



**SURFING  
NSW**

STRATEGIC PARTNERSHIPS PROGRAM





*"It has been great working with Surfing NSW. I also learned more about the Surfers Rescue 24/7 program that is essential for everyone in the water, every day. Anyone who has access to it or hears about it should go and learn a little something from it."*

Kelly Slater, 11 x World Champion at WSL Vissla Sydney Surf Pro 2019

# STRATEGIC PILLARS:

PARTICIPATION AND COMMUNITY

EVENTS

HIGH PERFORMANCE PROGRAM

MEDIA AND CHANNELS

PARTNERSHIPS

## WHO WE ARE AND WHAT WE DO

### PURPOSE

A healthier and happier Australia by enriching communities through surfing.

### VISION

To be one of Australia's most loved and viable sports creating authentic heroes and champions.

### MISSION

For surfing in Australia to maximise its outcomes for the sport and to develop our surfers at all levels.

### VALUES

#### REAL

We live the surfing lifestyle and we share the stoke.

#### RESPECTFUL

We are appreciative of our community and environment and we celebrate our history and culture.

#### PROGRESSIVE

We embrace change and innovation.

### ORGANISATIONAL EXCELLENCE

We strive to set world standard benchmarks in sport management practices, governance and business excellence.





*"Surfing NSW have played a massive role in my surfing career helping me prepare for the World Tour. The number of NSW surfers on tour is testament to the success of the programs they have developed."*

**Mick Fanning, 3X World Champion**



Stephanie Gilmore 7x World Champion, Tweed Heads NSW

**LET'S DO BUSINESS AT THE BEACH**

We'd love to work with your organisation and build your association with Australia's Surf Lifestyle via any of our programs and platforms listed in this document.

We customise all our partnerships which currently range from \$25,000 to \$500,000 per annum. Please don't hesitate to make contact and let's do business at the beach. Call or email Luke Madden or John Shimooka on the below:

**Luke Madden - Chief Executive Officer**  
0419 773 656 [luke@surfingnsw.com.au](mailto:luke@surfingnsw.com.au)

**John (Shmoo) Shimooka - General Manager**  
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John O'Neill, Luke Madden, James Griffin and Adam Marshall

# NEW SOUTH WALES PARLIAMENTARY FRIENDS OF SURFING

The New South Wales Parliamentary Friends of Surfing is a forum to promote the benefits of a surfing lifestyle to the NSW community.

The bipartisan group is chaired by James Griffin, MP, Member for Manly Parliamentary Secretary for the Environment and Veterans and has been formed to support, promote and actively engage with the state's peak surfing body and the NSW surfing community.

"We believe surfing can enrich communities and help create a healthier and happier society," said Surfing NSW Chair, John O'Neill. "We see the formation of a Parliamentary Friends of Surfing group as a key initiative in developing long-term partnerships spanning Government, the private sector and an array of community-based organisations."

Luke Madden, Surfing NSW CEO, said: "We welcome this alliance and look forward to working closely with our Parliamentary Friends and partners to promote Surfing NSW's role in the community as we strive to achieve our overall vision for surfing to be one of Australia's most loved sports that creates authentic heroes and champions."

James Griffin, Member for Manly, said: "Surfing NSW has a proud history and I value the great work the organisation is doing in the community to promote health and wellbeing as well as to support the growth of the sport and the development of the next wave of future surfing champions."

"The NSW Parliamentary Friends of Surfing Group will allow us to be even more intentional as to how we can continue to support the organisation and its business partners in creating healthier and happier communities."

Surfing NSW is now working closely with the Friends of Surfing on the roll out of our Strategic Partnerships Program and the design and implementation of new platforms, all of which are detailed in this document.

Parliamentary Friends of Surfing group consists of: James Griffin, Justin Field, Taylor Martin, Natasha Maclaren-Jones, Mark Taylor, Scott Farlow, David Harris, Trevor Khan, Adam Crouch, Ray Williams, Clayton Barr, Tim Crankanthorp, Eleni Petinos and Geoff Provest.

A special mention also goes out to The Hon. Gareth Ward, and the Hon. Mark Speakman for all their support.

Surfing NSW was established in Sydney in 1963

## OUR STORY

Surfing was popularised in Australia at Freshwater Beach, just north of Manly, in 1915 by a Hawaiian Olympic Games swimming champion, Duke Kahanamoku. The Duke had been invited to Australia as the world sprint champion to provide swimming exhibitions and, while in Sydney, he also gave an amazing exhibition of wave riding on a solid surfboard modelled from sugar pine.







7 X World Champion and Surfing Australia Chair Layne Beachley at Manly Beach

From there, our sport quickly became one of Australia's most loved recreational activities. Surfing took another step in its maturity in 1963 when Surfing NSW was established to administer the sport. Since then we have produced a roll call of world champions from Midget Farrelly - who was the founding president of Surfing NSW in 1964, through to multiple world champion title winners including:

- Mark Richards (1979, 1980, 1981 and 1982)
- Tom Carroll (1983 and 1984)
- Damien Hardman (1987 and 1991)
- Mick Fanning (2007, 2009 and 2013)
- Layne Beachley (1998, 1999, 2000, 2001, 2002, 2003 and 2006)
- Tyler Wright (2016 and 2017)
- Stephanie Gilmore (2007, 2008, 2009, 2010, 2012, 2014 and 2018)

Today our organisation is a leader in a network of aligned surfing organisations spanning Queensland, Victoria, Western Australia, South Australia and Tasmania. Together we have also formed a national body, Surfing Australia.



Paddle out in memory of Midget Farrelly (1944 - 2016)



Cronulla Point 1963 - Gary Birdsall



2 X World Champion Tyler Wright

We are on the cusp of another milestone for our sport with our athletes preparing to compete in surfing's first ever Olympic Games in Tokyo in July 2020. At a regional and state level, Surfing NSW manages some 50 events every year spanning the entire NSW coastline and including:

- grassroots junior competitions, regional and state titles, school and university surfing championships; lifeguard surf challenges and the Australian Surfing Championships
- international professional events including the WSL Vissla NSW Pro Surf Series, Port Stephens Pro, Vissla Sydney Surf Pro
- events in other surfing disciplines such as long boarding, logging, stand-up paddle boarding, bodyboarding, kneeboarding, big-wave surfing and "adaptive" surfing for surfers with disabilities

In addition to the Surfing NSW-run events, the NSW Boardrider Club system comprising more than 100 clubs manages 1,000 local community events each year. We also accredit 50 surf schools who deliver more than 250,000 surf lessons annually.

Surfing NSW is based at Maroubra Beach in Sydney's eastern suburbs and we employ staff skilled in content creation, partnership marketing, data and analytics, digital media, community, education and Indigenous engagement as well as coaching, judging and, of course, event management.



*“Surfing retains its status as cool and exciting. Few sports are as well defined in the Australian psyche, creating a strong proposition for current and future partners.”* Australian Sports Commission, Surfing Scorecard - GEMBA 2017



2019 NSW Junior Champion Lennix Smith at Kiama's Bombo Beach



Ryan Callinan



Team Australia

## DESTINATION TOKYO - 2020 OLYMPIC GAMES

For the first time, surfing will be contested at the Tokyo 2020 Olympic Games, the biggest sporting event in the world. This exposure will provide a mainstream, worldwide boost for a sport and a lifestyle that's been known and loved by Australian's for more than 100 years.

Surfing is one of five new sports which the International Olympic Committee (IOC) included to bring more youthful and vibrant activities to the program. The competition will take place in the open ocean, where the condition of the waves, the direction and strength of the wind and the height of the tides will all be factors. No two waves are alike, meaning Olympic surfing will be a contest with nature as well as between the competing athletes.

The International Surfing Association (ISA) is the global sport federation recognised by the IOC whereas the World Surf League (WSL) is privately

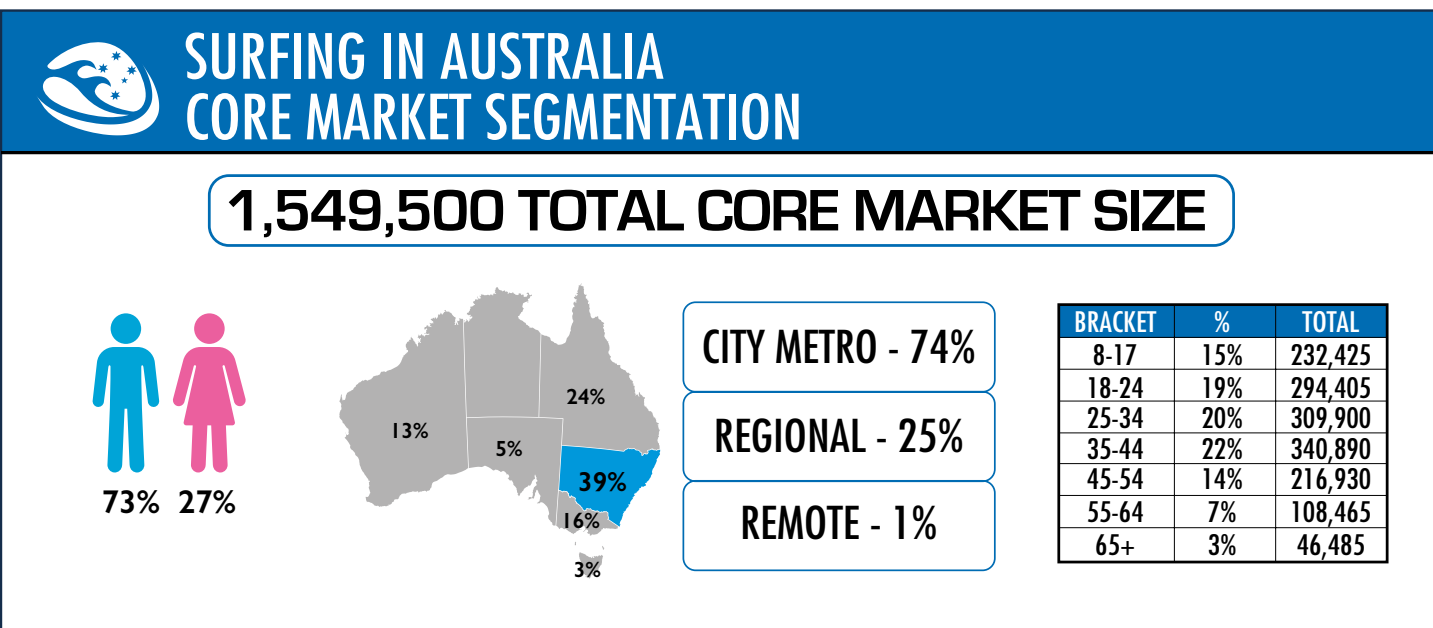
owned and runs a world tour competition contracting the world's best surfers, much like Formula 1 motor racing.

The two bodies together have agreed an Olympic qualification system which will see athletes chosen from their World Surf League Championship Tour rankings or via the 2019 and 2020 World Surfing Games run by the International Surfing Association (ISA).

The NSW born-and-bred athletes competing on the WSL World Championship Tour and vying for Australian Olympic team positions include; Owen Wright (Culburra and Lennox Head); Ryan Callinan (Newcastle); Stephanie Gilmore (Tweed Heads); Sally Fitzgibbons (Kiama); Wade Carmichael and Adrian Buchan (both from Avoca Beach).

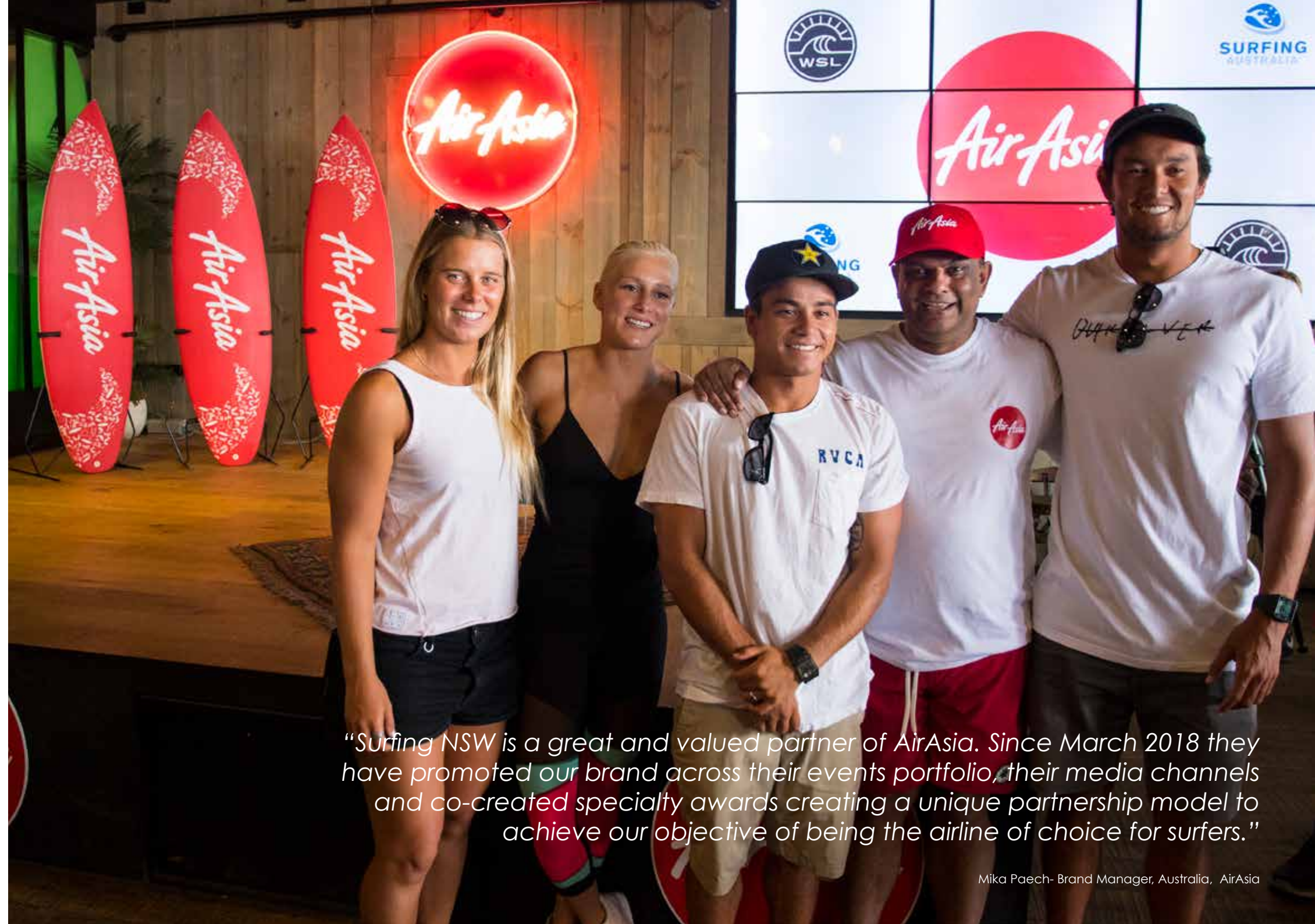
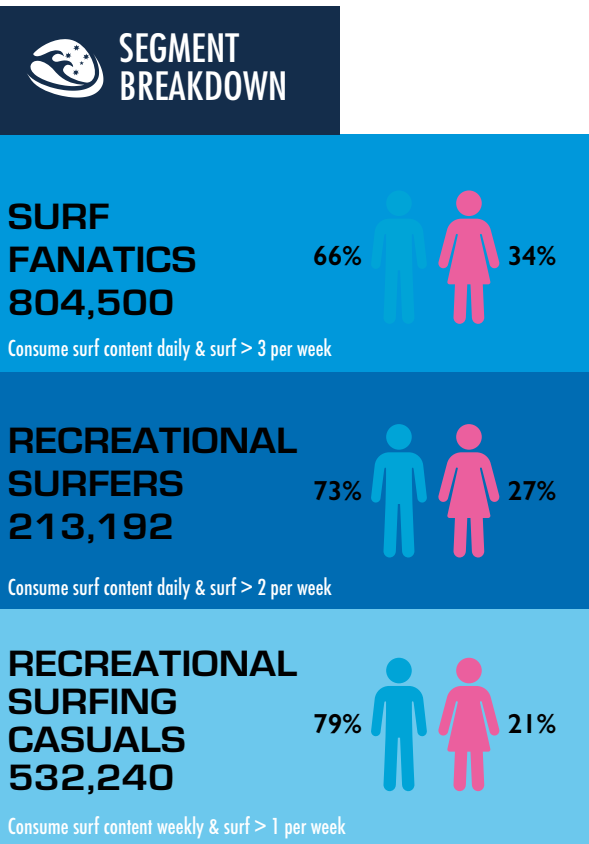
Beyond Tokyo 2020, the momentum continues to build for surfing's Olympic future with the sport included in the Paris 2024 Games, subject to ratification.





References: AUSplay, Australian Sports Commission, Gemba, sportAUS, Surfing Australia. Competition registrations, Surfing Australia social media accounts, Mysurf & SA websites data.

## SIZE OF THE PRIZE



"Surfing NSW is a great and valued partner of AirAsia. Since March 2018 they have promoted our brand across their events portfolio, their media channels and co-created specialty awards creating a unique partnership model to achieve our objective of being the airline of choice for surfers."

Mika Paech- Brand Manager, Australia, AirAsia





*"I've got to say working with the whole Surfing NSW team has been amazing, right from our early conversations back in California to us sponsoring events . . . it's the start of a long relationship."*

Paul Naude, Founder and CEO Vissla/Sisrevolution

Paul Naude - Surfboard glassing at the Vissla Sydney Surf Pro

# A STRATEGIC PARTNERSHIP WITH SURFING NSW



Surfing NSW aspires to create a healthier and happier Australia by enriching communities through the cradle-to-the-grave sport of surfing.

Since its inception in 1963, the organisation has collaborated with government and strategic partners to advance its vision for surfing to be one of Australia's most loved sports, creating authentic heroes and champions.

We recognise the importance of working in partnership with governments, businesses and the community. By working cooperatively we can share ideas, broaden our influence, access new audiences, make our resources go further and leverage each others' networks.

Strategic partnerships are increasingly becoming a vital element of businesses' corporate growth strategies with executives setting aside in excess of 20 percent of their assets to developing and maintaining such partnerships.

In the global economy, strategic partnerships are helping businesses drive awareness, acquire data and new customers, increase both the size of the market and market share, generate new revenue streams, expand geographical reach and tell the story of their positive contribution to communities.

Through our Strategic Partnerships Program, businesses can leverage the tangible and intangible benefits of an association with our healthy lifestyle and an exciting modern sport that is right in the spotlight as it makes its debut at the 2020 Tokyo Olympic Games.

In NSW alone there are more than 600,000 core surfers and millions of surf fans. There is also growing participation from 'Gen Z' - a highly desirable but traditionally difficult to reach audience.

Our partners help grow our sport, share its lifestyle and have the opportunity to scale their association nationally and internationally. They get to engage with:

- the stars of our sport
- fans of surfing and the surf lifestyle
- meaningful, long-term working relationships with the surf industry, local communities and all levels of government

We are creative in the way we work with partners and their businesses building customised packages to meet specific partner goals and objectives.







There are a raft of opportunities ready for custom activation at a state, national and even international level including via:

- one or more of our annual partnership programs; and/or
- co-operatively designing and implementing three-year platforms for new programs:
- 'Mental Health 360'
- 'Ocean Health NSW'
- 'Next Wave', focused on young people's health and wellbeing
- 'Targeted Events'
- 'Membership and Education'

The following section describes these partnership opportunities at a high level. A more detailed overview of each opportunity is available which sets out:

- Program goals and vision
- What's at the heart of each program: the contribution it will make to society
- The values our 'Ideal Partner' would share
- Each program's branding, recognition and storytelling opportunities for your business

We look forward to talking further about the array of opportunities to work in partnership with you to positively and actively contribute to the success of your business.

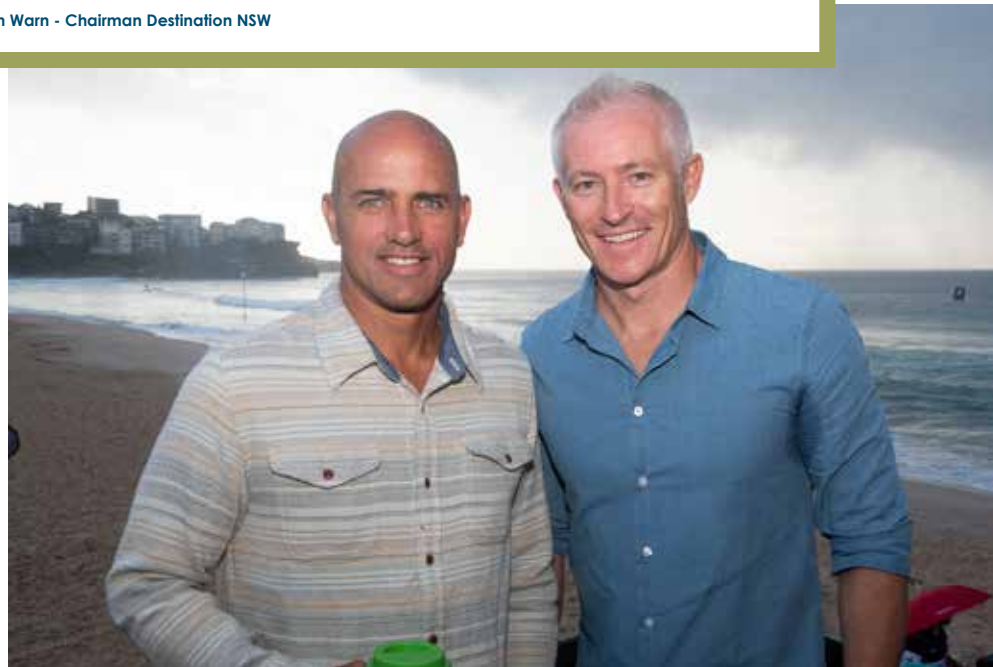




# STRATEGIC PARTNERSHIPS: OVERVIEW OF PROGRAMS AND PLATFORMS

*"The NSW Government, through Destination NSW, partners with amazing organisations like Surfing NSW to put on amazing events. And we do that because we can grow the visitor economy."*

John Warn - Chairman Destination NSW



Kelly Slater and John Warn



Mike Baird

*"Surfing NSW through active participation, training and surf awareness programs is helping shape future generations. To participate in sport is key and no one does it better than Surfing NSW."*

Mike Baird, former NSW Premier, Surfing NSW Patron, Surfing Australia Director and Chief Customer Officer – Consumer Banking, National Australia Bank.

*"Surfing has played a big role in my life, from being a member of my local boardriders club, through to Regional and State Titles. Surfing NSW have gone through an amazing transformation as a State Sporting Organisation over the past 20 years."*

*As a former Chair, current Patron and Life Member I have witnessed this first hand. Now an Olympic Sport in Tokyo 2020, the sport will only continue to flourish and increase its footprint in the Australian sporting landscape. The groundbreaking Surfers Rescue 24/7 course only further enhances the vital role that surfers can play in their local community."*

David Gyngell, Surfing NSW Patron and former MD Nine Entertainment.





# SURFERS RESCUE 24/7

- With only five percent of beaches actually patrolled in NSW and surfers equipped with their surfboard in the ocean 365 days a year; this program aims to reduce drowning in NSW
- Delivered in partnership with the NSW Government, the free program targets the one million recreational surfers across NSW, teaching them to save lives and making our beaches safer, visit [surfersrescue247.com](https://surfersrescue247.com)
- The program teaches surfboard rescue techniques and CPR accreditation for any surfer in NSW



Surfing NSW and Surf Life Saving NSW are working together to keep oceans safe

*"Surfing NSW has been instrumental in working with government, SLSNSW the NSW peak water safety organisation, and other key stakeholders to tackle the rate of drowning along our coastline. A major highlight of this work has been Surfers Rescue 24/7, which we are extremely proud to be a partner."*

**George Shales, President, Surf Life Saving NSW.**







*"It's so easy to forget where you come from and where everything started... thanks to Surfing NSW for everything, love you guys."*

**2 X World Champion Tyler Wright**

*"Surfing NSW has been instrumental in my career by providing me with an event platform which ultimately allowed me to go on to become a seven-time World Champion."*

**7 X World Champion Layne Beachley**





Team Australia



Fernando Aguerre

*"Amongst the 108 ISA National Federations around the world, Surfing Australia is without a doubt one of the global leaders in the development of our sport and Surfing NSW plays a critical role in that success. Together with our partners at VISSLA, we have been extremely impressed with the drive, professionalism and energy in the Surfing NSW leadership team and look forward to working with them to potentially host ISA Global Events in NSW in the near future."*

**Fernando Aguerre, President of the International Surfing Association (ISA)**

## ROAD TO TOKYO 2020 OLYMPIC GAMES AND TEAM AUSTRALIA

- This program invites partners to align their brand with the NSW and Australian surf teams across multiple surfing disciplines including shortboard, longboard, stand-up paddleboard, bodyboard and adaptive
- Brand association also extends to the Australian Olympic Surf Squad for Tokyo 2020 and the Surfing Australia High Performance Centre where athletes train
- Be associated with great stories around the team atmosphere, daily training environment, travel and qualification events throughout the year





# LEARN TO SURF

- The program delivered in partnership with the 50 plus surf schools who deliver more than 250,000 surf lessons each year and encourages more people from six to sixty years old to experience the sport, become more physically active and gain essential water safety skills
- As part of the program Surfing NSW in partnership with Surfing Australia are exploring 'safe surfing zone' flags across participating NSW beaches to educate new and intermediate surfers on the safest place to surf and communicate surfing's key messages

*"Surfing NSW has done a lot to develop and support the surfing industry and small business in the state and we appreciate the great partnership we have with them. It is through partnerships like this that great things happen"*

**MATT GRAINGER – Owner of Manly Surf School and NSW High Performance Coach**





# WOMEN ON WAVES

- Support the women in surfing movement across participation, progression, and career development
- Surfing NSW will work in partnership with inspirational surfing ambassadors to:
  - encourage more women to get active
  - increase participation at surfing events
  - enable high performance programs
  - develop women's roles in the industry by providing career training and development through coaching, judging, event management and media

Sally Fitzgibbons



*"Surfing NSW has been instrumental in creating a pathway to my professional career and numerous other surfers on the international stage. Surfing NSW has done a great job to grow the sport through coaching and education programs designed to support and develop the women in surfing movement."*

**Sally Fitzgibbons, World Surf League Professional Surfer**

*"I've been involved with Surfing NSW since around the age of thirteen, as I've come through the system as an athlete and competitor. My journey started at a club level, which then progressed to a regional, state, national, and then an international level. I've represented NSW as both a junior and open team member, and it's crazy to think that I'm now on the other side of it all; managing and coaching the NSW teams I'd previously been in as an athlete. Surfing NSW is like a family, and I'm so grateful to be working with likeminded people who are so passionate about the sport".*

**Brittani Nicholl, Surfing NSW Community, Participation and Education Coordinator**





*"Surfing NSW, from a boardrider's club level, has been instrumental in assisting not just our club but all affiliated clubs in NSW in various programs from event support, high performance pathways, membership benefits, coaching, judging and insurances."*

Adam Henessey - President, North Steyne Boardriders Club



nudie Australian Boardriders Battle National Final Champions Merewether Boardriders

## COMMUNITY CONNECTIONS

- This program offers partners the opportunity to connect at a grassroots level with coastal communities by engaging with the 110 active NSW Boardrider Clubs
- This network has a core group of 10,000 surfing members competing across 1,000 mini events per annum
- The clubs increase the profile of surfing with young people in collaboration with government, local councils and businesses to provide economic, health and wellbeing benefits to the community and nurture the next wave of surfing champions







Alyssa Spencer, Jesse and Tru Starling endorse #notxnowrecks

## EPIC SURF ROAD TRIP

- Strategic partners are invited to engage with a range of NSW's highest profile professional surfers on an 'Epic Road Trip'
- Go behind the scenes with some of our most exceptional Men and Women Pro Surfers as they enjoy the surf lifestyle and participate in eight key surfing events along the NSW coastline
- Join in on the creation of unique content including video blogging the experiences of the pro surfers



*"Amazing results for our brand getting content from the road trip of events to promote our products' association with the surf lifestyle across Australia and Asia".*

**David Mumford, Sales and Marketing Director at RBK Nutraceuticals Pty Ltd.**





# MENTAL HEALTH 360 PROJECT

## Platform One

- Surfing NSW recognises the vital role that surfing can play in preventing, treating, educating and supporting sufferers of mental illness
- Strategic partners are invited to collaborate with state and local governments, the NSW boardriders Clubs, Surf Schools and our coaching network to:
  - design, develop and implement a 'Mental Health 360' strategy
  - educate the community on the value of surfing in relation to mental health



*"To address mental health in our community, the focus is on collaboration and relationships that will strengthen our collective ability to develop a more responsive system."*

**James Griffin MP, Member for Manly Parliamentary Secretary.**







*"I have been really impressed by Surfing NSW and have attended several of their events across our region including the successful Kiama Bodyboard King Pro event along with other junior surfing events. Surfing NSW do a great job working with all levels of Government and our local communities to promote surfing in a positive and professional manner."*

The Hon Gareth Ward, Minister for Families, Communities and Disability Services and Member for Kiama.



## NEXT WAVE PROJECT



### Platform Two

- The health and wellbeing of our 1.4 million plus young people across NSW is of paramount concern to all of our community
- You can join Surfing NSW and play a critical role in supporting our young people's health and wellbeing by encouraging more involvement in the sport and lifestyle of surfing
- Young people experience physical, emotional, cognitive and social development throughout childhood, adolescence and early adulthood which influences their behaviours, feelings, impulses, sense of self, relationships and resilience in later life
- This program includes Surf 'n' Crunch surf lessons and breakfast for school kids and a year-round calendar of surfing camps





# OCEAN HEALTH NSW PROJECT

## Platform Three

- Work with Surfing NSW and our government partners to maintain our pristine beaches, improve ocean health and protect our precious coastlines
- This will include expanding our successful '#SurfsUpCleanUp' initiative with a vision to deliver an annual calendar of beach clean-up days along the state's coastline
  - This project involves co-creating an 'Ocean Health NSW' strategy with:
  - State and local governments;
  - NSW Boardrider Clubs;
  - Surf Schools;
  - Surf coaching hubs; and the
  - Surfrider Australia Foundation



*"The Surfrider Foundation Australia is really stoked to be partnering up with Surfing NSW on the community beach cleans up and down the coast. It's up to all of us to play a part in ensuring that our oceans and beaches are clean so that future generations can enjoy our coastal playground."*

**Susie Crick, Chair of Surfrider Foundation Australia.**





## TARGETED EVENTS

We are seeking partner's support for the following events:

### Platform Four

- ISA World Junior Surfing Games
- ISA World SUP Games
- ISA World Masters Games
- WSL Challenger Series Events
- WSL Qualifying Series events
- Airshow Surfing Events
- State of Origin Surfing Cup
- Retro Surf, Music and Art Events
- Community Surfing Festivals
- Lifeguard Surfing Teams Challenges
- International Junior Boardrider Club Challenges
- NSW Indigenous Surfing Titles
- NSW Big Wave Surfing Cup
- Australian Stand Up Paddle Board Titles
- Australian Championship Circuit







# MEMBERSHIP AND EDUCATION

## Platform Five

### Membership

- We are creating an Australian Surfing Membership that will provide great value and benefits for all surfers and will enable businesses to communicate to the Australian Surfing community

### Data activations

- We can collaborate together on beach and online to grow databases together with partners

### Education

- Partners can support the growth of surf coaching, judging and media to create the most skilled surfing network through online and face to face education across the country







## LET'S DO BUSINESS AT THE BEACH

Contact Luke Madden - Chief Executive Officer or  
John Shimooka - General Manager



Luke Madden, Kelly Slater and John Shimooka

## Strategic Partnerships and Sponsorships

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