

ANNUAL
REPORT

2018



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SURFING WA SEEKS TO ENCOURAGE, PROMOTE, ADVANCE AND ADMINISTER THE SPORT OF SURFING IN WESTERN AUSTRALIA

MISSION

To promote participation, interest and achievement in surfing for the West Australian community.

WHO WE ARE

Surfing WA is the governing body of surfing in the state since 1964, covering all board riding codes including short boarding, long boarding, body boarding and stand up paddle boarding.

WHAT WE DO

Surfing WA seeks to encourage, promote, advance and administer the sport of surfing in WA. The organization is actively involved in all levels of the industry; from developing educational programs and training coaches and judges, to providing pathway initiatives for both young and experienced surfers.

ORGANISATIONAL HIGHLIGHTS



Surfing WA maintained its ranking as the number one deliverer of the **SurfGroms program** nationally.



A further **17% growth** on **social media followers** from 2017.



Surfing WA Surf School **educated over 30,000 participants** across all boardriding codes.



Total of **12 Surfers Rescue 365 courses** delivered **educating 156 participants** on board rescue and critical life saving skills



3 x WA Junior surfers made up 3 of 12 athletes in the 2018 Team Australia at the **2018 ISA World Junior Championships**



Mike McAuliffe appointed as a **coach for Team Australia** at the 2018 ISA World Junior Championships



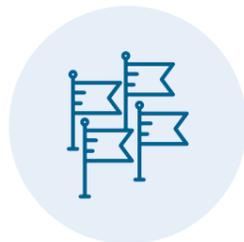
Launch of the new **Surfing WA Surf School website**



Surfing WA delivers **weekly EDMs** (or e-newsletters) to over **17,000 subscribers**



Surfing WA supports a total of **31 boardriding clubs** throughout WA



Surfing WA now runs a total of **4 international surfing events**, with the Creation of two new WSL QS1000's.



Two individual **athlete sponsorships** offered through WA Institute of Sport



Maintained our ranking as the **leading sporting association** in **Social Media** following

HIGH PERFORMANCE AND EVENT PATHWAY



CEO'S REPORT

Welcome to our 2017/18 Annual Report as we reflect on what has been another successful and eventful 12-month period.

Whilst we were reminded of the challenge of delivering outcomes in the changing and unpredictable environment that is surfing – equally, our capacity to continue to achieve our planned strategic and operational outcomes, despite these challenges, was a credit to the Board, staff and volunteers involved.

Surfing WA continued to expand surfing's regional footprint with over 65% of organized activity now occurring in Regional WA. The organization will continue to ensure that this trend continues – supporting schools, clubs and individuals in regional WA into the future.

Whilst opportunity to access surfing in WA has never been greater, we also celebrate the fact that female participation in surfing is at an all-time high.

Over the past year *Surfing WA* has delivered 26 surfing events to cater for the demand created by surfers of all ages, abilities and disciplines. Regional WA played host to over half of those events at some of our most iconic surfing locations. Strategically our intention of delivering 1 professional surfing event per each code was achieved – not only meeting our objective of developing the sport in WA but also adding millions of dollars to our state's economy.

Amongst other highlights was the continued success of the *Surfers Rescue 365* program delivering life-saving skills to over 170 recreational surfers through-out WA and the establishment of WA's first Surfing Museum in partnership with Aravina Winery. The success of the museum has been evident via the thousands of people who have visited the location.

Continued growth across our social media and other electronic platforms has meant our capacity to communicate to the broader public whilst at the same time promoting our partners has never been greater.

Financially the Organization remains strong, posting a modest surplus for its 9 successive year.

Surfing WA injected over \$4m into the continued development of the sport via programs, events and surfer pathway initiatives whilst managing to improve slightly our overall financial position.

The many partnerships we keep in our bid to deliver and promote surfing are all so highly valued. The support provided by the WA Government (Department of local Government, Sport and Cultural Industries) is most appreciated as is the support from our Principal partners, Healthway, SunSmart and the RAC. The contributions from our various Program and Event based partners has again been noted and appreciated by our membership and the Organization as a whole.

I must thank and acknowledge the efforts of our staff. *Surfing WA* employ some of the most committed and skilled individuals our members could hope for. Guided in my absence by Tim Thirsk, staff efforts over the past year in absorbing the additional work load and pressures have been exceptional.

Board members of *Surfing WA* led by Chairman Mike Best, have again been pivotal in the overall success of the Organization. We must acknowledge and thank these highly skilled people who volunteer hundreds of hours in promoting, advancing and creating opportunities for Surfing in WA.


Mark Lane
CEO

***Surfing WA* continued to expand surfing's regional footprint with over 65% of organized activity now occurring in Regional WA.**



I look forward to seeing what the future holds as we work towards our vision where “every West Australian values surfing”.

CHAIRMAN'S REPORT

Hello again members and friends, it is my great pleasure to present the 2018 Chairman's Report for *Surfing WA*.

2018 has been a very challenging year for *Surfing WA* on a number of fronts. Firstly and most importantly our CEO Mark Lane has been quite seriously ill for much of the year. Mark's tenacity, positivity and courage while dealing with his illness and treatment has been an inspiration to everyone around him, and I'm sure all members will join with me in wishing Mark, his wife Sharon and his family all the best during his continuing recuperation.

Mark left some big shoes to fill during his periods of sick leave, and these were very ably filled by Acting CEO Tim Thirsk and the *Surfing WA* team of Justin Majeks, Tom Dickson, Neil Thompson, Sharon Lane, Brooke Sinclair and Katja Verreydt. Although no-one can replace Mark I'm very proud of the way the team rose to the challenge and kept the organisation going in his absence, and I would like to thank them sincerely for their efforts.

As I write this I'm pleased to report that Mark is now officially on the mend and back in the office most days. We look forward to welcoming him back to full-time work in the near future.

The second big challenge for *Surfing WA* in 2018 was the cancellation of the Margaret River Pro part-way through the event.

As most members will already know, there were a couple of shark encounters with recreational surfers near Gracetown during the event, along with general heightened shark activity due to a number of whale strandings in the area at the time. Faced with this unprecedented set of conditions the World Surf League made the only decision they could in the circumstances, which was to abandon the Pro.

Not surprisingly, this led to a number of meetings between *Surfing WA* and the State Government to discuss the shark issue and what can be done about it. I'm pleased to report that these discussions have been very positive and fruitful, and we are now working with the Government on a number of measures designed to improve the safety of our members and other ocean users.

We look forward to the return of the Pro to Margaret River in May/June 2019, and we are continuing to work with the World Surf League and Tourism WA to try and secure a new contract for a Championship Tour event in WA in 2020 and beyond.

Other than these significant challenges it has been a normal, busy year for the crew at *Surfing WA*, delivering over 33,000 hours of surf tuition, managing and running 30+ events up and down the WA coast, and generally doing a great job representing and advocating for the sport of surfing in this State.

I sincerely thank Mark and Tim and the crew for their wonderful efforts again this year.

Governance of *Surfing WA* continues to be overseen by a very strong Board made up of representatives from the sport as well as independent directors. The Board currently has a great mix of skills which I believe will see the Association continue to thrive and grow into the future.

Sadly Roger Goodwin will reach the end of his maximum 6-year term as SUP representative at the 2018 AGM and is not able to stand for re-election. I would like to take this opportunity to thank Roger for his insight and contribution on the Board over the last 6 years and wish him all the very best into the future.

In spite of the challenges we faced in 2018 I believe *Surfing WA* remains as strong as ever, and I look forward to seeing what the future holds as we work towards our vision where "EVERY WEST AUSTRALIAN VALUES SURFING".

Mike Best
Chairman

BOARD MEMBERS



Mike Best Chairman

Mike Best enjoyed a successful career as a civil engineer and retired as CEO of Wood and Grieve Engineers, a large national consulting firm, in June 2012. Since then he has joined the boards of a number of not-for-profit organisations and privately owned companies. Mike has been a keen surfer from a young age until an injury forced his early retirement from the sport. He has since rediscovered the thrill of surfing, this time from the relative safety of a longboard.



Warrick Hazeldine

Warrick Hazeldine is a co-founder of successful corporate PR company Cannings Purple. He has extensive experience in investor, media, government, stakeholder and community relations advising Boards, leaders and senior executives. He has provided clients with strategic management consulting advice and high-level crisis/issues counsel for almost 20 years. He enjoys spending time with his wife and two daughters teaching them to surf, playing basketball and travelling.



Jane Seman

Jane Seman runs her own strategic marketing consultancy, ThinkTribe and has over 20 years experience in marketing, strategy and research. She has worked in strategic roles for a number of Perth advertising agencies and was Executive Director Consumer Marketing at Tourism WA. Jane is a keen surfer who lives in Margaret River with her two surf mad grommets. She is also an ex professional windsurfer and was ranked 3rd in the world for women's wavesailing.



Roger Goodwin

Roger Goodwin has had a love of a broad range of water sports since early days of boating with his family. Taking up windsurfing in the early eighties, Roger was lucky enough to travel and compete in several World Cup Events. Roger sat on the steering committee of Windsurfing WA and is a foundation member of SUPWA (Stand Up Paddle WA). He started stand up paddle eight years ago and has been hooked ever since, reigniting his passion for water sports, SUP Surfing and competition.



Jarrah Calder

Jarrah Calder has been exposed to surfing from an early age, having grown up in the Margaret River region. Jarrah started competing in *Surfing WA* events in 2006 and has represented the State in both short boarding and long boarding on multiple occasions, his major achievements include winning multiple state rounds, 2012 Over 35 State Longboard champion and 2010 Australian University Longboard Champion. Jarrah's is currently employed at Basketball WA to oversee governance, compliance and funding for all WA basketball Associations and Clubs.



Steve Becker

Steve Becker is an active member of the longboard community, as a judge, competition director, competitor and social surfer. Steve judges and participates in various WA longboard events throughout the year including the *Surfing WA* State Titles, Whalebone Classic and Yal Mal. Steve can often be found surfing with his son at Cottesloe, Avalon, Secret Harbour, Wedge Island, Denmark, down South or wherever else there are waves to be had.



Sam Dundas

Sam Dundas is an Executive Counsel at the global law firm, Herbert Smith Freehills. He has had experience both as a front end transactional lawyer in London and also as a litigator in Australia dealing with a wide variety of contractual disputes, and he brings that broad ranging experience to the board. Sam has been a surfer for over 30 years and is a passionate advocate for all aspects of surfing life and issues affecting the surfing community.



Matt Woods

Matt Woods is the National Leader of Restructuring Services at KPMG Australia. He has over 22 years of experience in the areas of financial restructuring, operational restructuring and insolvency services. He has successfully restructured a number of high profile companies in Australia, specialising in mining, oil and gas, engineering, property and retail. Outside work Matt is busy raising three children and enjoys his footy, cricket, fishing and surfing.



Caty Price

Caty Price is a freelance TV presenter, producer & journalist with over 14 years experience in the media. She made her name as a frontline sports reporter for Network Ten while regularly fronting live broadcasts for Big Bash cricket, basketball, netball and swimming. Caty has a true passion for surfing, pushing promotion of the sport wherever possible. She has covered the Drug Aware Pro for six years and profiled the world's elite as well as WA's best and brightest stars.



Luke Wyllie

Luke Wyllie is the founder and director of Corsaire Aviation with 20 years' experience in both domestic and international flying. Luke holds multiple jet endorsements including global xrs, super long range jet and hawker 800/900 mid-sized business jet. Luke not only holds Australian CASA fixed wing and helicopter licences but also American FAA atpl airline licence. Luke is a mad keen surfer who combines his passions by using aeroplanes and helicopters to access remote locations and big wave sights across WA. When he's not in the water or the sky he is spending time with his wife and two children

SURFING WA SURF SCHOOL

Surfing in Western Australia continues to be an area of interest for all ages. This year saw over 30,000 participants educated through the School of Surfing Western Australia, across all boardriding codes.

During the 2017/18 season, Surfing Western Australia maintained our ranking as the number one provider of the SurfGroms weekend and school holiday programs across Australia.

The School of *Surfing WA* education and participation programs continue to aid *Surfing WA* in achieving various key strategic objectives including:

- Providing the opportunity for as many people as possible to share our passion for surf riding

- Providing programs to allow participants to achieve their desired competency level

- Promoting life-long involvement in surfing, ocean awareness and beach safety

This year the school educated over 30,000 people through SunSmart Learn to Surf, SunSmart Learn to SUP and SurfGroms, representing consistency on the previous years numbers.

The school continues to operate out of 4 locations including:

- 1 Trigg
- 2 Mullaloo
- 3 Leighton
- 4 Rottnest

70 PRIMARY & HIGH SCHOOLS attending in term education programs

32,117 PARTICIPANTS EDUCATED through *Learn to Surf* and *SurfGrom* programs delivered by Surfing WA

363 DAYS OF OPERATION

Participation by gender

53% FEMALE

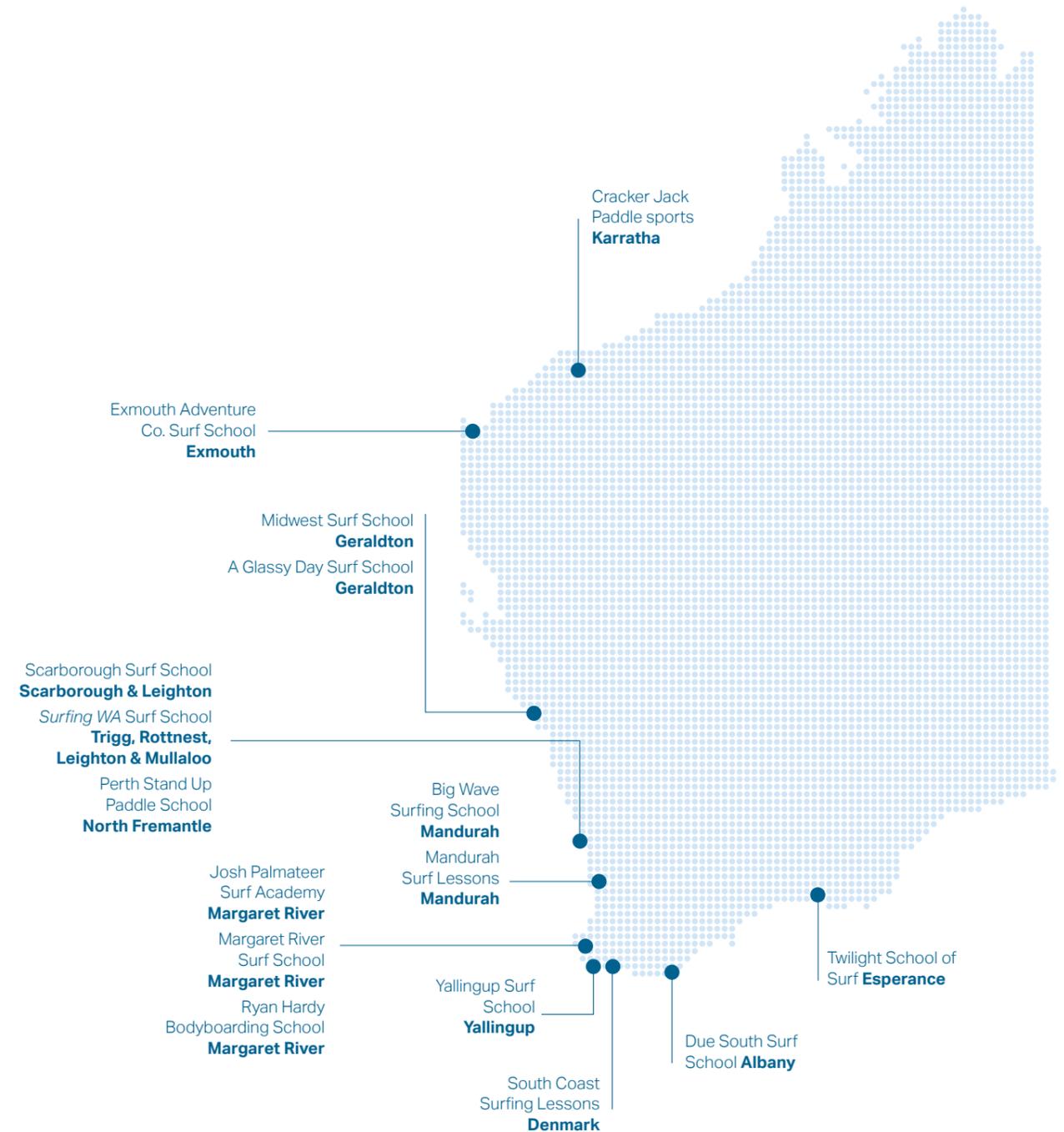
47% MALE

STATE SURF SCHOOLS NETWORK

- > Network spanning from Karratha to Esperance at 16 iconic beach locations
- > State surf school network delivered instruction to over 65,000 people throughout WA.
- > State surf school network deals in excess of 100 primary and high schools statewide

In 2018 the spread of surfing schools continues to grow each year, fulfilling *Surfing WA*'s strategic objective to offer the greatest number of people the chance to access and engage in surfing.

Western Australia has a diverse population spanning over a vast coastline, *Surfing WA* aims to provide for all community members regardless of age, ability, location or ethnicity.



COACHES AND OFFICIALS

Surfing WA continues to accredit all nationally qualified coaches and officials in the state.

Judging & Officials STATS:

- > **2 international judging and officiating courses ran**
- > **+200 registered judges statewide**

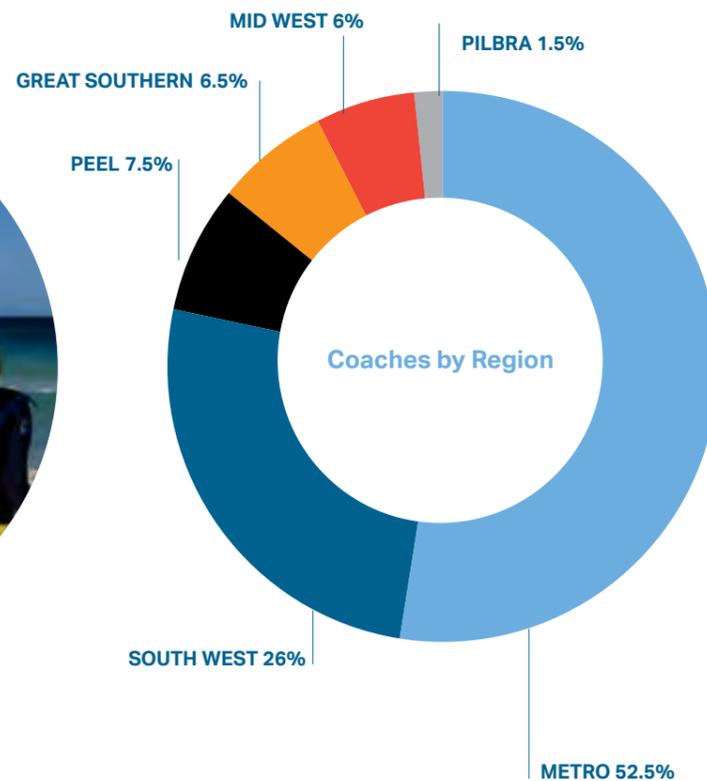
Engaging a Judging Coordinator for the fourth year running, *Surfing WA* ensures the continued development and retention of quality officials. The development of officials remains in the *Surfing WA* pathway, providing opportunities for judges and officials to gain experience at all levels of competition, from grass roots right through to working at the elite level with World Tour judges.

Surfing WA ran 2 international judging and officiating courses throughout 2018, further increasing the number of nationally accredited judges in the state.

Coaching STATS:

- > **46 new coaches trained through Surfing WA courses in 2018**
- > **6 Level 1 coaching courses delivered in 2018**

Surfing WA ran 6 introductory coaching courses across regional and metropolitan WA in the past 12 months, as well as multiple development courses. Development and retention of learn to surf and elite level coaches remains a strategic priority, to keep up with the number of new surf schools affiliating and demand for high performance coaching.



SURFING AND OUR COMMUNITY



NoTxtNoWrecks

The #NoTxtNoWrecks message hits close to home for the *Surfing WA* community as supporters, members and staff alike spent countless hours roadtripping along the beautiful West Australian Coast each year. This message is especially relevant to the young adult surfing enthusiasts, who are statistically at a higher risk, and who spend more time on WA roads travelling to regional breaks and remote comps.

Surfing WA's partnership with RAC has seen great success across 2017/18 and is set to continue into 2018, utilizing the NoTxtNoWreck campaign to encourage safe driving practices.

Surfing WA will continue to spread the road safety message as far and wide as possible into 2018, with a range of activities across multiple platforms. Be sure to keep an eye out for the #NoTxtNoWrecks message both on and off the beach, at *Surfing WA* events as well as in TV and other advertisements.

***Surfing WA* will continue to spread the road safety message as far and wide as possible into 2018, with a range of activities across multiple platforms.**



Surfers Rescue 365

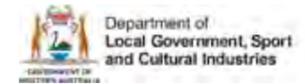
The *Surfers Rescue 365* program aims to minimize the inherent risk of beach and ocean related sports through the provision of free training to the large community of recreational surf riders in WA.

Launched in June 2018 with support from *Surf Life Saving WA*, the short course provides surfers with the opportunity to do a free CPR and board rescue training.

The first instalments of the program took place on Perth metro beaches with the support of the Department of Sport and Recreation as well as local government partners.

By the end of 2018 the program will have provided courses in Town of Cambridge, City of Stirling, City of Joondalup, Mandurah, Shire of Exmouth, Shire of Augusta-Margaret River and City of Albany.

The program is set to revisit these bases and spread across the state over the summer and well into 2018. Received support from department of fisheries to sustain the program for the next 3 years.



Department of Primary Industries and Regional Development

Surfing WA has recently formed a partnership with the Department of Fisheries to further enhance ocean safety.

Following a member survey conducted in June there was an overwhelming response for *Surfing WA* to be a voice for surfers on the issue of shark mitigation.

In recent developments *Surfing WA* has been invited to be a participating member of a newly formed Ministerial Reference Group. Providing us with an opportunity to relay such feedback. It is planned to continue to consult with our clubs, schools and membership base to collect opinion.

SURFING WA MEMBERSHIP

Surfing WA continues to grow its community reach each year, maintaining a solid membership base throughout metropolitan and regional locations.

Through *Surfing WA* competitive members and boardrider club network, the total competitive membership is estimated to be at 2,321 across the state. In addition to competitive members, *Surfing WA* estimates the number social members participating in SunSmart Learn to Surf or SunSmart Learn to SUP programs to be at 67,165 across the state.

Comprised of competitive members, social members and an online audience, Surfing WA communicates with 202,693 people throughout the surfing community.

WA surfer achievements

- > **Dave Macaulay** (Gracetown) WA's first ever WSL world champion
- > **Felicity Palmateer** (Perth)

- > **Mikaela Greene** (Yallingup) won the 2018 Drug Aware Trials for the Margaret River Pro
- > **Emma Caitlin** (Mandurah) in the top 3 of the ISA World Titles
- > **Seth Van Haeften** (Margaret River) in the top 3 to represent Australia in the of the ISA World Titles
- > **Cyrus Cox** (Margaret River) in the top 3 of the ISA World Titles
- > **Jack Robinson** (Margaret River) Won WSL QS 1500 Men's and Women's Heroes de Mayo Iquique Pro, Chile
- > **Jack Robinson** (Margaret River) Won 2018 Rip Curl Cup at Padang Padang, Indonesia
- > **Bronte Macaulay** (Gracetown)

- selected in the inaugural Olympics squad.
- > **Maverick Wilson** (Wannanup) Won 2018 Billabong Parko's Grom Stomp, Currimundi QLD
- > **Georgia Young** (Perth) won WSL 21st annual Whalebone Longboard Classic, Cottesloe WA.
- > **Seth Van Haeften** and **Jed Gradisen** (Margaret River Senior High school) Under 16 Boys MR Shield
- > **Mikaela Greene** (Yallingup) won QS 6000 Las Americas Pro Tenerife, Canary Islands Archipelago

Surfing WA communicates with 202,693 people throughout the surfing community



Surfing WA

MEMBERSHIP NETWORK



2,321
Statewide Competitive Members



116,356
Social Network Members



67,165
Statewide Surf School Participants



17,000+
E-Newsletter subscribers



COMMUNICATIONS

Surfing WA continues to grow brand awareness at a state and national level, communicating regularly with all stakeholders including members, boardrider clubs, affiliated surf schools, coaches, officials as well as to our learn to surf and event participants and our highly engaged digital following.

The last 12 months have seen consistent growth of 17% across our Facebook, Instagram and Twitter. These platforms allow *Surfing WA* to communicate daily with our stakeholders, but also to reach the broader recreational surfing community. In addition, *Surfing WA* mails out weekly e-news with self-generated content to a database of over 17,000.

Communication with the WA surfing community remains a strategic priority for *Surfing WA*, along with the increased recognition and awareness of the *Surfing WA* brand.

Statistics

- > **116,356 Followers across Facebook, Twitter and Instagram**
- > **17% growth on social media followers from 2017**
- > **10% growth in e-news database**
- > **17,000+ people communicated to weekly via e-news**
- > **80+ press releases with Surfing WA self generated content distributed regionally, nationally and internationally**

BOARDRIDER CLUBS

The **Surfing WA** club network continues to grow, with new club affiliations in 2018 and the beginning of initiatives for the formation of brand new boardriding clubs, now covering the state from Exmouth and as far south as Albany.

The development of WA's boardriding clubs remains a main focus for *Surfing WA*. Through the affiliation program, clubs across the state continue to have access to the resources and expertise of *Surfing WA*, which assist in club function and growth.

Beyond the ongoing assistance from *Surfing WA*'s club's manager, affiliated clubs have access to the event assistance program, club grant program and two inter-club competitions. Affiliated clubs are also provided with an affiliation pack, to ensure they have the capacity and resources that allow them to provide their respective communities with opportunities through surfing.

The *Surfing WA* club network also played a big part in the roll-out of the Surfers Rescue 365 program which started in 2017. Clubs were crucial in engaging the local surfing community for the program and have participated in all of the 2018 courses so far adding to the success of the program and helping to ensure the WA coastline remains a safe place to enjoy.

Affiliated boardriding clubs provide *Surfing WA* with vital insight and feedback from the recreational surfing community. Through engagement channels of the Club Presidents breakfast at the Margaret River Pro, club surveys and club's manager communication, this insight enables *Surfing WA* to continually identify and adapt to the needs of WA Surfers.

Numbers:

- > **12 Clubs Participating in the Surfers Rescue 365 program**
- > **31 Supported boardrider clubs**
- > **117 Participants across 12 club development days**



Affiliated boardriding clubs provide Surfing WA with vital insight and feedback from the recreational surfing community.

HIGH PERFORMANCE

Surfing Western Australia's High Performance program continues to deliver world class performance facilitation and development for Western Australian surfers.

The program is regarded a leader in the country, it serves the West Australian coastline via its 5 Department of Local Government, Sports and Cultural Industries regions including the Mid-West, Metropolitan, Peel, South-West and South-Coast.

Our team of highly skilled and experienced high performance coaches operate across these regions and continue to provide top level coaching assistance to over 220 surfers. The State Talent Squad operates as the state's key junior high performance program with over 40 of the state's most talented junior surfers serviced by 12 of the state's elite high performance coaches and strength and conditioning professionals.

The program has again proven successful in the 2018 season with WA achieving 19 individual national finalists, 2 individual national champions, 3 School Sport Surfing National Titles and 3 Australian team selections along with the national junior team coaching selection of our state head coach Mike McAuliffe."

Tom Dickson
Sport Development Manager

Statistics

- > **5 High Performance regions; Mid-West, Metropolitan Peel, South-West and great Southern.**
- > **2 National Champions**
- > **19 Individual National Finalists**
- > **3 School Sports Junior Surfing National Titles**
- > **3 Australian Junior Team Selections**
- > **National Junior Surfing Team Coach appointment of Program Head Coach**
- > **30+ high performance clinics, training sessions and development days, state-wide.**



INTERNATIONAL EVENTS

Margaret River PRO

The 2018 Margaret River Pro was the third and last stop of the Australian leg of the WSL World Championship Tour (WCT) for 2018, following the Quiksilver Pro, Gold Coast and Rip Curl Pro, Bells Beach.

Winners of the Drug Aware WA Trials

The winners hail from the South West region making their qualification extra special for the area. In the men's Dave Delroy-Carr and runner up Kael Walsh and Jack Robinson (all from Margaret River) got to compete in CT event. In the women's, Mikaela Greene (Yallingup) secured her spot in the competition.

North Point kick off

After back-to-back lay days, the opening of the Margaret River Pro (14th April 2018) did not disappoint as the world's best surfers took on heavy six-to-eight foot (1.8 - 2.7 metre) conditions at North Point. North Point, the backup event site known for some of the longest and most intense barrels in the world, challenged the surfers in the first seven heats of men's Round 1 at Stop No. 3 on the World Surf League (WSL) Championship Tour.

Environmental Initiative

Surfing WA enforced a strict ban on plastic at the event site. An initiative happily adopted by our stallholders, merchandise stall and food vendors all adopting alternatives to plastic. The Surfer, Corporate VIP area and Margaret River Hospitality Group's silver VIP once again provided a comfortable and beautiful setting for athletes, guests and spectators alike.

Community Events

As always, Surfing WA worked closely with the local South West community to ensure strong support, involvement and a strong sense of ownership was delivered during the event. The site was utilised for peripheral events including the Shire Presidents' function, Shire Social Club Evening and the Frontline Services Sundowner.

We took numerous tour groups (disability, youth groups, school groups) and facilitated our first ever Margaret River township activation, with the help of the Esther foundation and Healthway via the Drug Aware message.

Department of Local Government, Sport and Cultural Industries"

The Gromprix was also enjoyed by over 40 young surfers, who were all awarded the opportunity to attend the development day. Local, National and International media covered the competitions unusual circumstances from start to finish providing reach in both positive and negative lights.



Surfing WA

STATISTICS



5.3M HOURS
of video content
consumed online



12,000+
SPECTATORS
across the 5 day window



6.9K PRESS
MENTIONS
through global
& local coverage



2.3MILLION
LIVE VIEWERS
in WSL web/app/facebook



40+ COUNTRIES
included in global broadcast



North Point challenged the surfers in the first seven heats of men's Round 1 at Stop No. 3 on the World Surf League (WSL) Championship Tour.

INTERNATIONAL EVENTS

World Surf League (WSL)

Surfing Western Australia was pleased to add two more international events to our calendar in 2018 with the addition of two World Surf League (WSL) Qualifying Series (QS) events in October.

The Western Australian Pro Surf Series put the surfing spotlight on the South-West of WA, with consecutive Men's and Women's QS1000 competitions running in Mandurah and Yallingup from the 13th to 21st October.

The Mandurah Pro and Cape Naturaliste Pro gave WA's new generation of promising local surfers the chance to compete in an internationally rated event alongside some of the best surfers from across Australia and throughout the Oceania region.

Statistics:

- > **126 entries across both events**
 - > **8 nations represented including Australia, Italy, New Zealand, South Africa, Indonesia, Brazil, Japan and Greece.**
 - > **6 days of competition**
 - > **2 local wildcards awarded through boardriding clubs**
- > **\$30,000 prize pool**
 - > **2,000 WSL Qualifying Series ratings points on offer**



INTERNATIONAL EVENTS

Whalebone Longboard Classic

The Whalebone Classic was born in 1998 after local longboarder Peter Dunn, discovered a whale's rib bone immersed in the surf at Isolators and decided to host a longboarding competition in memory of the whale's spirit.

Twenty-one years on, the competition has grown to be one of Western Australia's most iconic longboard events and a much-loved tradition within the local community. The 2018 edition blessed competitors with spectacular winter weather and were greeted to clean 1-2 feet peeling waves along Perth's metropolitan coastline.

Jack Entwistle (Manly, NSW/AUS) and Georgia Young (Swanbourne, WA/AUS) today etched their names into one of Western Australia's most prestigious and iconic trophies, with victory at the 21st annual Whalebone Longboard Classic.

As well as the WSL LQS event, the Whalebone Classic saw 14 amateur divisions run and won. The 2018 Whalebone Classic brought together over 130 professional and amateur longboarders come together in a true festival atmosphere, with strong corporate support, great community engagement, and a whole bunch of stoke spread across a broad age demographic.

- > **3500 Estimated spectators over the three day event period**
- > **120 Competitors entries in amateur divisions, aged 15a-70**
- > **16 World Surf League LQS division entries**
- > **26 Branded posts across social media to combined audience of 68k**
- > **4 Nights of social functions across the competition weekend**



SPECIALTY EVENT SERIES

Each of the specialty events offered by Surfing WA creates a unique opportunity along the development pathway, or the chance for participants to engage with competitive surfing.

In addition to these competitions, Surfing WA assisted in running a further 9 successful boardrider club events, a testament to the strength and capacity of the boardrider club network in WA.

Surfboard Room Surf League

WA's premier interclub boardriding event. Held at Scarborough beach 9 Clubs battled it out with Margaret River taking top honours

Taj's Small Fries

In its 13th year held in the pristine Yallingup area This family friendly event see's competitors aged 10-16 compete under the watchful eye of retired professional surfer Taj Burrow.

Stand Up Surf Shop Rottnest SUP Classic

Presented by SunSmart – Competitors travel to an island environment rapidly enhancing its reputation as a world rated professional sup event.

King of the Point

This iconic event held at Perth's premier surfing location attracts some of the states and countries finest competitors. With heaps to do and see in this three day festival style surfing event.

2018 SunSmart School Surfing Titles

Surfing WA's largest participation based event of the year, the SunSmart School Surfing Titles has secondary high schools from Geraldton to Esperance nominate over 300 teams of surfers and bodyboarders, with hundreds of students taking part.



NATIONAL EVENT SERIES

Surfing WA hosted 3 events, forming part of National Event Series.

The Woolworths Surfer Groms, presented by WAHU, Rip Curl GromSearch, and nudie Australian Boardriders Battle at Trigg Beach. All opening doors for development for WA's brightest junior surfers.

Woolworths Surfer Groms

Presented by WAHU – Forms part of the national event series. Over 100 Boys and girls aged 6-14 battle it out across 7 divisions.

nudie Australian Boardriders Battle

Forms part of the national boardrider series, in which WA boardriding clubs battle it out to see who represents WA at the national final.

Rip Curl Gromsearch

Forms part of the national event series designed for grommets aged 12-16 who compete in this long running prestigious series with a chance of national and international progression.

All events are opening doors for the development for WA's brightest junior surfers.



STATE EVENT SERIES

Surfing WA aims to constantly improve the delivery of state titles events, whether it's through developing judges and officials, aerial drone surveillance, and ensuring the professionalism and safety of our events.

This year *Surfing WA* ran 11 state title events across shortboard, longboard, stand up paddle board, bodyboard and junior shortboard codes, crowning a total of 43 state champions.

The SWA water safety jet ski spent over 300 hours in the water this year, ensuring that, alongside a nationally sanctioned risk management plan, competitor safety is a priority at all events.

1

HIF Pro Am Series
Presented by SunSmart
Margaret River & Geraldton
116 Competitors
9 Divisions

2

HIF Longboard Titles
Presented by SunSmart
Yallingup & Mandurah
157 Competitors
14 Divisions

3

Stand Up Surf Shop SUP Titles
Presented by SunSmart
Rottnest Island & Denmark
80 Competitors
5 Divisions

4

SunSmart Bodyboard State Titles
Presented by SunSmart
Mandurah & Margaret River
105 Competitors
10 Divisions

5

Woolworths WA Junior Surfing Titles
Presented by SunSmart
Margaret River, Mandurah & Geraldton
279 Competitors
7 Divisions



CONGRATULATIONS!

2018 WOOLWORTHS WA JUNIOR SURFING TITLES

U/18 Junior Boys

State Champion:
Ben Gradisen (Margaret River)

U/18 Junior Girls

State Champion:
Emma Cattlin (Yallingup)

U/16 Cadet Boys

State Champion:
Jed Gradisen (Margaret River)

U/16 Cadet Girls

State Champion:
Maddie Cawood (Margaret River)

U/14 Grom Boys

State Champion:
Brock Launders (Margaret River)

U/14 Grom Girls

State Champion:
Zali Hewson (Margaret River)

U/12 Micro Groms

State Champion:
Maverick Wilson (Mandurah)

2018 HIF PRO AM SERIES

Open Men

State Champion:
Jack Haslau (Margaret River)

Open Women

State Champion:
April McPherson (Mandurah)

U/21 Pro Junior

State Champion:
Jack Haslau (Margaret River)

O/35 Masters

State Champion:
Josh Harrington (Golden Bay)

O/40 Masters

State Champion:
Paul Paterson (Perth)

O/45 Grand Masters

State Champion:
Paul Paterson (Perth)

O/50 Legends

State Champion:
Ian Ainsworth (Dunsborough)

O/55 Kahunas

State Champion:
Patrick Connell (Perth)

O/60 Dukes

State Champion:
Frank Gray (Secret Harbour)





CONGRATULATIONS!

2018 NORTH FREQ STAND UP SURF SHOP WA SUP TITLES

Open Men

State Champion:
Jake Jakovich (Gracetown)

Open Women

State Champion:
Susannah Wilson (Perth)

Under 18 Juniors:

State Champion:
Sam McCollough (Perth)

Over 40 Men

State Champion:
Peter Tomsett (Perth)

Over 40 Women

State Champion:
Patrice Richardson (Perth)

Over 50 Men

State Champion:
Chris Twomey (Perth)

2018 SUNSMART BODYBOARD TITLES

Open Men

State Champion:
Ben Veitch (Margaret River)

U/14 Grom Boys

State Champion:
Ziggy Bullock (Margaret River)

U/16 Cadet Boys

State Champion:
Patrick Franklyn (Perth)

U/18 Junior Boys

State Champion:
Joel Hughan (Perth)

U/21 Pro Junior:

Joel Hughan (Perth)

2018 HIF WA LONGBOARD TITLES

Open Men

Jack Medland (Perth)

Open Women

Georgia Young (Perth)

Open Logger

Jack Medland (Perth)

U/18 Junior Boys

Jacob McIvor (Secret Harbour)

U/18 Junior Girls

Zali Corry (Denmark)

Over 40 Men:

Brendan Collins (Mandurah)

Over 40 Women:

Belinda Le Grice (Perth)

Over 40 Logger

Bill Gibson (Margaret River)

Over 45 Men

Paul Burke (Perth)

Over 50 Men

Kevin Anderson (Perth)

Over 55 Men

Frank Gray (Secret Harbour)

Over 60 Men

Bill Gibson (Esperance)

Over 65 Men

Stan Davies (Perth)

Over 70 Men:

Dave Ellis (Busselton)

FINANCIALS

Surfing Western Australia Incorporated Statement of Financial Position As at 30 June 2018

	Note	2018 \$	2017 \$
CURRENT ASSETS			
Cash	1(d)	1,147,363	988,753
Receivables	2	915,142	713,731
Prepayments		32,435	29,642
TOTAL CURRENT ASSETS		2,094,941	1,732,126
NON - CURRENT ASSETS			
Property, Plant and Equipment	3	160,563	209,154
Goodwill on Event Acquisitions			5,000
TOTAL NON - CURRENT ASSETS		160,563	214,154
TOTAL ASSETS		2,255,505	1,926,280
CURRENT LIABILITIES			
Trade and Other Payables	4	939,825	517,801
Financial and Tax Liabilities	5	7,686	77,165
Income in Advance		16,415	186,539
Payroll Liabilities		125,469	120,397
TOTAL CURRENT LIABILITIES		1,233,395	901,903
NON - CURRENT LIABILITIES			
Financial and Tax Liabilities	5		53,179
TOTAL NON - CURRENT LIABILITIES			53,179
TOTAL LIABILITIES		1,233,395	955,082
NET ASSETS		1,022,109	991,198
EQUITY			
Opening Balance		903,998	832,903
Net Income for the Year		30,911	71,095
Revaluation Reserve		7,200	87,200
TOTAL EQUITY		1,022,109	991,198

FINANCIALS

Surfing Western Australia Incorporated Statement of Income and Expenditure As at 30 June 2018

	2018 \$	2017 \$
Revenue		
Coaching Income	516,443	565,704
Competition Income	295,239	354,664
Margaret River Pro 2018 Income	2,524,891	2,577,968
State Teams Income	49,787	47,234
Grants and Sponsorship	345,381	355,435
Membership	29,969	42,788
High Performance Income	117,322	61,084
Administration Income	270,000	260,000
Sale of Assets	18,088	
Interest Received	10,934	16,879
All other incomes	46,448	46,170
	4,224,500	4,327,925
Expenditure		
Coaching Expenses	406,955	434,481
Competition Expenses	356,228	407,564
Margaret River Pro 2018 Expenses	2,465,002	2,529,395
State Teams and Expenses	72,348	70,203
High Performance Expenditure	98,607	61,930
Disposal of Assets		1,787
All Other Expenses	794,449	751,469
	4,193,589	4,256,830
Operating Profit	30,911	71,095
Net Profit	30,911	71,095

FINANCIALS

Surfing Western Australia Incorporated Notes to the Financial Statements As at 30 June 2018

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (2015). The Board has determined that the Association is not a reporting entity

The financial report has been prepared in accordance with the requirements of the Associations Incorporation Act (1987) and the following Australian Accounting Standards:

(a) Basis of Preparation

AASB 112
AASB 1031
AASB 110
AASB 117

No other applicable Accounting Standards, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(b) Financial Position

The financial report has been prepared on an accrual basis of accounting including the historical cost convention and the going concern assumption. The directors believe the adoption of the going concern basis is justified.

(c) Leases

Leases of fixed assets, where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership, are transferred to the association, are classified as finance leases. Finance leases are capitalised, recording an asset and a liability equal to the present value of the minimum lease payments, including any guaranteed residual values. Leased assets are depreciated on a straight-line basis over their estimated useful lives where it is likely that the Association will obtain ownership of the asset or over the term of the lease. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Lease payments under operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses in the periods in which they are incurred

(d) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities on the balance sheet.

(e) Property Plant & Equipment

Leasehold improvements and office equipment are carried at cost less, where applicable, accumulated depreciation.

The depreciable amount of all fixed assets are depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use.

Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

Property is held at fair value with any unrealised movements being recognised in the revaluation reserve. Valuation by an independent third party has been used to obtain fair value.

(f) Receivables

Trade receivables are recognised and carried at original invoice amount less a provision for any uncollectible debts. An estimate for doubtful debts is made when collection of the full amount is no longer probable. Bad debts are written-off as incurred.

(g) Trade and Other Payables

Liabilities for trade creditors and other amounts are carried at cost, which is the fair value of the consideration to be paid in the future for goods and services received.

(h) Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the entity and the revenue can be reliably measured.

(i) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the Statement of Financial Position are shown inclusive of GST.

(j) Employee Benefits

Provision is made for employee benefits arising from services rendered by employees to balance date. These benefits include wages and salaries, annual leave, and long service leave. Liabilities arising in respect of wages and salaries, annual leave, and any other employee entitlements expected to be settled within twelve months of the reporting date are measured at their nominal amounts.

Employee benefits, expenses and revenues arising in respect of wages and salaries, non-monetary benefits, annual leave, long service leave, and other leave entitlements, are charged against profits on a net basis in their respective categories. Contributions are made by the association to an employee superannuation fund and are charged as expenses when incurred.

FINANCIALS

Surfing Western Australia Incorporated
Notes to the Financial Statements
As at 30 June 2018

	Note	2018 \$	2017 \$
2. Receivables			
Current			
Trade Debtors		915,142	713,656
Other debtors		-	75
Total Trade and Other Receivables		915,142	713,731
3. Property, Plant and Equipment			
Plant & Equipment			
Plant & Equipment		354,813	431,172
Less Accumulated Depreciation		(194,249)	(222,018)
Total Property, Plant & Equipment		160,563	209,154
4. Trade and Other Payables Current			
Sundry Creditors			
Trade Creditors		44,099	-
		895,727	517,802
Total Trade and Other Payables		939,826	17,802
5. Financial and Tax Liabilities			
Current			
Credit Card - Visa		-	8,219
GST Liability		7,506	68,946
FBT Liability		180	-
		7,686	77,165
Non-Current			
Hire Purchase Liability		-	53,995
Less: Unexpired Interest		-	(816)
		-	53,179

SPONSORS

Surfing WA's long-standing sponsor partnerships have been essential to development and growth of the organisation, which would not have been possible without their support.



Surfing WA has enjoyed a 24 year partnership with Healthway, working together to promote an active, healthy lifestyle across the state. Healthway aims to promote and facilitate healthier lifestyles, as well as empowering West Australians to make healthy choices.



SunSmart aims to encourage healthy lifestyles through the effective promotion of Healthway messages, specifically aiming at reducing harm from skin cancer. Surfing WA and SunSmart have successfully worked to encourage SunSmart behaviour across every level of the organisation.



Sport and Recreation WA, a division of the Department of Local Government, Sport and Cultural Industries are responsible for the implementation of government policy and initiatives in sport and recreation across the State. The division aims to facilitate the opportunities for active participation to foster stronger, healthier, happier and safer communities.

Surfing WA is recognised by Sport and Recreation WA as a major sporting organisation and the peak body for surfing in Western Australia. Surfing WA's High Performance Pathway and Clubs Network have grown exponentially in recent years, due to strong support and assistance from Sport and Recreation WA.



For the better

RAC works to ensure all West Australians are able to move around their State in the safest, most sustainable and efficient way possible.

As a member-based and mutual organisation representing more than 1 million members, RAC proudly reinvests its profits to benefit its members and the community.

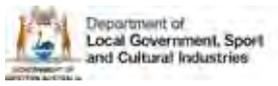
That's why RAC is proud to support Surfing WA's 'No Txt No Wrecks' road safety campaign that aims to educate young people about the dangers of distracted driving, in particular texting while behind the wheel.

Spread the word by using:
#NoTxtNoWrecks.

Annual Report Images Supplied by:

Russel Ord, Peter Joli Wilson, Nick Woolacott
and Justin Majeks

Sponsors & Valued Partners



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