



DEVELOPED BY



Empowering Women Through Surfing

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.

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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.

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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.

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Photo credit: Ellie Bobbie Photography



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

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**FIVE
FOCUS
AREAS**

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



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HER WAVE TIERS

An inclusive womens surf culture in NSW across the board.



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.



Target Market:

Beginner and recreational surfers

Objective:

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



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.



Target Market:

All recreational, competitive and aspiring female surfers

Objective:

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



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.



DEVELOPED BY
SURFINGNSW

The Surfing NSW, Her Wave Team

Our Female Leaders



Claire Ellem

Programs Manager



Kate Cass

GM, Programs
Operations

Empowering Women Through Surfing

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

