



OUR VISION

Every West Australian values surfing.

OUR STRATEGIC PRIORITIES

To implement our vision, Surfing WA has developed a strategic plan to help focus and drive its operations and activities. Set out below are the 3 key strategic priorities which form part of the strategic plan.

1. PARTICIPATION AND PROFILE

Surfing WA will encourage those who wish to become involved in the sport, and we will raise the profile of surfing among the whole WA community as an important and highly valued sport in our State

2. SPORT DEVELOPMENT AND ACHIEVEMENT

Surfing WA will maintain an International Surfing Event in WA sanctioned by the World Surf League. We will assist in the development of surfers by managing a well-run series of local, state and nationally sanctioned events within WA

3. GOVERNANCE, MANAGEMENT AND OPERATIONS

Surfing WA will work with the WA Government to secure funding for new headquarters, and ensure SWA remains a well-governed and financially secure organisation