact is achieved each year through inclusive and innovative surfing events + Surfing Victoria delivers a dynamic events portfolio, servicing the requirements of the various disciplines
BASELINE MEASURE	
<ul style="list-style-type: none"> + Event calendar services the needs of our members, across disciplines + New major event business case 	

GOVERNANCE

Maintain a stable and compliant organisation focused on the delivery of our vision and values.

DRIVERS	BASELINE MEASURE
<ul style="list-style-type: none"> + Stakeholder engagement + Financial sustainability + Risk Management + Board and Minister Relationships 	<ul style="list-style-type: none"> + Strength of our government partnerships
MEASURES OF SUCCESS	OUTCOME 3YR
<ul style="list-style-type: none"> + Securing new non-government revenue + Written Board briefs with evidence based positions + Relevant stakeholders engagement plan + Budget management and reporting processes + Strength of government relationships 	<ul style="list-style-type: none"> + Balance of government to non-government revenue + Evidence based decision making with Board
	ASPIRATION 5YR
	<ul style="list-style-type: none"> A sustainable and stable business that is less reliant on government funding



SURFING VICTORIA STRATEGIC PLAN 2021-2023

CRITICAL ACTIONS

PARTICIPATION & COMMUNITY

CRITICAL ACTIONS

- + Develop capabilities within the Boardriders Club network, strengthening clubs to be champions of inclusivity
- + Drive program growth across the suite of Surfing Victoria offerings
- + Engage Victorians in the Surfers Rescue 24/7 program
- + Continue to grow Surfing Victoria's social media channels, strengthen our connection with the recreational surfer
- + Share the love of surfing with all, using the sport to promote positive physical and mental health
- + Use surfing as a vessel to promote clean coastlines and inclusive communities

WOMEN & GIRLS

CRITICAL ACTIONS

- + Drive Surf Her Way programs and messaging to the Victorian surfing community
- + Support the development of Boardriders Clubs to champions of inclusivity
- + Develop a social media community around Surf Her Way
- + Develop story telling plan to increase stakeholder and community engagement and overall understanding of Surfing Victoria's Women and Girls programs
- + Develop a broad range of offerings to engage women and girls in surfing, both in and out of the water

SPORT DEVELOPMENT

CRITICAL ACTIONS

- + Develop a pathway and robust process that produces and supports the world's 'best' surfers
- + Extend programs to intermediate surfers
- + Sustain growth on the Surf Better Now platform
- + Develop further offerings within Surf Better Now to engage with recreational surfers across multiple disciplines
- + Develop coaching and judging network
- + Sport Development calendar for members

GOVERNANCE

CRITICAL ACTIONS

- + Take care of, and give order to the sport of surfing
- + Strengthen partnerships and align programs and policy to government, commercial frameworks or brands
- + Expand and maintain sustainable and diverse funding streams
- + Grow our existing reputation as a credible, well governed and values driven organisation
- + Maintain a strong governance framework

INDIGENOUS

CRITICAL ACTIONS

- + Develop Reconciliation Action Plan
- + Integrate respect for Indigenous culture and heritage through all Surfing Victoria activities
- + Recruitment of Indigenous community champions within key Indigenous bodies, groups and communities
- + Develop story telling plan to increase stakeholder and community engagement and overall understanding of Surfing Victoria's Indigenous programs

EVENTS






CRITICAL ACTIONS

- + Maintain calendar of prestigious and inclusive events at all levels of the sport
- + Develop business case for Surfing Victoria owned major events
- + Drive and increase sponsorship across the Surfing Victoria event calendar
- + Develop a major event at URBENSURF Melbourne and community engagement and overall understanding of Surfing Victoria's Indigenous programs





DIGITAL FOOTPRINT

Followers @ 03/07/2021						Total
Surfing Victoria	19,234	21,558	1,894	806	331	43,823
Coasting SUP	2,243	946	0	0	0	3,189
Surf Her Way	71	282	0	0	0	353
Surf Better Now	511	2,365	0	0	311	3,187
Surfers in Suits	889	418	0	0	0	1,307
Victorian Indigenous Surfing	79	1,005	0	0	0	1,084
Total	23,027	26,574	1,894	806	642	52, 943



CURRENT PARTNERS

MAJOR PARTNERS



SUPPORTING PARTNERS





AFFILIATED SURF SCHOOL NETWORK



- Apollo Bay Surf & Kayak
- Bass Coast Surf Academy
- Ben & Lee Considine Longboard Coaching
- Girls On Board
- Go Ride A Wave
- Great Ocean Road & Bellarine Surf Tours
- Honu Honi Surf Camp
- Inverloch SUP
- Island Surf School
- Ocean Mind
- Ocean Vibes Coaching
- Offshore Surf School
- Pt Lonsdale School Of Surfing
- Port Fairy Surf School-Salty Surf School
- SUP-FIT
- Surf Sessions
- Surf Shack Surf School – Lakes Entrance
- Switchfoot Surf School – Ocean Grove
- Torquay Surfing Academy – Torquay
- WSUP – Geelong



AFFILIATED BOARDRIDERS CLUBS



- 13th Beach Boardriders
- Bass Coast Boardriders Club
- Bodyboarding Victoria Inc
- Jan Juc Boardriders Club
- Kneeboard Surfing Victoria
- Maladiction Longboarders
- Mallacoota Boardriders Club
- Otway Boardriders
- Peninsula Surfriders Club
- Phillip Island Boardriders Club
- Point Lonsdale Boardriders Club
- Port Campbell Boardriders Club
- Port Fairy Boardriders Club
- Portland Boardriders Club
- Southern Ocean Union of Longboarders
- South Coast Boardriders Club
- SUP Vic Inc
- Surf Coast Longboarders
- Surf Coast Womens Boardriders
- Swell Mamas
- Torquay Boardriders Club
- URBNSURF Melbourne Boardriders Club
- Warrnambool Boardriders Club



THANK YOU