



STRATEGY

2024





BECAUSE SHE CAN

ANYONE

All girls, all women, all life stages and backgrounds

ANYPLACE

All of Victoria's coastline, waterways and wave pool

ALL

All Women and Girls who share a passion and interest in surfing

Photo: Katery Shearer





VISION

**A DIVERSE AND INCLUSIVE SURF
CULTURE AND COMMUNITY WITH
EQUALITY IN AND OUT OF THE WATER**

BY 2030 WE WILL

Have a brand that attracts new Women and Girls, and keeps our existing Women and Girls connected to surfing.

Be well on the way to gender equality.

See an influx of Women and Girls in surfing by making it more accessible and inclusive to all.

Have built strategic partnerships that help us resource and deliver our Women and Girls pathways and programs.

See the strong connection between surfing, mental wellbeing, community and our environment.



WE ARE...

AUTHENTIC AND UNIQUE

LOVE HAVING FUN

CARE FOR OURSELVES AND OTHERS

**VALUE COMMUNITY AND OUR
ENVIRONMENT**

CONNECT AND INSPIRE OTHERS

ARE STRONG AND UNSTOPPABLE

LOVE TO SURF AND BE OUTDOORS





WHY ARE WE DOING THIS

Surfing is a lifestyle. It can become part of your DNA, your connection to the ocean and environment, your interaction and engagement with community.

Surfing fosters respect for the earth and others, mindfulness, presence, discipline, freedom, self expression, fitness and friendship.

As we strive for social, political and economic equality across all sectors of public life, Surfing Victoria understands the need to lead the way and inspire more Women and Girls through surfing.

This strategy is committed to greater gender equality in the sport, to make surfing more inclusive, accessible and enjoyable for all.

Photo: WSL Matty Dunbah





STRATEGY FOCUS AREAS

EQUALITY

A commitment to achieving gender equality in all aspects of the sport, through building and fostering inclusive and respectful environment.

GROWTH & RETENTION

A focus on growing and welcoming Women and Girls to surfing and supporting existing surfers in and out of the water.

LEADERSHIP

To be accessible, inclusive and empowering all Women and Girls, through social networks and connections.



WHAT IS HER BARRIER

FEAR OF JUDGEMENT

Fear of Judgement is identified in Australian research as a national barrier for females participating in sport across all life stages and can take many forms.

- Body image concerns are present at all life stages. Feeling intimidated and/or embarrassed to exercise in public and in a wetsuit or not having the right equipment
- More active women fear that they can't perform as well as they use to,
- During adolescence many girls feel a social disconnect, creating apprehension on how they fit into sport.
- Many mothers feel guilty about spending time exercising as they fear it will be perceived as self-indulgent or implies she is neglecting her maternal duties.



WHAT IS HER BARRIER

LACK OF POSITIVE ROLE MODELS

- If she can't see it, she can't be it
- Women go where women are

Photo: South Coast Surf Boards





WHAT WE WANT TO DO

EQUALITY

Surfing Victoria to continue to meet equality standards for board representation

Provide valuable information and be a strong support network for boardrider clubs and surf schools in their journey to achieve gender equality

Provide opportunities for all, at all levels of the sport and encourage increased representation in the industry and administration of the sport

Calling out intimidation in the water when we see it

Engaging Men and Boys to help guide decisions

Connecting to existing programs and campaigns.
Collecting data to guide program development and understand the current state of play for Women and Girls in surfing

Look to other sports to help guide decisions

Use marketing and events to promote gender equality and to foster an inclusive and respectful environment

Use storytelling to celebrate women and girls who surf and their achievements



WHAT WE WANT TO DO

GROWTH AND RETENTION

Ensure we focus on all stages of life, all backgrounds

Create pathways designed to encourage new participants and keep women and girls involved in surfing both in and out of the water

Retain current surfers and keep them engaged

Create pathways for supporting, mentoring and coaching Women and Girls to be active in the sport

Explore how we can support boardrider clubs to build capacity and increase levels of participation

Broadening participation opportunities for Women and Girls

Understand individual drivers for Women and Girls who surf

Collaborate with community groups

 rip curl
BELLS BEACH APRIL


RIP CURL PRO
BELLS BEACH APRIL 17 - 27, 2017

MELBOURNE





WHAT WE WANT TO DO

LEADERSHIP

Surfing Victoria continuing to lead in this space in all areas of its operations

Actively support boardrider clubs and surf schools in their gender equality journey

Increase the number of Women coaches and judges

Engage diverse 'SURF HER WAY' ambassadors to play an active role in creating our vision

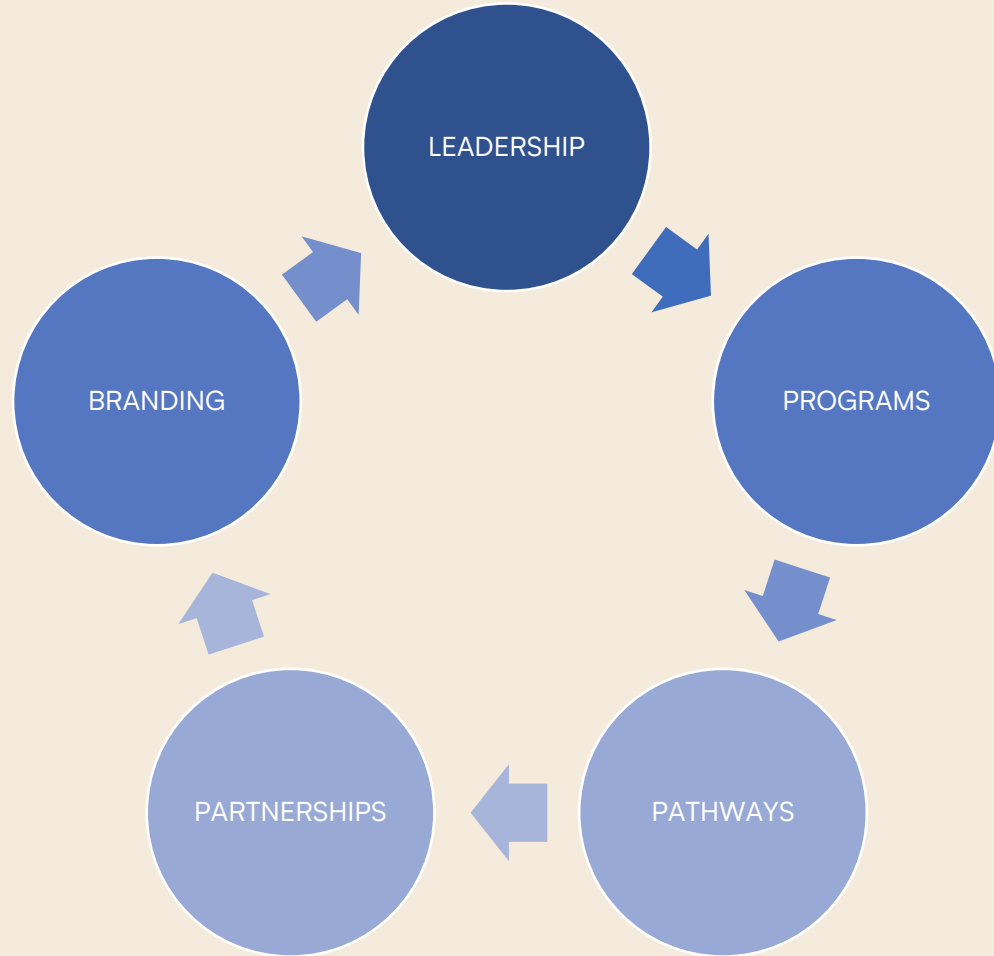
Encourage male leaders to be champions for change

Promote leaders in the surf industry that are welcoming to Women and Girls

Fostering an inclusive surf culture



HOW WILL WE DO THIS





BRANDING

USING 'SURF HER WAY' AS A BASIS

- Design the brand for our target market/audience
- Engage ambassadors to introduce and implement the 'Surf Her Way' initiative and use storytelling for positive change
- Identify key themes such as freedom, strength, courage, fitness, feeling, mental wellbeing, friendship
- Reinforce surfing has no gender
- Use social media channels to promote the brand and build networks



LEADERSHIP

**LEAD, EMPOWER, PROMOTE AND
MODEL EQUALITY IN SURFING ALL
LEVELS**

- Deliver programs that support and implement the strategy
- Surfing Victoria board and organisation actively commit to implementing the strategy
- Connect to existing equality programs



PATHWAYS

**DESIGN PATHWAYS THAT BUILD
SKILLS, CONFIDENCE AND CONNECT
SURFERS SOCIALLY**

- Support club events that highlight Women and Girls
- Support clubs to increase Women and Girls divisions
- Work with ambassadors to support and mentor
- Provide opportunities for coaching and judging courses



PROGRAMS

CONTINUE TO DELIVER QUALITY PROGRAMS

- Develop specific programs targeted at beginner and intermediate levels (using research from the brand strategy on our target markets)
- Develop specific programs based on research and data
- Offer High Performance Coaching sessions for Women and Girls across all surfing codes
- Introduce a Surfing Victoria Women and Girls day



PARTNERSHIPS

TO HELP DELIVER ACTIVITIES AND PROGRAMS

- Partner with ambassadors to role model Women and Girls surfing
- Align and partner with State Government programs
- Work with existing boardrider clubs and surf schools to actively encourage Women and Girls
- Partner with businesses that support and encourage Women and Girls
- Develop partnerships that provide a platform to inspire Women and Girls to surf



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