



**SURFING
NSW**

annual report
2016 | 2017



who is surfing nsw

Surfing NSW, established in 1963, is the largest and longest running of the recognised state bodies for the sport of surfing in Australia.

Our mission is to develop the sport of surfing in NSW to its maximum potential through the delivery of professional events, coaching and educational programs. Surfing NSW is supported by the NSW Department of Sport and Recreation, who share in our mission to develop our sport and increase participation levels.

Surfing NSW, in conjunction with its ten regional associations, is responsible for managing events across the state from grassroots level events through to international professional events such as the Australian Open of Surfing.

Surfing NSW has over 110 affiliated Boardrider Clubs and over 45 licensed surf schools, operating from Kingscliff in the north of the state to Tathra in the south.

Surfing NSW are proud to now manage all disciplines of surfing including; shortboard, longboard, bodyboard, kneeboard and stand up paddle board. The cohesion of all disciplines is an important goal for Surfing NSW's strategic direction.

Armed with a brand new webpage, Surfing NSW is well equipped to cater for the demands of all levels of surfing in this fine state.





new chief executive officer appointed to surfing nsw

After 14 years at the helm of Surfing NSW, Chief Executive Officer Mark Windon has accepted a position on the Board of Directors and will take up the role as Executive Director from the 1st July, 2016.

Replacing Windon as CEO is longtime Surfing NSW General Manager Luke Madden. Madden began working across Surfing NSW events from 2007 before joining the organisation as a full-time employee in 2011 and quickly climbed the internal ranks, performing a multitude of different duties including event management, accounts, sponsorship and business management.

Windon has been welcoming of the internal promotions.

“Anyone who knows Luke, is aware of his work ethic, talent and dedication to our sport and he will be steering the ship as we strive to become an Olympic Sport and beyond,” said Windon.

“I’m looking forward to my new position and the challenges facing our sport moving forward. To say it has been an amazing ride would be an understatement.”

Luke Madden thanked Windon for his years of service and dedication to enhancing and growing the sport and looks forward to working alongside him in his new role.

“I am very honoured to be able to take this position and lead the Surfing NSW organisation into the future, especially following in the footsteps of a mentor like Mark Windon. The ability to work alongside the highly skilled Surfing NSW Board of Directors and create opportunities for surfing in our state is very exciting.

Madden’s promotion to CEO comes only a month after John O’Neill (former Managing Director of Tourism NSW and Ticketing Communications for the Sydney 2000 Olympic Games) replaced David Gyngell (former Managing Director of Nine Entertainment) as Chairman of Surfing NSW.

O’Neill believes Luke’s history of facilitating events and working across all spectrums of the business will put the governing body in a solid position as the sport looks for potential inclusion in the 2020 Tokyo Olympic Games.

“On behalf of the Board, I thank Mark and welcome him to his new role in which he will continue to help drive the development of surfing’s product and the pathway we create for people in NSW to enjoy the surfing lifestyle both recreationally and professionally.

“I also congratulate Luke, a highly gifted young executive who embodies the calibre of people the surfing lifestyle can produce. He is a natural successor to guide the next phase of surfing’s development in a state which has already produced 14 world champions.”



mark windon
former CEO



dave gyngell
former chairman

This year I have stood down as CEO and passed the baton to Luke Madden who has been with Surfing NSW for the past seven years, in several capacities. With the inclusion of surfing into the Olympics, it's time for fresh blood to lead the charge. I have been fortunate to be surrounded by staff and board members who have been willing to go the extra yards when needed. This commitment has enabled us to grow Surfing NSW in to what you see today; a far cry from what it was 14 years ago.

Growth for our sport has always been a challenge as we do not fit the mould of your traditional team and field sports where the bulk of sports funding is channelled. To say it has been a hard slog would be an understatement but the end result has been worth all of the effort.

For any sport to grow you need a solid home base. Randwick City Council stepped up to the plate and made Maroubra Beach the home of surfing in NSW, without this support at this level we would not be where we are today.

I have managed events - from grassroots through to legs of the world tour - seen athletes win their first pro event, been involved with representative teams and seen the development and evolution of our coaching and judging programs that are now world class.

There are so many people to thank and no doubt I may miss a few, and apologise, but the ones who have been instrumental in the growth of Surfing NSW: Sue Duffus, Luke Madden Hayley Wallace, Claire Bunting, Ethan Smith, Terry Day, Claire Ellem, Pete Hunt, Mick Talbot, Phil Courtney, John Rixon, Wayne Pack, Ray Brownlee, Keith McCraw, Tim Bailey, Mike Whitney, Sally O'Donoghue, Peter Garrett, John O'Neill, Adrian Bouris, Paul Munten, Harry Hodge, John Hancock, John Harvey, Shane Stalker, Scott Baxter, Mike Baird, Mick Tyrpenou, Pete Hudson, Rob Nedwich, Paul Moffatt, Matt Lawson, Greg Lendrum, Pete Woods and Paul Charlton to name a few, and last but not least - when I put out the call to come on this journey with me - did not bat an eyelid, but jumped straight in, David Gyngell.

I have been mates with Mark Windon, aka Winny, for well over 25 years, a friendship that was forged through a mutual love of surfing. During the 80's I was involved with surfing at both a club and regional level on Sydney's eastern beaches, which was being managed by Winny. I watched as he started a club at Maroubra and turned it in to one of the strongest clubs in the state, this dedication and passion he carried in to the Southside which is one of the regions making up Surfing NSW, or as it was in those days the NSW Surfriders Association.

When he approached me to get involved with Surfing NSW it was a no brainer, with an intimate knowledge of the sport and a proven track record at Club and Regional level, it made sense for him to take the helm for the next stage of development.

The past 10 plus years has been a labour of love for me, being able to assist when called on to help with the development of a sport that I have been passionate about all of my life. To witness the growth of Surfing NSW across these years and see where it is today, the sport is in good shape and now with Olympic inclusion, the possibilities for the future are endless.

With Luke Madden taking over as CEO and John O'Neill as the new Chair, both have the passion, commitment and dedication to take the sport to the next level. To Winny and all the Surfing NSW staff and my fellow board members, thanks for your efforts during my tenure as Chairman, I look forward to the next chapter of our sport.

surfing nsw staff



LUKE MADDEN - CEO

Luke has been with Surfing NSW for over seven years in all aspects of operations from event management, coaching and judging management, sports development and delivering the events he once competed in. Luke is onsite at most Surfing NSW events from micro-grom to World Tour level, ensuring Surfing NSW's high standard continues to grow. Madden took over as Surfing NSW CEO in mid-2016, replacing longstanding CEO Mark Windon.



ETHAN SMITH - MEDIA AND COMMUNICATIONS MANAGER

Ethan began working with Waves Magazine as a 19-year old in 2004 and was Editor when he left in June of 2012. Over the years he's documented stories across the world for sports titles including: Waves, Tracks, Japanese Surfing Life, Wavelength and Inside Sport. Ethan joined Surfing NSW in 2012 and currently handles all of Surfing NSW's media, communications, photography and digital strategies.



HAYLEY WALLACE - EVENTS MANAGER

Hayley joined the Surfing NSW team in November 2013 after completing a Bachelor of Commerce and Diploma of Event Management at Wollongong University. Growing up at Warri Beach on the NSW South Coast, Hayley began surfing from a young age and often competed in regional titles against current World Tour surfers Tyler Wright and Sally Fitzgibbons.



SUE DUFFUS - OFFICE MANAGER

Starting in 2006, Sue has been an integral part of the organisations' development. Sue works part time in admin, accounts and reception while juggling a successful photography business with her husband Glenn, and raising two daughters in the local area.



**CLAIRE BUNTING - SPORT DEVELOPMENT OFFICER
(CURRENTLY ON MATERNITY LEAVE)**

Claire joined the team at Surfing NSW in November 2010. Her knowledge of the surfing industry stems from her days as a senior surf instructor and bookings coordinator at Bondi's 'Lets Go Surfing'. While competing on the Longboard Qualifying Series, she completed an Advanced Diploma of Business Management with a Major in Sports Management and Marketing.



BLAKE JOHNSTON - STATE COACHING DIRECTOR

Back in the early 2000's Blake was a crowd favourite on the ASP Australasian Pro Junior Series and a fixture in the Australian surf media. In recent years, the stocky goofy-footer set up the Cronulla Surfing Academy and works as Surfing NSW's State Coaching Director where he assists some of NSW's most promising surfers in reaching their full potential.



CLAIRE ELLEM - EVENT AND OFFICE ADMINISTRATION

Claire's love of the water began at a young age and led her to surfing in her early teens. While completing her Bachelor of Management in Sport and Exercise at UTS, Sydney she volunteered as an intern at Surfing NSW. Since 2014 she has been assisting on site at numerous competitions and was appointed Event and Office Administrator in March 2016. Claire has a passion for teaching water sports, is a qualified swimming and surfing instructor and an avid supporter of promoting a healthy and active lifestyle.



JOHN SHIMOOKA - PARTNERSHIP MANAGER

John "Shmoo" Shimooka enjoyed a long and fruitful career as a professional surfer through the 80s and 90s, claiming multiple event wins and titles. Since the late 90s, Shimooka has held various management roles for renowned surf labels such as Oakley and Quiksilver and more recently managed an array of athletes such as Jordy Smith, Craig Anderson, Michel Bourez and Laura Enever. Shmoo joined the Surfing NSW team midway through 2016 - after a lengthy stint at Boost Mobile - and handles all Surfing NSW partnerships.



ADAM HUBAN - WET'N'WILD SURF SCHOOL MANAGER

Adam joined the team at Surfing NSW in 2016. He has completed a Business Degree majoring in Marketing and Sports Management including an internship with Gemba (Sports Marketing Agency). Previously, Adam was a senior surf instructor for five years at 'Lets Go Surfing'. He currently Manages the Wet'n'Wild Sydney Surf School and works across numerous Surfing NSW events as the computer operator.

surfing nsw board of directors

JOHN O'NEILL - CHAIRMAN



- Managing Director: Komosion
- Former CEO: Tourism NSW
- Chairman of the Advisory Board at Luxury Travel Magazine
- Non-executive Director at Adopt Change

HARRY HODGE



- Director: SurfAid International
- Founder and Chairman: Emeritus, Quiksilver Europe

MARK WINDON - EXECUTIVE DIRECTOR



- Former Surfing NSW CEO
- Founder of Southend Boardriders at Maroubra

SALLY FITZGIBBONS



- World Championship Tour surfer
- Media personality
- Author

DAVID GYNGELL



- Former CEO of the Nine Network Australia, an Australian Broadcasting Network
- Former Surfing NSW Chairman

PAUL MUNTEN



- Chairman: Podsurf.tv
- CEO and Executive Director Komunity Project

ADRIAN BOURIS



- Managing Director: BBB Capital
- Former MD: The Australian investment banking division of ING Bank N.V

MIKE BAIRD - SURFING NSW PATRON



- Former NSW Treasurer
- NSW Premier

nsw surfing success australian titles

2015 Surf Dive N Ski Australian Junior Titles

Under-18 Boys

1st - Kai Warner (Narrabeen)

Under-16 Boys

1st - Kyuss King (Byron Bay)

Under-16 Girls

1st - Macy Callaghan (Avoca)

2016 Australian Surf Festival

Shortboard

Open Men

1st - Dane Atcheson (Copacabana)

Open Women

1st - Alyssa Lock (Tweed Heads)

Over-35 Womens

1st - Melissa Bartz (Pacific Palms)

Over-40 Men

1st - Mitch Dawkings (Port Stephens)

Over-45 Men

1st - Glenn Pringle (Cronulla)

Over-50 Men

1st - Rob Bain (Avalon)

Over-60 Men

1st - Neil Cameron (Byron Bay)

2016 Australian Surf Festival

NRMA Holiday Parks Australian Longboard Titles

Open Men

1st - Harley Ingleby (Emerald Beach)

Junior Men

1st - Frank Murphy (Yamba)

Junior Women

1st - Tully White (Allambie Heights)

Open Loggers

1st - Harley Ingleby (Emerald Beach)

Over-45 Men

1st - Tony Rae (Hastings Point)

Over-60 Men

1st - Phil Roxburgh (Cowra)

Over-65 Men

1st - Alan Atkins (Byron Bay)

Australian Bodyboard Titles

Under-18 Men

1st - Liam Lucas (Covelly)

Under-14 Men

1st - Buzz Van Der Waal (Kingscliff)





2016 nsw junior team surf, dive n ski australian junior titles

Under-18 Boys

Samson Coulter (Balgowlah)
Joel Wood (Stanwell Park)
Kyuss King (Byron Bay)
Darcy Crump (Avalon)
Luke Wrice (Coledale)
Dylan Moffatt (Narrabeen)
Morgan Cibilic (Merewether)

Under-18 Girls

Alysse Cooper (Collaroy)
Zoe Ifield (North Entrance)
Kiara Meredith (Barrack Heights)
Alyssa Lock (Tweed Heads)
Bella Wilton (Manly)
Chelsea Green (Taree)

Under-16 Boys

Jay Brown (Cronulla)
Mikey McDonagh (Lennox Head) - pictured
Jamie Thomson (Narrabeen)
Darcy Piltz (Budgewoi)
Jackson Roberts (Bateau Bay)
Harry Carpenter (Wamberal)
Beau Buckpitt (Culburra)

Under-16 Girls

Kirra-Belle Olsson (Avoca)
Bodhi Leigh Jones (Whale Beach)
Sophia Fulton (Mollymook)
Tru Starling (Collaroy)

Under-14 Boys

Lennox Chell (Avoca)
Joel Vaughan (Bateau Bay)
Kobi Clements (Narrabeen)
Logan Steinwede (Wagstaffe)

Under-14 Girls

Cedar Leigh-Jones (Whale Beach)
Carly Shanahan (Wooli)
Nyxie Ryan (Lennox Head)

Under-19 Boys All-Stars

Darcy Crump (Avalon)
Callum Robson (Evans Head)

Under-19 Girls All-Stars

Alysse Cooper (Collaroy)
Kiara Meredith (Barrack Heights)

Under-16 Girls All-Stars

Bodhi Leigh-Jones (Whale Beach)
Jessie Van Niekerk (Mona Vale)

Under-19 Boys MR Team

Wade Clemens (North Entrance)
Jackson Roberts (Bateau Bay)

Under-19 Girls MR Team

Jessie Van Niekerk (Mona Vale)
Carly Shanahan (Wooli)

Under-16 Boys MR Team

Jay Brown (Cronulla)
Finley Padman (Como)



nsw surfing success

world surf league rankings

World Surf League Samsung Galaxy Championship Tour

Men -

- 4th - Matt Wilkinson (Copacabana)
- 12th - Adrian Buchan (Avoca)
- 16th - Josh Kerr (Tweed Heads)
- 17th - Mick Fanning (Penrith)
- 18th - Stuart Kennedy (Lennox Head)
- 27th - Matt Banting (Port Macquarie)
- 28th - Davey Cathels (Narrabeen) - pictured
- 29th - Jack Freestone (Tweed Heads)
- 31st - Kai Otton (Tathra)
- 31st - Adam Melling (Lennox Head)
- 36th - Ryan Callinan (Merewether)

Women

- 1st - Tyler Wright (Culburra)
- 6th - Steph Gilmore (Murwillumbah)
- 8th - Sally Fitzgibbons (Gerroa)
- 10th - Laura Enever (Narrabeen)

Qualifying Series (top-50)

Men

- 3rd - Connor O'Leary (Cronulla)
- 9th - Ryan Callinan (Merewether)
- 15th - Jack Freestone (Tweed Heads)
- 17th - Soli Bailey (Byron Bay)
- 23rd - Stuart Kennedy (Lennox Head)
- 26th - Davey Cathels (Narrabeen)
- 31st - Cooper Chapman (Narrabeen)
- 38th - Matt Banting (Port Macquarie)
- 40th - Matt Wilkinson (Copacabana)

Women (top-50)

- 10th - Laura Enever (Narrabeen)
- 13th - Philippa Anderson (Merewether)
- 15th - Macy Callaghan (Avoca)
- 17th - Holly Wawn (Newport)
- 21st - Sally Fitzgibbons (Gerroa)
- 33rd - Kobie Enright (Tweed Heads)
- 35th - Stephanie Single (Lennox Head)
- 36th - Steph Gilmore (Murwillumbah)
- 38th - Codie Klein (Kingscliff)
- 45th - Ellie-Jean Coffey (Crescent Head)

**results correct as of November 18 2016.*

All locations are based off WSL website.

vissla nsw pro surf series

Promising professional surfers from all over the world can once again look forward to four World Surf League (WSL) Qualifying Series (QS) events in New South Wales when the Vissla NSW Pro Surf Series kicks off its sophomore year in early 2017.

Once again Surfing NSW has joined forces with The NSW Government, through its tourism and major events agency Destination NSW, Vissla, World Surf League and NBN to bring four QS1,000 rated events back to Maroubra Beach, Cabarita, Avoca and Boomerang Beach.

Surfing NSW CEO Luke Madden said the Vissla NSW Pro Surf Series eclipsed all expectations in 2016 and looks to raise the benchmark again when the second year of the series gets underway in January 2017.

“The 2016 series exceeded all of our calculations, with over 20 countries being represented and over 500 male and female surfers competing across the four events. As a result of this, Surfing NSW is proud to announce that each of the events on the 2017 Vissla NSW Pro Surf Series will be extended by a day to cater for the increased demand. In addition to this, each event will be webcast through worldsurfleague.com over the final two days of each event.”

WSL Australian Regional Manager Will Hayden-Smith said the inaugural series laid the foundations for potential 2017 Championship Tour (CT) qualifiers to get their campaigns off to a flying start and believes the second year will follow a similar trajectory.

“The 2016 Vissla NSW Pro Surf Series gave countless QS competitors the momentum required to carry them into the QS6,000 and QS10,000 rated events in 2016. Surfers like Connor O’Leary and Ethan Ewing put on stellar performances over the NSW Pro Surf Series this year and have worked their way up to some excellent results in higher rated events and are now in the box seat to potentially qualify for the 2017 CT. We expect the same caliber of surfing when the second year of the series gets underway in Maroubra in January.”

Carve Pro
Location: Maroubra Beach
Date: January 19th - 22nd, 2017

Komunity Project Great Lakes Pro pres. by Rockstar
Location: Boomerang Beach
Date: February 7th – 11th, 2017

Tweed Coast Pro
Location: Cabarita Beach
Date: February 1st – 5th, 2017

Komunity Project Central Coast Pro pres. by Rockstar
Location: Avoca Beach
Date: March 8th – 12th, 2017





wet'n'wild surf school

Surfing NSW will ensure Western Sydney reaps the benefits of a surfing experience, thanks to a new partnership with Wet'n'Wild Sydney, which will see a brand new surf school operating in the Sydney suburb of Prospect.

Minister for Trade, Tourism and Major Events and Minister for Sport, Stuart Ayres said people of all ages will now get to experience a safe and exciting wave which is right in the heart of the action in Western Sydney.

“Finally surfing fans get the chance to experience the Western Sydney wave, all in the grounds of the exciting Wet'n'Wild at Prospect,” Mr Ayres said.

“With 2500 – 3500 people set to take part in lessons between September and April, beginners, children and school groups as well as corporate groups are all welcome to get on down and ride the wave.”

The Wet'n'Wild Sydney Surf School opened on September 27 and will run daily between 7am and 9am, catering to the population of Greater Western Sydney.

“This is a great development which will open up our sport to a whole new cohort of kids,” said Luke Madden, Chief Executive of Surfing NSW. “It takes surf culture and its healthy lifestyle to Greater Sydney’s heartland.”

Surfing NSW’s Chairman, John O’Neill, said the development was particularly exciting in the context of surfing’s acceptance into the 2020 Tokyo Olympic Games, announced last month.

“Over time, we expect some great talent to emerge from this broader catchment area,” he said. “After all, three-time world champion Mick Fanning grew up in Penrith.”

Village Roadshow Theme Parks Senior Brand Manager Selena Magill said Surfing NSW had entered into a licensee agreement with Wet'n'Wild’s owners, Village Roadshow Theme Parks, which would see the two organisations undertaking joint promotional activity.

“We’re really excited to be partnering with Surfing NSW to announce the Wet'n'Wild Sydney Surf School is coming to the park this season. This is set to be a terrific partnership and will provide a wonderful opportunity for the people of Western Sydney to participate in a genuine surfing experience in a safe and controlled manner.”

Ocean and Earth have come on board as a major partner to provide surfboards and accessories to start the surf school off with the best equipment.

Bookings for lessons opened online from Wednesday, 14th September 2016 at www.wetnildsydneyurfschool.com.au.



boardriders clubs

- 110-plus boardrider clubs are currently operating across NSW.
- An estimated 13,000+ boardrider club members are financially aligned with a boardriders club in NSW.
- An estimated 800-plus boardrider club events take place over the calendar year.
- 30-plus boardrider clubs participate in the nudie Australian Boardriders Battle each year.
- Boardriders clubs cover multiple disciplines of surfing including: longboard, shortboard, SUP and bodyboard. The current breakdown of the Surfing NSW club system is:
 - Eight bodyboard clubs
 - 16 longboard clubs
 - Three SUP clubs
 - Two kneeboard clubs
 - 75 shortboard clubs - incorporating all junior clubs, all girls clubs and fraternities.

surf schools

- 1050-plus coaches are currently listed in the Surfing NSW network.
- An estimated 250K-plus surf school lessons are completed each calendar year.
- 45-plus surf schools are currently operating across NSW. Some of these include:

- Wet'n Wild Surf School - Prospect
- In2Surf Surf School - Kingscliff
- Tweed Coast Surf School - Tweed Heads
- Salty Girls Surf School - Kingscliff
- Stoked Surf School - Byron Bay
- Lets Go Surfing - Byron Bay
- Mojosurf - Byron Bay
- Rubbersoul Boardrider - Lennox Head
- Rusty Miller Surfing - Byron Bay
- Soul Surf School - Byron Bay
- Port Macquarie Surf School - Port Macquarie
- Solitary Island Surf School - Coffs Coast
- Trent Munro Surf Academy - Scotts Head
- Coffs Coast Surf Tours - Coffs Harbour
- Crescent Head Learn to Surf - Crescent Head
- Great Lakes Surf School - Forster
- Lee Winkler's Surf School - Coffs Harbour
- Saltwater Surf School - Old Bar
- Yamba-Angourie Surf School - Yamba
- Port Stephens Surf School - Port Stephens
- Surfest Surf School - Newcastle
- Learn to Surf Newcastle - Newcastle
- Avoca and Terrigal Learn to Surf - Avoca
- Boarderline Surf School - Shelly Beach
- Central Coast Surf School - Avoca
- Central Coast Surf Academy - Macmasters Beach
- Sandra English Surf Coaching - Budgewoi and Soldiers
- Australian Surf Tours - Sydney
- Chix Surf School - Northern Beaches
- Cronulla Surfing Academy - Cronulla
- Lets Go Surfing - Bondi
- Manly Surf School - Northern Beaches
- Surfing Cronulla Surf School - Cronulla
- Sydney Safe Surf School - Maroubra
- The Boardriding Academy - Northern Beaches
- Australian Surf Tours - South Coast
- Broulee Surf School - Broulee
- Coastal Paddle Surf - Lake Conjola, Narrawallee, Mollmook and Ulladulla
- Coastlife Adventures - Tathra
- Illawarra Surf Academy - Corrimal and Tirroul
- Pam Burrige Surf School - Mollmook
- South Coast Stand-Up Paddleboarding - Narooma
- Surf Camp Australia - Gerroa





sydney international women's pro

NOVEMBER 2016: Silvana Lima (Brazil) is your inaugural Sydney International Women's Pro champion, taking out the WSL Qualifying Series (QS) 6000 event in front of thousands of spectators on Cronulla Beach.

Lima was deemed to be one of the best surfers of the event, consistently dropping heat totals in the 15.00 range (out of a possible 20 points) to eliminate the likes of Chelsea Tuach (BRB), Kirra-Belle Olsson (Avoca, NSW/AUS) and Tia Blanco (USA) from the event. In the blue-ribbon heat, Lima found multiple diamonds in the tricky conditions to claim the win from Philippa Anderson, who was unable to find the required 6.97 wave score needed to take Lima's lead. This win means Lima has guaranteed her position on the 2017 WSL Championship Tour (CT).

"I can't believe this. It feels amazing," said Lima. "I felt confident in this event and my boards were feeling great, so I think that is what really helped me to win this. Winning this event is right up there with winning Bells, the feeling is exactly the same. I'm ready to get back on the CT for sure."

In what is her best result of 2016, Philippa Anderson (Merewether, NSW/AUS) put up a valiant fight over the entirety of the Sydney International Women's Pro, claiming multiple scalps including Keely Andrew (Sunshine Coast, Qld/AUS) and Bronte Macaulay (Margaret River, WA/AUS) to book her spot in the final. In an ironic twist, Anderson was coaching promising junior surfers on the same beach only weeks prior to this event.

"I began the year with a bit of confidence, but it went down hill from there," said Anderson. "I feel happy to know I gave this event 100 percent and walk away with some money and points that will help me going into next year. This has been a great event and a great weekend and I'm stoked with the way it all wrapped up."

The event saw more than 100,000 people come down to North Cronulla beach to not only see first-class women's surfing, but engage in a huge variety of activities including an ocean swim, mile run, yoga and fitness in the park and much more.



australian open of surfing

MARCH 2016: Dion Atkinson (Seaford, SA) and Nikki Van Dijk (Phillip Island, Vic) claimed respective titles at the 2017 Australian Open of Surfing and the Aussie Bodies Women's Pro at Manly Beach in front of tens of thousands of spectators.

After a couple of days with gruelling conditions, mother nature turned it on for a thrilling finals day with clean three foot waves on offer for competitors.

Atkinson was on fire all event posting excellent wave scores in each of his heats. The former Championship Tour (CT) competitor found himself in the final against young Italian sensation Leonardo Fioravanti, another standout at Manly. It was Atkinson's experience that prevailed in the peaky beachbreak waves, posting a solid heat total of 14.66 (out of a possible 20) with some incredible power surfing, digging his rails hard on every turn.

"If someone told me that I would win this comp a few weeks ago I probably wouldn't have believed them," Atkinson said. "I feel like I put together a good comp and was able to build momentum through the week - I just can't believe it. This event is always so daunting with the huge crowds, you can hardly think out in the water with everything going on so I'm pretty stoked with myself to keep it together."

Van Dijk built momentum through each of her heats even eliminating local favourite and defending champion Laura Enever in the semifinals. The current world No. 10 left her best performance for the final posting two excellent scores a 9.66 and an 8.33, leaving runner-up Malia Manuel needing a combination score of 17.94 for the majority of the heat. Van Dijk posted her scores on lefts and rights going hell for leather on every turn she did.

"I'm so over the moon to win here at Manly," Van Dijk said. "The waves were really fun today I felt like I was surfing a rip-bowl at home. Malia was surfing really well all event so I'm stoked to get the win. There are so many people down here it's such an amazing atmosphere on the beach. I've had the best week."

bodyboard

- Two NSW bodyboarders won Australian Titles at the 2016 Australian Surf Festival in Coffs Harbour.
- Over 100 bodyboarders competed in the HIF NSW Bodyboard State Titles in Kiama.
- Over 40 NSW Bodyboarders represented the state at the 2016 Australian Surf Festival in Coffs Harbour.
- Eight divisions were run at the HIF NSW Bodyboard State Titles in Kiama.
- Eight bodyboard clubs are currently insured through Surfing NSW. Clubs include:
 - South Central Coast Bodyboard Club
 - Forster Tuncurry Bodyboard Inc.
 - Port Macquarie Bodyboarding Assoc.
 - Sydney Bodyboard Club
 - Coffs Coast Bodyboarding Assoc.
 - Newcastle Bodyboard Club
 - Port Stephens District Bodyboard Club
 - Tamarama Bodyboard Club
 - Maroubra Bodyboarders





longboard

- Six NSW longboarders won Australian Titles at the 2016 NRMA Holiday Parks Australian Longboard Titles in Coffs Harbour. They included:
 - Harley Ingleby (Emerald Beach) - Open Longboard and Open Logger
 - Frank Murphy (Yamba) - Junior Men Longboard
 - Tully White (Allambie Heights) - Junior Womens Longboard
 - Tony Rae (Hastings Point) - Over-45 Mens Longboard
 - Phil Roxburgh (Cowra) - Over-60 Mens Longboard
 - Alan Atkins (Byron Bay) - Over-65 Mens Longboard
- Over 150 longboards competed in the Australian Skin Cancer Clinics NSW Longboard Titles at Bellambi, while another 50 competed in the Open Longboard Titles at Yamba.
- Over 80 NSW Longboarders represented the state at the 2016 Australian Surf Festival in Coffs Harbour.
- 16 longboard clubs are currently insured through Surfing NSW. Clubs include:
 - Bondi Longboard Club
 - Club Malnutrition Longboard Inc.
 - Wallarah Longboard Club
 - Steel City Malibu Club
 - Reef Riders Malibu Club
 - Manly Malibu Boardriders Club
 - Freshwater Longboarders Club
 - Curl Curl Longboarders
 - Port Macquarie Longboard Club
 - Mal De Mer Longriders
 - Layback Longboarders
 - Goats Creek Longboarders
 - DV8 Malibu Riders Shellharbour
 - The Malibu Club Byron Bay Inc.
 - Shelly Beach Malibu Club
 - Ocean Beach Malibu Club Inc.

sup

- Six NSW SUP paddlers/surfers won Australian Titles at the 2016 Toyota Australian SUP Titles Surf Festival in WA.
- Over 100 SUP paddlers/surfers competed in the 2016 Ocean and Earth Southern Cross SUP Festival in Sussex Inlet.
- Over 15 NSW SUP paddlers/surfers represented the State at the 2016 Toyota Australian SUP Titles Surf Festival in WA.
- Five surfing divisions were run at the 2016 Ocean and Earth Southern Cross SUP Festival in Sussex Inlet.
- Five paddle divisions were run in the Technical Race at the 2016 Ocean and Earth Southern Cross SUP Festival in Sussex Inlet.
- Five paddle divisions were run in the Marathon Race at the 2016 Ocean and Earth Southern Cross SUP Festival in Sussex Inlet.
- Three SUP clubs are currently insured through Surfing NSW. Clubs include:
 - Central Coast Paddle Board Club Inc.
 - Sydney Paddle Surf Club
 - Husskinson SUP Club

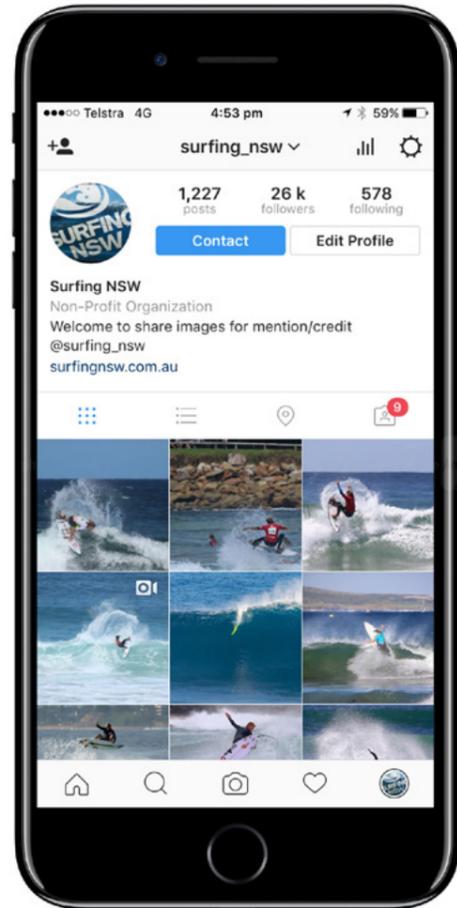




event stats

- Surfing NSW hosted events and camps on 80-plus beaches over the duration of the calendar year.
- 1800 kilometers of coastline are covered by Surfing NSW camps, events and programs.
- 50-plus Surfing NSW, regional and sanctioned events take place over the course of the calendar year.
- 6000-plus entries were taken for Surfing NSW camps, events and programs.
- 400-plus judges are listed in the Surfing NSW network.
- There are six WSL Qualification Series scheduled to take place in NSW over the 2017 calendar year.
- One World Champion, Tyler Wright, is a direct product of the Surfing NSW event system.

social and web numbers



INSTAGRAM

Current followers: 26K
Followers: 62% Male, 38% Female

Ages:

13 - 17 : 15%
18 - 24 : 20%
25 - 34 : 25%
35 - 44 : 24%
45 - 54 : 12%
55+ : 4%

Top Locations

Australia : 60%
USA : 11%
Brazil : 6%
UK : 3%

Average weekly impressions: 36K



FACEBOOK

Current followers: 13.3K
Followers: 64% Male, 36% Female

Ages:

13 - 17 : 19%
18 - 24 : 26%
25 - 34 : 20%
35 - 44 : 17%
45 - 54 : 12%
55+ : 6%

Top Locations

Australia : 9000-plus
Indonesia : 1700-plus
Brazil : 455
USA : 415

Average weekly reach: 24K



TWITTER

Current followers: 4,800
Posts: 5175

Surfing NSW Twitter feed is set up to run over both Facebook and Twitter to allow the same content to be conveyed clearly.



SURFINGNSW.COM.AU

Surfing NSW's webpage makes up over 30% of the overall traffic to the respective state and national surfing bodies.

Unique pageviews: 349,667
Total pageviews: 467,503
Most commonly visited pages: Events

partners



contact

Office Address
'The Pavilion',
Marine Parade,
Maroubra Beach NSW Australia 2035

Postal Address
PO Box 4005,
Maroubra South, NSW Australia 2035

Phone: +61 (2) 9349 7055
Event Hotline: 0458 247 212
Email: info@surfingnsw.com.au
Web: www.surfingnsw.com.au
Facebook: www.facebook.com/surfingnsw