



Empowering Women Through Surfing

DEVELOPED BY



**FY22 STRATEGY**



Surfing influences culture, promotes wellness, connection and creativity. It can create and cultivate community, is highly aspirational and has a massive growing appeal in NSW, Australia and the world.

The Her Wave strategy is committed to support gender equity in the sport, make surfing more inclusive, accessible and enjoyable for all.



# MISSION

Her Wave works to build a more joyful and inclusive womens surf culture in NSW.

## **Her Wave was created by Surfing NSW to:**

- Increase access through different pathways for women of all ages and abilities across NSW to surfing sports;
- Connect community and create experiences for women;
- Provide pathways for female surfing development and engagement opportunities;
- Develop and empower women as leaders of the sport and surfing lifestyle in and out of the water; and
- Celebrate success by acknowledging the successful women in the sport.

Photo credit: Ellie Bobbie Photography



# STRATEGIC APPROACH

Her Wave's strategic approach is to ensure that current momentum drives sustainable change in sporting culture within our communities.

The overarching objective of Her Wave is to remove the barriers that women and girls of all ages and abilities face when participating in surfing.

Her Wave have developed programs and initiatives that fall into five focus areas. We will work collaboratively with our networks, communities, partnerships and role models to sustainably grow, nurture and encourage females in all these areas.

# Five Focus Areas

Her Wave has a series of tiers designed to achieve our mission.



*Get Her Onboard*  
*Empowering Women through Surfing*



*Her Experiences*  
*Empowering Women through Surfing*



*Progress Her*  
*Empowering Women through Surfing*



*Lead Her*  
*Empowering Women through Surfing*



*Celebrate Her*  
*Empowering Women through Surfing*

# HER WAVE TIERS



*Get Her Onboard*  
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**Target Market:**  
Beginner surfers

**Objective:**  
Inspire new females by providing access to learn-to-surf experiences. The aim is to break down physical, perceptual or cultural barriers to participation.



*Her Experiences*  
Empowering Women through Surfing

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**Target Market:**  
Beginner and recreational surfers

**Objective:**  
Create surf inspired experiences that connect females with established groups to encourage participation and create lifelong friendships.



*Progress Her*  
Empowering Women through Surfing

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**Target Market:**  
All recreational, competitive and aspiring female surfers

**Objective:**  
Support progression programs, activities and events targeted at all levels of surfing to achieve individual goals.



*Lead Her*  
Empowering Women through Surfing

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**Target Market:**  
All recreational, competitive and aspiring female surfers

**Objective:**  
Inspire, educate and empower females by providing clear pathways and development opportunities.



*Celebrate Her*  
Empowering Women through Surfing

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**Target Market:**  
All competitive, recreational and aspiring female surfers

**Objective:**  
Showcase and celebrate achievements of surfers past and present to inspire more women to participate in the sport.

# The Surfing NSW, Her Wave Team

Our Female Leaders



**Claire Ellem**

Programs Manager



**Rachel**

**Schriever**

Programs Coordinator



**Kate Cass**

GM, Programs  
Operations



# The Surfing NSW Team

## Our Female Leaders



**Emma Irvine**

Partnerships Manager



**Claudia Haworth**

Partnerships  
Coordinator



**Biba Turnbull**

Events support &  
High-Performance  
Coordinator



**Alicia Higgs**

Office Manager



**Tatjana Lovelady**

Financial Controller

