



SURFING
AUSTRALIA

ANNUAL REPORT



2011



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SURFING AUSTRALIA



ABOUT SURFING AUSTRALIA

Surfing Australia is a not-for-profit incorporated National Sporting Organisation that was formed in 1963 to establish, guide and promote the development of surfing in Australia.

Surfing Australia is the representative body on the International Surfing Association (ISA) of which there are 70 member countries and is recognised by the Australian Sports Commission, the Australian Olympic Committee and is a member of the Water Safety Council of Australia.

Surfing underpins an important part of the Australian coastal fabric. It forms part of a lifestyle in which millions participate with a mystique in which millions more have a documented interest.

Surfing Australia Statistics

The following statistics give a broad overview of the reach of surfing in Australia and the part that Surfing Australia plays in servicing our members and the community at large.

- **2.5 Million** Recreational Surfers (Sweeney Report)
- Approx **400,000** Annual Surf School Participants
- **96** Affiliated Surf Schools Operating on over 500 Beaches Australia wide
- **1982** Surfing Australia Accredited Coaches
- **785** Surfing Australia Accredited Judges
- **236** Affiliated Boardriders Clubs
- **21,000** Members
- **332,134** unique views and **721,533** website visitors in 2011
- Over **200** Events Annually
- **12,000** Event Participants
- **5** Consecutive World Junior Surfing Titles to Team Australia from 2005 – 2010
- Surfing Remains **One of the Most Marketable** Sports in Australia
- **Over 1 in 10** Australians are surfers (Gemba 2010)
- **3 in 10** surfers are female (Gemba 2010)
- Around **a third** of non surfers would be interested in learning to surf (Gemba 2010)

Vision:

To become a mainstream commercially sustainable sport, and to promote surfing as an iconic Australian lifestyle.

Mission:

We will grow surfing's position and profile through successful working relationships with stakeholders; innovative thinking; the performance of Australian athletes; and a dynamic management team delivering world's best surfing programs.

Values:

Surfing Australia will:

- a. Be open, ethical and accountable in all that we do
- b. Proactively operate as a leader in the Australian and global surfing community
- c. Be aware of, respect and be responsive to stakeholder needs
- d. Enjoy and have pride in our work
- e. Actively embrace change



Norm Innis
CHAIRMAN

CHAIRMAN'S REPORT

Welcome to the Surfing Australia Annual Report for 2010/2011.

The 2010/11 financial year is the second year of Surfing Australia's current three year plan, and I am very happy to report that all our major key performance indicators have been met. In many cases, our expectations have not only been met, but exceeded. Enormous congratulations are due to the dedicated and professional staff at Surfing Australia, most ably led by the Chief Executive Officer, Andrew Stark.

In financial terms, we have delivered a break-even result, virtually on budget to the dollar. Our three year strategy was always to invest some of our reserves into developing our resources in the first year, breaking even in the second year, and to recoup those reserves in the third year. At the time of writing, that strategy remains unaltered, and we are on track to achieve that goal.

Surfing Australia is very pleased to continue our association with a number of corporate sponsors, including, Suncorp, Coastalwatch/Surfing World, Wahu, TravelSIM and Victoria Bitter. We are also looking forward to working with new sponsors in the 2011/12 financial year such as Nikon, Destination NSW, Action Sports Ready, Hurley and Telstra. In addition, as we go to press, the new national initiative

for entry level surfing, SurfGroms, is being launched. Thanks to the generous sponsorship of Vegemite, Quiksilver, (and Wahu, a long-time supporter already mentioned above), a whole new generation of five to twelve year olds are set to experience surfing this summer. Surfing now is being recognised as a whole of life activity, and from those five year olds, we can now see surfing being enjoyed by fifty-five year olds (like me very soon), sixty-five year olds, and even seventy-five year olds!

Of course, none of this would be possible without the incredible level of backing from the Federal Government, both directly, and through the Australian Sports Commission. The launch of SurfGroms is an extremely expensive and labour intensive exercise, and without the funding provided through the ASC, it just wouldn't be possible. Similarly, the \$2 million grant for the building of the High Performance Centre is now being implemented, and we hope to see the facility completed in the 2011/12 financial year. Further funding from the ASC will enable us to have the top professional staff in Australia running and working in the facility, and will ensure Australia leads the way in developing the future of surfing

performance. On that note, I am happy to record the performances of our teams competing at ISA level as follows; we won gold in the Opens, bronze in the Juniors and finished fifth in the Masters – including gold medals to Mark Richardson, and our own Board member, Layne Beachley.

It is very satisfying for me personally, as Chairman, to see Surfing Australia firmly achieving its aims and goals, and delivering national programs with attached revenue streams to the State bodies for implementation. The State bodies, of course, are the members of Surfing Australia, and accordingly I thank all the State Boards and CEOs for their support.

Finally, as usual, a great vote of thanks to all those volunteers; judges, coaches, officials, at club, local and regional level. It's the grassroots of surfing in Australia that makes it such a great sport, helps keep Australians healthy, and allows many of our young surfers to get ready to compete on a world stage.

Norm Innis
CHAIRMAN



Andrew Stark
CHIEF EXECUTIVE OFFICER

CEO'S REPORT

The 2011 year was extremely successful for Surfing Australia with many major achievements recorded. Most significantly we cemented our position in the Australian sporting landscape as a serious and legitimate sport by achieving priority sport status with the Australian Sports Commission. This priority sport status elevated Surfing Australia among many Olympic and mainstream sports and in turn positioned our organisation to achieve a \$4 million Australian Sports Commission grant that will be invested into high performance and participation initiatives over the next four years.

We continued to strive towards our vision to become a mainstream commercially sustainable sport. This vision is becoming a reality through our enhanced business culture and the dedication of our organisation to every segment of the sport development pathway. At the very beginning of this sport pathway we were extremely proud to launch VEGEMITE SurfGroms supported by Quiksilver. Vegemite SurfGroms is a new national junior development program catering for five-twelve year old kids and offers a structured surfing program for over 10,000 kids in the first season. This program is a first of its kind globally and we envisage the program becoming a true legacy to our sport.

At the elite end of our sport pathway we significantly enhanced our national high performance program capacity with the full time appointment of new key staff in globally respected surf coach Martin Dunn and leading sport scientist Dr Jeremy Sheppard. The enhanced high performance program was complemented by the completion of designs for our new High Performance Centre. The new \$2.5 Million facility

has now commenced building and is due for opening in May 2012. We were extremely pleased to announce global surf brand Hurley as the naming rights sponsor to the new centre. The Hurley sponsorship investment has allowed us to significantly upgrade the facility to deliver the most progressive and innovative surf training centre in the world.

A major focus area towards our mainstream sport status and commercial sustainability has been the acquisition of new high profile sponsors to Surfing Australia. We have been actively seeking mainstream respected brands to partner with our organisation. The SurfGroms junior program was our focus this year for sponsorship and the commitment from household brand Vegemite was monumental given this was the first ever sport sponsorship in the 90 year history of the Vegemite brand. We also welcomed Quiksilver, Telstra, Wahu, Coastalwatch, Surfing World and Channel 9 to the SurfGroms program sponsorship portfolio.

We were delighted to announce the world's leading camera brand Nikon as a new major partner of Surfing Australia. This dynamic partnership also includes 4 x World Champion Stephanie Gilmore as the new face of the international I AM Nikon campaign. Our relationship with beer brand VB went from strength to strength including the Surfing Australia logo being printed on over 25 Million cases of VB this summer alongside the NRL and Cricket Australia brands. We continue to enjoy fantastic working relationships with other major partners Suncorp, Wahu, TravelSIM, Coastalwatch and Surfing World Magazine. We sincerely thank all our existing and new sponsors for their valued support of our organisation.

Congratulations must go to all the fantastic results by Australian surfers on the international stage. 2011 again proved to be a stellar year with outstanding results across all divisions and disciplines. These results can be

attributed to the dynamic sport structure we have in Australia and it is important to recognise and thank the many grass roots clubs, coaches, officials and volunteers that contribute to this powerful sporting system.

Surfing Australia is in a major growth phase and this can be attributed to our great success in various areas of the organisation and importantly our committed business approach. Financially we broke even for the period with significant investment in new program development and an increase in turnover of 26.75%. Up from \$2,334,828 in 2009/10 to \$2,959,431 in 2010/11. Our growth was met with adequate staff resourcing and we saw the business grow from 9 to 14 full time staff.

The success of the past year can certainly be attributed to a very hard working dynamic team of people in the dedicated staff and board of Surfing Australia. I would like to make special acknowledgement to our Chairman Mr Norm Innis who has invested over and above to ensure the success of the organisation. I would like to acknowledge the support from our key stakeholders in our 6 State branches who have worked with us to achieve a more nationally unified and structured sport. Finally I would like to acknowledge and sincerely thank the support of our key partners in the Australian Sports Commission and our many sponsors who have ensured a successful year with significant milestones achieved.

The 2011 year was a year of significant growth and achievement for the organisation.

We look forward to delivering more exciting programs for the surfing community in 2012.

Andrew Stark
CHIEF EXECUTIVE OFFICER

MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION



A true sign that Australian sport is united in working together is the endorsement from the Commonwealth, State and Territory Governments of the National Sport and Active Recreation Policy Framework.

What this means is that for the first time all governments have agreed on priorities for sport.

The countdown to an Olympic and Paralympic Games is an exciting time for Australians. As London 2012 looms on our horizon there is much work to be done to fine tune our preparations.

The Australian Government and the Australian Sports Commission (ASC) continue to work closely with Olympic and Paralympic sports, along with the Australian Olympic and Paralympic Committees to ensure our athletes get the best possible support.

Through the Green and Gold project, \$3.85 million in extra funding has been provided for our top Olympic athletes and teams to boost their training and preparations for London 2012.

Underpinning the Framework is the new National Institutes System Intergovernmental Agreement which unites our National Institutes of Sport and national sporting organisations to work hand-in-hand to achieve common national high performance objectives to maximise resourcing and expertise in support of the development of world class athletes to achieve international success.

This Framework is supported by significant additional investment in sport by the Australian Government. The 2011-12 Budget will provide \$300 million to support the full spectrum of sport from grass roots through to elite competition.



Australian Government
Australian Sports Commission

Support by the Australian Government will enable a more collaborative long term focus to drive reform within Australian sport and importantly make the connection between Australian's standing on the podium and young Australians participating in sport.

This is an exciting and challenging time for Australian sport. The Australian Sports Commission looks forward to working with all sporting organisations, the state and territory institutes and academies of sport and state and territory departments of sport and recreation, to promote access to, and participation in, sport across the community and support Australia's continued sporting success.

The Hon. Warwick Smith AM
Chairman
Board of the Australian Sports Commission

PARTNERS



Australian Government
Australian Sports Commission



SURFING AUSTRALIA BOARD MEMBERS

Norm Innis – Chairman



Norm Innis, aged 54, resides at Noosa on the Sunshine Coast with his wife, Veronica, and two young children, and has been a member of Surfing Australia's Board since 2004. He has a Bachelor's degree in Commerce, and has extensive experience in the surfing industry. Norm worked with Quiksilver from 1982 until 2004, holding positions as Managing Director of Australia, Managing Director Asia Pacific, and General Manager of Quiksilver International. Both during his employment at Quiksilver, and since, Norm has been actively involved in a number of areas of surfing administration including, Chairman ASP International, President Noosa Malibu Club, Director Noosa Festival of Surfing, and as a sponsor and organiser of numerous surfing events around the world. In addition to his on-going role as Chairman of Surfing Australia (since 2008), Norm currently runs his own investment company and the NJ Innis Charitable Foundation that supports a number of philanthropic endeavours in surfing.



Layne Beachley

Layne Beachley is the most recognised surfer in Australia. As a new member of the Surfing Australia board in 2010 she brings an undisputed level of credibility as both a competitive surfer and a professional businesswoman. With 7 ASP World Titles and a total of 29 tour victories her competitive record is unmatched. She has also given so much back to the sport of surfing through her public profile, 15 years of active service on the ASP board and staging the richest ASP Women's World Tour event for 6 consecutive years. Outside of surfing through her own charity the Aim for the Stars Foundation, girls across Australia have received \$400,000 in financial grants to assist them with pursuing their dreams and achieving their goals. Layne is also an ambassador for The National Breast Cancer Foundation, Laureus Sport For Good Foundation, Planet Ark and Tourism NSW.



Rob Coombe

Rob holds the position of Group Executive Westpac Retail and Business Banking, with responsibility for all Westpac's retail, small-to-medium enterprise and commercial customers in Australia. He joined Westpac with the acquisition of the BT Financial Group in 2002 and has over 30 years experience in banking, insurance and finance, and wealth management. Rob is also a Director of The Australian Indigenous Education Foundation (www.aiief.com.au), Ascalon Capital Management (www.ascalon.com.au), The Westpac Foundation and a member of the Advisory Board to the UTS Faculty of Law (www.law.uts.edu.au). Rob loves working with people who are passionate about what they do and is motivated by making a difference.



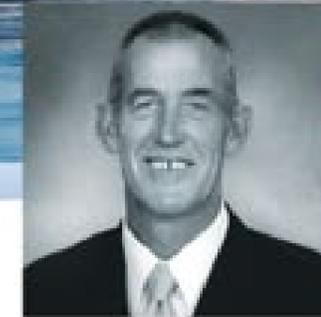
Sean Doherty

Sean Doherty lives in Jan Juc and can be regularly found in the lineup at Bells Beach or Winkipop. After graduating from Newcastle University with a Business degree he took a job working at Tracks surfing magazine. After 10 years at the magazine he became its longest serving and most successful editor. During his tenure at Emap, Tracks' publisher, he won three consecutive Writer of the Year awards as well as an Editor of the Year award. His writing has been published widely in magazines across the world, and has written many books. His debut book, the biography of surfing legend Michael Peterson, became a national bestseller and the basis for a feature film. He has commentated more than 30 World Tour events, and works today as a freelance writer and editorial consultant. He has been a board member of Surfing Australia since 2004.



Matthew Finnis

As Chief Executive Officer of the AFL Players' Association, Matthew is central in negotiations with the AFL to secure recognition for the significant part AFL footballers play in the phenomenal and growing success of the code. Prior to joining the PA Matt worked as a commercial lawyer advising numerous sporting organisations, businesses, athletes and government. Matthew is chairman of Ladder, an AFL Players charitable initiative to tackle youth homelessness, a director of Surfing Australia, the peak governing body for the sport of surfing, and has been a director and company secretary of Surf Life Saving Victoria since 2002. Matthew was also a founding director of HeartKids Australia, a charity supporting children born with congenital heart disease. Matthew is married to wife D'Arne and a father to two young boys, Jake and Ryley and daughter, Elizabeth.



Mal Gregson

Mal Gregson lives and surfs at Phillip Island, Victoria. He is a life member of Phillip Island Boardriders Club, and Surfing Victoria, and has been a Surfing Australia Board Member since 1993. Mal has been an avid surfer since the late sixties and has won club, state and national titles. He has been the contest director of the Rip Curl Pro, the World Grommet Titles, the Australian Grommet Titles and a host of ASP related events. Mal helped pioneer the computer scoring system in Australasia and has been manager/coach of the Australian Team in Durban and Ecuador at the World Surfing Games.



Don O'Rorke

As co-founder and sole shareholder of Consolidated Properties, Don has overseen more than 150 projects nationally ranging from master-planned residential and land developments through to retail, industrial and commercial developments. Don is a former national chair of the Property Council of Australia's Urban, Planning and Sustainability Committee and former president of the Queensland Division, having served on the Council for 10 years. He is also a former director of listed national property group Trinity and former Deputy Chair of the Wesley Research Institute. Don has been a Board member of Surfing Australia since 2005 and is Chairman of Links Hope Island Limited.

SURFING AUSTRALIA STAFF



Andrew Stark - CEO



Andrew Stark is the Chief Executive Officer of Surfing Australia. Andrew has been in this role since March 2009 and accepted the position after 9 years at Surfing Queensland as their CEO. Andrew has a Bachelor of Business Management degree from the Queensland University of Technology and has over 10 years experience in sport management and the surfing industry. Prior to becoming involved in the sporting industry Andrew worked in the advertising and marketing industry. Andrew was a board member for the Sport Federation of Queensland for 5 years (2005-09) and was a Board member of the Gold Coast Sport Business Task Force for 4 years (2006-09).

Andrew has extensive experience in sport development programming and has internationally recognised knowledge and experience in the management of multi-million dollar budget events. Andrew has been involved in the staging of over 200 events throughout 8 countries over the past 10 years. Andrew has lectured at Bond University in the business faculty in event management and sponsorship acquisition servicing. He has also been a guest speaker at various sport business seminars including the Sports Business World Conference (2010 & 2011), the Super Events World Australia Conference (2011), Sponsorship Australasia National Conference (2011) and the Australia New Zealand Sports Law Association Annual Conference.

Andrew was awarded the Queensland Sport Administrator of the Year at the 2004 Queensland Sport Awards and was also awarded an Australian Surfing Hall of Fame award for excellence in Administration in 2005.

Andrew is a passionate and experienced surfer and is determined to take surfing to the mainstream in Australia.

Chris Symington – General Manager Sport Development & High Performance



Chris has over 15 years experience in sport as both a volunteer and administrator. Initially a volunteer working within the Surf Life Saving movement in Victoria, Chris moved into the professional side of the sport in 2001. For the next three years he attended Deakin University part time whilst working full time to gain his Masters Degree in Sports Management.

After almost 5 years with Life Saving Victoria as the Manager of Aquatic Sports, he took on the challenge of starting his own business called Trakstart which delivered a variety of athletic programs to the education sector. The core business being the delivery of active after school programs for primary aged children. It was through this business that key partnerships were formed with Athletics Victoria and Athletics Australia who identified the value of these products for the development of their sport. After 3 years of growing the business, Chris decided to move on from Trakstart and in June of 2009 joined the team at Surfing Australia.

Jake White – General Manager Marketing & Communications



As the General Manager of Marketing and Communications, Jake has an extensive background in the sport of surfing. Since joining Surfing Australia in July 2009, Jake services an array of key sponsors, delivers events nationally and internationally, coordinates media and manages the key communications tools for the governing body of surfing in Australia.

He has been actively involved in surfing events across all levels including his role as Media Manager for the annual Association of Surfing Professionals World Tour Quiksilver Pro on the Gold Coast.

While Jake has a strong background in media and events, Jake's major focus in recent years has been developing his sponsorship and business development skills, networking abilities and servicing flair.

Tertiary qualified with a Sport Major Leisure Management Degree, Jake's background prior to Surfing Australia consisted of working as Media Manager for Surfing Queensland for over five years, with media outlets worldwide publishing his outstanding photography and surf photos.

Peter Lonergan – Financial Controller



Peter has held various Managerial Positions in the Hospitality Industry before branching into Accounting. His experience in this field includes the Financial Management of a busy Wholesale Company importing crystals, as well as his role as Financial Services Manager of a Human Resource group specialising in finding and maintaining employment for people with disabilities. He has worked at Surfing Australia for the past two years and his qualifications include a Diploma of Business Management, Associate Diploma in Business Management (Accounting) and Bachelor of Building (Management). He was also awarded Accounting Student of the Year (Second Place in NSW) and is an Associate Member of NIA.

Kristin Brummell – Office Manager & Executive Assistant



Kristin joined the team at Surfing Australia in September 2010. Kristin completed a Bachelor of Human Movement Science (Majoring in Sports Management) at Southern Cross University and has experience in the area of sports administration and event management. After graduating in 2007, Kristin worked as a Golf Event Coordinator at RACV Royal Pines Resort, where she was responsible for coordinating and managing a wide spectrum of golf and sporting events, differing in size, scale, and profile, including corporate golf days, professional golf tournaments and the ANZ Ladies Masters, which is the richest ladies golf tournament in Australia.



Martin Dunn - National Coaching Director



Martin has been a professional surfing coach since 1987, working with and developing hundreds of surfers over that period. He has been focused on developing the whole package of skills a surfer must have to realise success, starting with the foundation skills of performing a bottom turn, right through to how to surf competitive heats.

Out of these years of experiences working with surfers, and through his search to find ways to create permanent change, Martin has created numerous videos and other resource materials, to assist the surfers understand why a skill or way of thinking needs to be incorporated into their performance. These products have recently been combined to create the unique surfing website, Surfcoach.com.

Now as National Coaching Director for Surfing Australia, Martin has been given the opportunity to create a national program to assist talented surfers achieve their goals, no matter where in Australia they live. This will be achieved by creating a national framework, utilising the skills and resources that have proven to be successful, and by up-skilling interested coaches Australia wide.

Jeremy Sheppard - Sport Science Manager



Dr Jeremy Sheppard has worked in elite sport since 1992. He is based at Surfing Australia's High Performance Centre, where he is the Sport Science Manager and Head of Strength and Conditioning. Prior to joining Surfing Australia, Dr Sheppard has worked in strength coach and senior scientist positions with Olympians at Queensland Academy of Sport, Australian Institute of Sport, and Canadian Sport Centre. His professional and national team experience includes Canada, the US, Australia, and Europe, with prior consulting in the NRL, NFL, and AFL.

Jeremy is a graduate of the Canadian National Coaching Institute (Canada), an undergraduate degree (Human Movement), Masters (Sport Science), and PhD (Strength Science). He obtained his Level 4 Coaching certification in Strength and Conditioning under the Coach's Association of Canada program, and is also certified by the Australian Strength and Conditioning Association (ASCA) as a Level 3 coach, whilst being recognised by the ASCA as a Master Coach. Jeremy is also certified as a Level 2 Olympic Weightlifting coach, Medical Exercise Specialist, Specialist in Performance Nutrition, and a Certified Strength and Conditioning Specialist. He has authored 10 book chapters and over 50 scientific and coach abstracts and manuscripts.

James Eggington - High Performance Centre Manager



Since entering the workforce in 2004 to complete a university internship in sports administration James has worked at Surfing Australia in events, coaching accreditations, coach education and currently in a role as High Performance Centre Manager. In this role, James manages the HPC surf coaching programs, administrates the national training camps and manages the Australian junior surfing team. At Southern Cross University he completed a Bachelor of Sport and Tourism Management from 2001 – 2004 (Major studies: Sports Management, Sports Marketing and Promotions, Computer Studies and Athlete Management) and recently completed the ASC Sports Education and Learning course gaining his Level 3 Sports Manager (Managing National and National League Teams).

Gary Cruickshank - High Performance Centre Head Coach



Gary has been a professional surfing coach since 2001. Prior to 2001 Gary worked in the surfing industry as a surfboard manufacturer and competed professionally for 4 years on the Australian Professional Surfing Association (APSA) Domestic Circuit and 3 years on the ASP World Tour, before the introduction of the WQS and WCT format. From these years of experience, Gary is now working full time at the High Performance Centre, coaching surfers of all ability levels, from WCT surfers, all the way down to Micro Groms. Gary is passionate about taking all surfers abilities to the next level, so they can have a bigger smile after each surf, whether it is a competition, or free surfing down at the local break.

Jim Hughes - Sport Development Manager



Jim is an experienced Sports Development Manager with over 10 years experience in the development, planning and implementation of surf programs, courses and events around the globe. He has been actively involved in all levels of the industry; from coaching and establishing a string of successful surf centres to managing various high profile events and competitions that promote the sport. Jim completed a 4 year Bachelor degree in Surf Science & Technology in 2005, specialising in elite performance management and junior sport participation in surfing. Subsequently, he worked with a number of State Educational Departments, schools and clubs in the development and delivery of a variety of successful surfing programs to the education sector. Originally from the Channel Islands, Jim has been a passionate surfer and surf coach for most of his life and can be found living and surfing around Coolangatta on the Gold Coast, where he now calls home.

Steve Robertson - Media Manager



A state and national competitor through the 1980's, Steve began his sport administration career in 1990 as President of Surfing Victoria, in 1993 he took over as CEO of Surfing Victoria. For ten years Steve contest and event directed the World's two biggest surfing contests – Rip Curl Pro at Bells Beach and the Billabong Pro in Tahiti. In 2000 he was awarded Victoria's Sports Administrator of the Year recognised by Sport and Recreation Victoria and in the same year accepted the Victoria Sport Award Major Event of the Year; for the Bells Easter Rip Curl Pro event. In the last decade media has become Steve's major role, specialising and pioneering digital still photography utilising exceptional national and international sport database systems along with precise copy writing skills – his media skills are utilised in every major surfing event in the Australasian region. Steve maintains his passion for surfing from entry to highest level professionals, he also nurtures a family dedicated to the sport and keeps himself actively involved in the water by taking to the latest discipline in the sport, stand-up paddling!

Tim Brimblecombe - Communications Coordinator



Tim brings with him a wealth of experience in journalism and media, having been a journalist for 20 years working in a series of mediums including online, newspapers and magazines. He has covered some of the world's biggest sporting events including the cricket and rugby World Cups, the Australian Open tennis, Wimbledon, Bledisloe and Tri-Nations rugby, the NRL and AFL grand finals and the Pipe Masters. He started his career working in a regional Queensland daily newspaper before heading to England to work as a sub-editor on the national metropolitan newspapers the Guardian and The Times. He then managed the internet sites for the Cricket World Cup and Rugby World Cup for satellite broadcaster Skysports. He returned to Australia to help establish Sportal Australia, the country's largest independent provider of digital sports content. Tim also spent several years in senior editorial positions at national magazines FHM and Australia's Surfing Life before returning to newspapers as Chief of Staff of the Sun newspapers and Deputy Sports Editor of Gold Coast Publications.

Beau Brenchley - Events Coordinator



Beau has worked in a variety of different areas of the surfing industry over a fourteen year period. This includes retail, wholesale and manufacturing. From 2006 to 2008, he worked for Surfing Queensland and his passion for the events industry was ignited. During that period, he worked at every event on the Surfing Queensland annual calendar. Beau took up the position of Event Coordinator at Surfing Australia in November 2009. Since then, Beau has covered events across Australia and overseas in his role as Computer Operator at ASP sanctioned events. He is also involved with quality control audits of surf schools, organising events, media and coaching accreditations. Beau assists the Sport Development Manager, the General Manager Marketing and Communications and the Media Manager in all aspects of their roles. From an academic point of view, he has a Diploma in Business Management (Gold Coast Institute of Tafe).

Jacqui Tranter - Office Coordinator



Jacqui has a long history with netball but whether it be as a competitor or spectator she has a passion for all sports. In 2008, Jacqui graduated from Griffith University where she completed a Bachelor of Business with a Major in Sport and Event Management. During her studies she carried out work experience with Netball Queensland (assistant to Competitions Coordinator), as well as The Cancer Council Queensland (Relay For Life event experience). Jacqui has previously worked as a Resident Letting Agent and On-Site Manager for a luxury residential apartment block in Brisbane's bay side and has also gained experience as an Assistant Store Manager of an Australian, high-end fashion brand. Whilst previously taking the court as a netball player, Jacqui has always had an interest in the surfing industry.

HIGH PERFORMANCE CENTRE

Surfing as a competitive sport has grown in Australia over recent years, being enjoyed by around 2.5 million Australians. Simply put, surfing underpins an important part of the Australian coastal fabric.

In line with Surfing Australia's core values, the development of the world's first dedicated national training centre for elite surfers and coaches at Casuarina is well underway with construction starting in October.



The High Performance Centre will feature a surf specific gym, auditorium, offices, testing and treatment rooms, and accommodation for 22. The building has been designed in consultation with the Australian Institute of Sport (AIS).



Deputy Prime Minister Wayne Swan at the Turning of the Soil ceremony

In July 2010, previous Federal Sports Minister Kate Ellis and Richmond MP Justine Elliot announced \$2 million in funding for Surfing Australia for the centre's construction. In November, 2011, surf industry heavyweight Hurley was announced as naming rights sponsor of the centre.

The state-of-the-art facility will support the development of more than 3000 elite surfers and coaches each year and consolidate Australia's place as a world leader in the sport. It will be at the forefront of sports science and coaching development for surfing.



Surfing Australia CEO Andrew Stark, four times World Champion Mark Richards, Richmond MP Justine Elliot, Deputy Prime Minister Wayne Swan, seven times World Champion Layne Beachley and Surfing Australia Board Chairman Norm Innis at the Turning of the Soil ceremony

The new centre will be known as the Hurley Surfing Australia High Performance Centre. The new centre is expected to be opened in May, 2012 and will replace the temporary training facilities currently operating at Casuarina Beach.



PERFORMANCE HIGHLIGHTS



HIGH PERFORMANCE

The past financial year has seen an unprecedented period of growth for our High Performance program, and the next year will see even further growth with the construction of a new High Performance Centre. Through the support of the Australian Sports Commission we have been able to increase our full time staff from one manager to four key staff members. In addition to James Eggington (current High Performance Centre Manager), new staff includes Martin Dunn (National Coaching Director), Gary Cruickshank (High Performance Centre Head Coach) and Dr Jeremy Sheppard (Sport Science Manager).

With this growth in staff has come a growth in programs and resources which have been designed to build the capacity of our national structures from State Branches to Australian Teams to our elite ASP Pro Juniors. We continue to strive for excellence in everything that we do through our High Performance programs and we are excited about further realising the potential that lies within our country which has an amazing wealth of surfing talent.



NATIONAL HIGH PERFORMANCE SYSTEM

In December 2010, Surfing Australia appointed Martin Dunn as the National Coaching Director. Martin was provided with a clear mandate to work at a state and national level to build the capacity of our High Performance programs. To support this appointment Surfing Australia also provided subsidies to ensure that a State Coaching Director was appointed at every State Branch.



HIGH PERFORMANCE ATHLETE SERVICES

A major focus for our HP programs this year has been to expand our athlete pathway by initiating support for U21 athletes who have the potential to qualify for the Association of Surfing Professionals (ASP) World Junior Surfing Championships (WJSC). To launch this new program, the top 10 Junior Men and top 8 Junior Women were invited to attend a preparation camp in July at the HPC. From these invitations we had 5 men and 5 women attend a 3 day intensive camp where Martin and Jeremy Sheppard worked in tandem to provide physical and technical preparation. Ongoing support will now be provided to these athletes remotely throughout the year, as well as event support at the ASP World Junior Surfing Championships events in Bali and Australia.



After a series of initial visits to see each state's programs first hand, reports were compiled which provided feedback outlining the ways in which we can best foster state based talent and feed them in a national high performance system. The main goal of this process is to ensure there is a consistency of delivery around the country. With this in mind a large portion of time has also been dedicated to producing a comprehensive national curriculum for all surf coaches and athletes as well as tangible resources to assist in their everyday activities.



In the second half of 2011 we will also be implementing an athlete monitoring system for our Pro Junior athletes called Kinetic Athlete. Kinetic Athlete is a software company that designs programs that provides coaches with the ability to support and monitor their athletes remotely through the internet. Once we have trialed this program with our juniors in Bali, we will look to expand the program to more HP athletes within our pathway in 2012. Once we have streamlined the servicing of our Pro Junior athletes, the program will be eventually expand to target selected World Qualifying Series (WQS) and World Tour (WT) athletes.

HIGH PERFORMANCE COACHING

For the second consecutive year Surfing Australia rolled out another successful Green Room Conference, hosting a full house and featuring an incredible line-up of presenters at the Stars Room, Twin Towns Services Club in Tweed Heads. The conference was conducted as a benchmark professional development opportunity for the surf community and was timed to coincide with the lead up to the Quiksilver Pro at Snapper Rocks. The conference brought together many of surfing's wisest and most experienced minds in a program designed to enhance the knowledge of coaches, athletes, team managers and surfing enthusiasts.



Wayne 'Rabbit' Bartholomew was MC for the conference as well as delivering the opening and closing address. Other high profile presenters on the day included; 4 x AFL Premiership Coach, Leigh Matthews, 7 x ASP Women's World Champion and Surfing Icon, Layne Beachley, Master Surfboard Shaper, Darren Handley, and Surfing Australia's very own National Coaching Director, Martin Dunn. The conference is fast becoming a flagship event for Surfing Australia, cementing itself as a permanent fixture on Surfing Australia's ever expanding calendar of events.



To coincide with their appointment, all State Coaching Directors (SCD) were funded to attend the conference as a professional development opportunity. A three-day seminar was built around the conference so that all the SCDs and the NCD could work together towards improving our national approach to high performance. The seminar included the Green Room Conference, a practical coaching day at the Quiksilver Pro and a workshop day at the HPC.



SPORTS SCIENCE

The goal of our sports science area is to lead the world in research and innovation within surfing. Since commencing with Surfing Australia Dr Jeremy Sheppard has worked closely with Martin in the training of our elite athletes, while also developing a formidable research plan, leveraging existing relationships and submitting numerous applications for research grants. Over the next 3 years and beyond, our athletes and coaches will have firsthand access to the results of detailed research into surfing performance. This research coupled with world standard strength and conditioning programs will support our ultimate aim

to maintain our status as the number one surfing nation in the world. The appointment of Dr Sheppard was made possible through a partnership with Australia's leading sports science university, Edith Cowan University.



Some examples of future research projects are as follows:

- The development and evaluation of a comprehensive physical profile for elite surfers
- Ongoing data collection on monitoring the effects of strength and conditioning on performance characteristics of surfers
- Ongoing data collection on sprint and endurance paddling abilities of surfers of varying performance levels
- Data analysis of paddling, anthropometry, and upper body strength differences between junior and elite surfers
- Data analysis of the effects of differing paddle technique characteristics
- Ongoing data collection on the lower body power of differing abilities of surfers

TALENT IDENTIFICATION



In 2011 surfers from all states attended the U16 National Training Camps. A total of 16 boys and 12 girls attended these 5-day camps, still referred to as the Mark Richards and Layne Beachley camps. In addition to training surfers, this was also an opportunity to up-skill coaches from around the country. For the first time all surfers were fully funded to attend these camps and the coaches were paid for their time to attend also.

We have also recently conducted the very first U14 National Training Camps which Martin has overseen with the assistance of Gary, Jeremy and a selection of state based coaches. The addition of this age group has meant that the athletes can train within a more age relevant environment and the coach to athlete ratio is smaller. It also demonstrates Surfing Australia's commitment to adding more levels to the athlete pathway available to talented surfers around the country.

The number of surfers eligible for National Training Camps increased from 32 to 56

The structure and content of the camps has changed also. Previously the camps were based more around providing an experience with a range of activities. The goals for these camps have now been modified and are more targeted to match the overall direction of the national curriculum, which is currently being created where each athlete is required to demonstrate a certain set of skills based on their level of development.

EDUCATION

As of July 2011, Surfing Australia officially became a Registered Training Organisation (RTO) having been uploaded to the www.training.gov.au website. A huge amount of work has gone into getting the organisation to this point but there is still a long way to go before we are a fully functioning RTO. We will now be focusing on working with the states to get the right delivery model in place and also the further development of our online training capabilities.

Whilst we are not actively delivering the qualifications yet, we are now officially registered to deliver the following nationally recognised qualifications:

Certificate II in Sport (Coaching) – formerly Level 1 Surf Coaching

Certificate III in Sport (Coaching) – formerly Level 2 Surf Coaching

Certificate IV in Sport (Officiating) – formerly International Judging & Officiating

The future direction of our education department is to up-skill all of our state based presenters with their Certificate IV in Training & Assessing and then streamline the above qualifications so they are able to be presented with more reach and flexibility than what was previously possible.

Surfing Australia has 1982 coaches and 785 judges



TRAVELSIM TEAM AUSTRALIA

Juniors

After five consecutive years of Australian domination, TravelSIM Team Australia had to settle for bronze in Peru at the 2011 Quiksilver ISA World Junior Surfing Championship.

In an action-packed last day, the Australian Team were well placed for a gold medal but an increasing swell and tricky surf conditions played into the hands of the host nation Peru who took their opportunity and claimed the gold medal.

TravelSIM Team Australia's best result came in the form of Nikki Van Dijk (Phillip Island, VIC) and Codie Klein (Kingscliff, NSW), who finished third and fourth respectively in the under 18 girl's final. Full team results are as follows:

Boys U/18	Place	Boys U/16	Place
Jake Sylvester	8	Soli Bailey	7
Cooper Chapman	11	Eli Steele	11
Creed McTaggart	13	Kai Hing	49
Connor O'Leary	17	Mitchell Parkinson	61

Girls U/18	Place	Overall	Place
Nikki Van Dijk	3	Peru	1
Codie Klein	4	South Africa	2
Ellie Jean Coffey	8	Australia	3
Brodie Doyle	11	Hawaii	4



Masters

Defending champions TravelSIM Team Australia finished fifth in the ISA World Masters Surfing Championship at Punta Roca, El Salvador. Team Australia won two gold medals with Mark Richardson forced to surf six repechage heats before winning the Male Masters and Layne Beachley winning the Female Masters for her eighth World Title.

Team Australia's other finalist was Nick "Zippy Pearson", who won bronze in the Grand Kahunas. It was an incredible performance as he was a last-minute inclusion following the late withdrawal of Wayne Bartholomew because of a leg injury.

TravelSIM Team Australia finished fifth behind new champions the USA, Brazil, South Africa and Puerto Rico. Full team results are as follows:

Male Masters	Place	Female Masters	Place
Mark Richardson	1	Layne Beachley	1
Toby Martin	9		

Grand Masters	Place	Kahunas	Place
Scott Myers	11	Rowan Sapwell	9
John Schmidenberg	15	Dean Shaw	11

Grand Kahunas	Place
Nick Pearson	3



Overall	Place
USA	1
Brazil	2
South Africa	3
Puerto Rico	4
Australia	5

Open

The Billabong ISA World Surfing Games were held at Playa Venao, Panama with the team achieving the gold medal. It was a dominant performance from a great team with two open men, two open women, and one longboarder all reaching the finals. Mick Campbell came within a breath of claiming another ISA World Title, but finished in second place, as did Harley Ingleby who was the form longboarder of the competition before also being edged out in the final for second place.

After just falling short with a silver medal in Peru last year, many team members who were involved in that experience were delighted to be able to finally bring back the gold medal for Australia. The full results of the gold medal winning campaign are as follows:

Open Men	Place	Open Women	Place
Mick Campbell	2nd	Jessi Miley-Dyer	3rd
Thomas Woods	3rd	Dimity Stoyale	4th
Drew Courtney	13th		
Nathan Hedge	31st		

Longboard	Place	Overall	Place
Harley Ingleby	2nd	Australia	1st
Dane Pioli	9th	Brazil	2nd
		France	3rd
		Argentina	4th



Surfing Australia would like to recognise the Australian Sports Commission (ASC), TravelSIM and Suncorp for their ongoing support of the Team Australia Program.

The Australian Sports Commission is the Government body that develops, supports and invests in sport at all levels in Australia. Surfing Australia works closely with the Australian Sports Commission to develop surfing from community participation to high performance level.

For more information please visit www.surfingaustralia.com or www.travelsim.net.au.



DEVELOPMENT SPORT



SPORT DEVELOPMENT

With the addition of a further \$500,000 per annum in annual funding through the Australian Sports Commission (ASC), our ability to deliver best practice sport development outcomes across our grassroots programs has been significantly enhanced. As always the development of our Surf School network and Boardriders Clubs has been paramount in ensuring we are capable of delivering these programs. In February we welcomed new Sport Development Manager, Jim Hughes who brought with him a wealth of knowledge in surf school operations and surf education.

With a range of new sport development initiatives undertaken, the two key projects have been the establishment of Surfing Australia as a Registered Training Organisation and the implementation of a new national junior participation program for 5-12 year olds called SurfGroms. Both of these projects were massive tasks but will now provide Surfing Australia with a significant platform to increase participation and drive commercial opportunities.

VEGEMITE SURFGROMS

For the first time in surfing's history we now have a nationally available junior participation program, encouraging kids to engage in our sport. Surfing Australia has worked hard to reach this point developing a robust, innovative and cutting edge junior development program for kids Australia wide. In addition to the support provided by the ASC, we are delighted to have secured naming rights sponsor VEGEMITE, support sponsor Quiksilver and additional sponsors in Wahu, Telstra, Coastalwatch and Surfing World.



The target for Year 1 is for 40 delivery centres and 8000 participants



VEGEMITE SurfGroms is exclusively available through Surfing Australia's network of member surf schools to anyone aged between 5 and 12 years old, regardless of experience or ability. VEGEMITE SurfGroms will develop a proficiency in surfing that kids can enjoy and embrace for a lifetime, and offer youngsters an opportunity to have fun at the beach whilst developing strong ocean awareness and beach safety skills at a very influential period in their lives. VEGEMITE SurfGroms now forms the base of Surfing Australia's sport development pathway, ensuring that more participants continue surfing throughout their lifetime. The VEGEMITE SurfGroms program was officially launched to the media on Wednesday 7th September 2011 at Bondi Beach, then the program itself commenced on Saturday 8th October all around Australia.

To coincide with the VEGEMITE SurfGroms launch, we also shot a VEGEMITE SurfGroms TVC/Community Service Announcement (CSA) in Manly. Layne Beachley, Mark Richards and Sally Fitzgibbons were all involved along with a great group of VEGEMITE SurfGroms who enjoyed a fun day with their heroes. The resulting TVC/CSA was aired in prime time morning slots in the 3 days immediately following the media launch and is now being placed as a CSA nationally through Channel 9.

A brand new website www.surfgroms.com was constructed to support and drive the VEGEMITE SurfGroms program. The website is crucial to the ongoing success of the program and we are confident that we have the platform to engage a wide variety of users. The site has competitions, ambassador videos, social networking, program finder, online registrations and a stack of other features ensuring the VEGEMITE SurfGroms website will prove to be a very powerful tool.

SURF SCHOOLS



In 2011 the focus with Surf Schools has been primarily on a successful launch and implementation of VEGEMITE SurfGroms, having said that we are still working hard on increasing the overall size and quality of our Surfing Australia Surf School network. There has been a greater emphasis on quality assurance with our Sport Development Manager taking the time to visit every surf school in the country at least once and some twice during the first half of 2011.



While VEGEMITE SurfGroms is a great new program to help boost surf school business, an ongoing focus will be placed on continuous improvement of the information and services we provide to surf schools to ensure they are clear, straight forward and readily available.

In 2010 the Rip Curl Girls Go Surfing Day entered into its 21st consecutive year. The event took place nationwide through 60 Surfing Australia Surf Schools on the weekend of November 27-28. The program continues to promote the sport of surfing and encourages girls to participate in a healthy and fun lifestyle. The ongoing strength of the Girls Go Surfing Day program is heavily based upon the relationships between Surfing Australia and the quality surf schools in the network. It provides surf schools with another opportunity to promote their business and use the program as a ready-made marketing and promotional tool.

BOARDRIDERS



Surfing Australia in conjunction with our state branches are continually striving to provide increased value for club affiliation and greater development opportunities for their members. Two new programs that were implemented this year are an example of that push. Firstly as part of our new funding model with the ASC, Surfing Australia has been able to implement a new Boardriders Club Education Scheme to help build the capacity and knowledge of our grassroots clubs. The ideals behind this funding opportunity are:

- To increase the participation rates of our educational courses throughout all clubs in Australia
- To accredit at least 1 club member from each club in Australia with an International Judging & Officiating or Level 2 Coaching qualification annually
- To further develop the coaching and judging pathway and to increase the numbers of qualified coaches and judges in each state



Supported by the Australian Government

Each state branch has been allocated a subsidy to activate this program which goes towards the cost of conducting these coaching and judging courses annually. In addition to this Surfing Australia also provides the resources for each nominated club participant free of charge.

Secondly, Surfing Australia has been able to access some federal government funding through a new initiative called the Illicit Drugs in Sport (IDIS) program. As a focus of this new program we have endeavoured to not only educate the Boardriders Clubs through the IDIS program but to provide them with some value also.



We will be sending out an Illicit Drugs in Sport "Boardriders Club Education Pack" to all affiliated clubs around the country that will contain the following items:

- IDIS Educational DVD (created by Surfing Australia)
- IDIS Educational Brochures
- 8 x IDIS branded competition rash vests (2 x each colour)
- We will also be purchasing 10 (3m x 3m) pop up tents which will be used for prizes for clubs

The IDIS program is funded for 3 years and will aim to spread a strong anti-drug message within surfing starting from the grassroots clubs all the way through to our elite surfers.

COMMUNITY PARTICIPATION

In addition to the state based Indigenous programs which Surfing Australia support through our sport development funding, Surfing Australia embarked on our own Indigenous program heading to the Northern Territory for the first time. On the 16th June, 2011 we sent two surf instructors from the Gold Coast to the remote Yirrkala community in East Arnhem Land to establish a new surfing initiative.

Funding by the Department of Health & Ageing made this three-day surfing program possible, and was the first of its kind to be run in Arnhem Land. The program was run over three days in perfect 1ft surf conditions and light offshore winds. Six local community members qualified as Level 1 Surfing Australia accredited instructors, and over 50 local kids took part in the lessons and surfing sessions run over the weekend, most having never surfed before.



The program was a huge success and enjoyed by everyone involved. Surfing Australia is now looking at options to return to ensure the continuing success of the program and the benefits it offers to the local Indigenous community in Yirrkala. As part of the program, Surfing Australia left 30 boards for members of the local community to continue their surfing.

The number of affiliated boardriders clubs is 236



SPONSORSHIP COMMUNICATIONS AND EVENTS



SPONSORSHIP, COMMUNICATIONS AND EVENTS

During the last financial year, Surfing Australia's sponsorship, communications and events division has successfully procured, activated and skilfully serviced its sponsors and partners, while effectively administering its portfolio of national events and communications tools.

Over the past 12 months, Surfing Australia has increased its sponsorship portfolio by 50%, adeptly managed over 25 events and grown its website presence to reach 332,134 unique visitors annually and accrue 721,533 page visits.

The Surfing Australia media team has spread its wings, servicing over 30 events from the grassroots to the elite events, both nationally and internationally, while our magazine; Surfing Australia News has been expanded to almost 100 pages and more focus has been placed on best maximising our social and viral penetration through a multifaceted platform. A new half-hour program called Surfing Australia TV was also launched showcasing the work of the organisation.

SPONSORSHIP

Surfing Australia has been very successful in the procurement and retention of sponsors in an attempt to maximise our commercial potential.

In the last financial year, Surfing Australia's sponsorship portfolio has increased by over 50% and is forecast for further growth across the next two years.

Our focus has been towards partnering with mainstream Australian brands that can work with us on successful activations that can benefit both the partners' brand and our sport.

Surfing Australia offers its partners several levels of sponsorship involvement, from grassroots programs, to community, corporate and event sponsorships.

The peak surfing organisation in Australia prides itself on delivering high value for its sponsors.

The sponsorship portfolio has increased by over 50%



Surfing Australia's current sponsorship portfolio includes:



EVENTS

Surfing Australia's events team is responsible for the management and sanction of events at the grassroots through to regional, state, national and international level.

The peak surfing bodies' managed events provide a sport development pathway for surfers of all ages, gender and levels of ability to compete against each other.



Our events have continued to develop, attracting the best local competitors from the Australian surfing scene as well as a budding list of international competitors seeking exposure and experience within the competitive environment of Australian surfing.

Adding to our thriving services, Surfing Australia event staff have been travelling both nationally and internationally performing computer operating services at a range of amateur and professional rated events.

Surfing Australia organises more than 25 events per year

Events List:

- Australian Junior Surfing Titles
- Australian Surfing Awards
- Wahu Surfer Groms Comps – 8 events
- Rip Curl GromSearch – 6 events
- Rusty GromFest
- Australian Surf Festival – 5 events
- Arnette Roulette – 2 events
- Australian University Games



ASP AUSTRALASIA

ASP Australasia hosted fourteen ASP Pro Junior Series events, eight ASP Star Tour Series events, and seven ASP Longboard Qualifying Series events within the Australasia region over the 2010-2011 financial year period.



The 2011 ASP Australasia Pro Junior Series hosted eleven Pro Junior 1 to 6 Star rated boys and girls events this year in Victoria, Queensland, New South Wales, Western Australia, South Australia and Tahiti.

The 2010 ASP Australasia Pro Junior Series saw Jack Freestone qualify for and then take out the 2010 ASP World Junior Championships. The ASP Australasia World Junior Team also finished first on the World Junior Championship Team rankings - between them they accumulated 36,500 ahead of ASP North America on 30,250.

The 2011 ASP Australasia Star Tour Series ran two ASP Men's 4 Star events, one ASP Men's PRIME, two ASP Men's 6 Star events and three ASP Women's 6 Star events. The Telstra Drug Aware Pro Men's Prime event has a US\$250,000 prize money pool alongside the Telstra Women's 6 Star event with a prize money pool of US\$35,000. New events included the SriLankan Airlines Pro 6 Star women's event which ran in August 2011, and the ASP Men's 6 Star Fantastic Noodles Kangaroo Island Event in November 2011.

The ASP Australasia Longboard Qualifying Series (LQS) saw Josh Constable, Mitch Surman, Georgia Young and Emma Webb qualify from the 4 ASP Men's LQS events and 3 ASP Women's LQS events hosted this year, and they will represent the Australasia region in the 2012 ASP World Longboard Title events next year. Congratulations to Chelsea Williams for winning the inaugural SWATCH Girl Pro China.



AUSTRALIAN SURFING AWARDS INCORPORATING THE HALL OF FAME

Continuing on from the trend of 2010, a new and improved venue was introduced for the 2011 Australian Surfing Awards, which brought together the who's who of Australian surfing in a fun and entertaining atmosphere.

Hosted by Channel Ten's charismatic Tim Bailey, this year's event was held at the Gold Coast Arts Centre on the northern end of the Gold Coast and paid tribute to influential surf filmmaker Albert 'Alby' Falzon, who was recognised for his outstanding contribution to surfing by being inducted into the Surfing Australia Hall of Fame.

Filmmaker Alby became the 33rd member of the Hall of Fame, which began with the induction of Snow McAllister (deceased) and four times World Champion Mark Richards in the mid 1980s.



2011 Australian Surfing Awards Incorporating the Hall of Fame Winners List

Simon Anderson Premier Club Award

Werri Beach Boardriders

Surf Culture Award

Salts and Suits – Phil Jarratt

Pioneer Award

Coastalwatch

Stan Couper Administration Award

Mark Lane

ASB Surf Industry Award

Surfaid International

Peter Troy Lifestyle Award

David 'Mex' Sumpter

Surf Event of the Year

Boost Mobile Surf Sho

Surf Movie of the Year

Scratching the Surface

Surf Photo of the Year

Jeremy Wilmotte

Rising Star Award

Jack Freestone

Female Surfer of the Year

Stephanie Gilmore

Male Surfer of the Year

Mick Fanning

Surfing Australia Life Membership

Robert "Bushy" Mitchell

Hall of Fame Inductee

Alby Falzon



2010 Peter Troy Lifestyle Award recipient David "Mex" Sumpter



2010 Surf Photo of the Year winner Jeremy Wilmotte with Surfing Australia Board member Sean Doherty



2010 Surf Culture Award winner Phil Jarratt, author of Salts and Suits



Werri Beach Boardriders were named Simon Anderson Premier Club of the Year



Alby Falzon

For the second consecutive year, Mick Fanning and Stephanie Gilmore took top honours as the 'Male' and 'Female Surfer of the Year', while Currumbin's Jack Freestone took the prize for 'Rising Star of the Year'.

The 2012 Australian Surfing Awards incorporating the Hall of Fame will move to Manly, Sydney to coincide with the Australian Open of Surfing. The awards night will be held on Thursday 16th February, 2012.

This night is a celebration of the Australian surfing culture and will bring solid credibility to the Australian Open of Surfing event.

Credit: Jeremy Wilmotte, 2011 Surf Photo of the Year

MEDIA

The Surfing Australia media and photographic service offers a full range of professional media and photographic services to surfing related events, companies and brands.

We offer a quality media service Australia-wide and overseas and also have a range of other professional PR services (copy writing, photography, video news releases and distribution).

Our media team continues to service many events in the Australasian region, from the highest level (ASP International World Title, Prime and Star events) through to state and regional events. We've also been busy servicing Surfing Australia's High Performance Camps, along with community and corporate media.

Our media database network has continued to experience growth with over 1500 subscribers across 50 separate mailing groups.

Surfing Australia has also commissioned Meltwater News - a global media monitoring system combining the industry's broadest search capabilities, exclusive analytical tools and a consultative relationship.

The Media Department services more than 30 events in Australia and abroad

Meltwater News' interactive analytical capabilities allows us to get even more value from our media mentions by evaluating trends, mapping press activity, identifying target markets and measuring the ROI of marketing and public relations campaigns.

Surfing Australia and new regional free-to air-digital channel Television 4 have joined forces to provide a dynamic insight into the work being conducted by Australia's peak surfing organisation.

Television 4 reaches more than 1.8 million homes through Channel 64 in regional Victoria, the ACT and the Gold Coast and provides programming across a range of categories including travel, real estate, finance, sport, retail, arts and motoring and has a potential audience of 4.8 million viewers.

Surfing Australia TV is a new half-hour program showcasing the organisation's many different programs from junior development, through to elite athlete coaching, event management and industry education.

MAGAZINE

Surfing Australia's magazine – Surfing Australia NEWS - is a very important communication tool for the national sporting organisation.

The 6th edition, which has been expanded to almost 100 pages, is to be distributed in mid December, and is a perfect tool for providing stakeholders and the surfing community with up-to-date information on surfing in Australia and the Australasian region.

Integrating a new digital edition of the magazine with traditional media is a key to future success. A combined digital and traditional media delivery system is integral to producing solid, long-term results from our magazine.



Biannual distribution of 5,000 editions plus 2,000 online distributions

WEBSITE AND SOCIAL MEDIA



The Media Database includes 50 Mailing Groups with more than 1500 subscribers



Website

Surfing Australia's website – www.surfingaustralia.com - makes us a leader in our field and is constantly being modified for future growth in our events and related programs.

It's been 100% customised and hand coded to the latest web standards. Our website looks visually strong and is kept up-to-date with the very latest in SEO (search engine optimisation) techniques to ensure it's found by Google and other search engines.

- Unique Visitors in 2010/11: **332,134**
- Number of Visits in 2010/11: **721,533**
- Visit Duration: **3.46 minutes**
- Links from an external page: **No.1 site** – www.facebook.com
- Connect to site from: **No.1 site** – www.google.com

Daily content uploads including but not limited to news, images, banner ads, videos and social networking integration (YouTube, Facebook and Twitter), has assisted in increasing web-based traffic to the Surfing Australia website.

The Surfing Australia website portfolio also includes www.surfgroms.com, www.learntosurf.com and www.surfcoach.com.

Social Media Stats

Surfing Australia reaches thousands of surfing fans around the country and abroad through an array of interactive social networks.

Facebook: Exponential growth on Surfing Australia's main Facebook page (www.facebook.com/surfingaustraliainc), with an average monthly increase of 10%.

- Lifetime Likes: **2,140**
- Post Views: **1,100,298**
- Monthly Active Users: Peaked at **4,192** on Wednesday 7th September, 2011
- Gender Breakdown: **Male 61% / Female 39%**

YouTube: Surfing Australia's YouTube channel (www.youtube.com/surfingaustraliavids) allows people to discover, watch and share the national sporting organisation's event and program related videos.

- Profile Channel Views: **9,103**
- Total Upload Views: **102,307**

Twitter: Daily twitter updates feeding almost 1,000 followers with updates redistributed to a larger network

- Followers: **984**



Surfing NSW solidified a first-class sporting organisation presence once again throughout 2011. An event pathway was again saturated with over 40 surfing events managed by Surfing NSW and its regional associations.

Proud to be acknowledged by all surfing stakeholders as the central Surfing Event Management Organisation in the State, Surfing NSW has united bodyboarding, kneeboarding, longboarding and stand-up paddleboarding within its ranks.

The reach of Surfing NSW events cover demographics from grassroots and regional focus to international professional sports personnel. Honing the experience for yet another year, the Boost Mobile Surf Sho at Bondi, the Billabong ASP World Junior Championships at North Narrabeen and the Commonwealth Bank Beachley Classic at Dee Why, set a new standard. The Boost Mobile Surf Sho took out the award for the Surf Event of the Year at the 2011 Australian Surfing Awards with Surfing NSW showcasing what professional experience is on offer.

Nationally, the Australian Surf Festival 2011 introduced the single fin and alai'a divisions for the first time, while also showcasing the growth of the stand-up paddleboard division, ensuring the event is expanding rapidly.

NSW Treasurer and Member for Manly Mike Baird, has come on board as Patron of Surfing NSW, bringing his proud community spirit and dedicated efforts to surfing in our community.

School Surfing was established under the Surfing NSW wing amalgamating the NSW School Titles into the Hurley NSW Surfing Titles Presented by Vestal. The combination saw the rapid evolution of one of the biggest junior surfing events in the country; seven days and approximately 250 competitors.

Surfing NSW introduced the Level 1 Stand-Up Paddleboard Coaching Course to its plethora of world class judging and coaching courses running 21 successful courses throughout the year.

Attracting large numbers of young Indigenous communities to beaches throughout the state, the Surfing NSW Indigenous programs were available for participants from urban, regional and remote communities. The focus was on mentoring, instilling confidence and bringing positive education to remote Indigenous communities whilst promoting a healthy lifestyle.



Surfing South Australia has continued to build its events portfolio with the announcement of the Fantastic Noodles 6 Star World Tour event. A first for South Australia this event has been the result of a wonderful partnership with our other key supporters Events South Australia and Sealink. This event will showcase the beautiful region of Kangaroo Island and takes us a step closer to completing the surfing pathway.

Our Knights Beach Pro continues to be one of the marquee events on the bodyboard circuit with growing crowd numbers and increasing interest in the event this year

At the entry level our affiliated surf school numbers continue to grow with new schools established in the regional areas. Our persistent efforts on the development of juniors have seen these programs grow in popularity and participant numbers, and junior results especially through the girls have shown significant improvement with some impressive results.

The affiliation of our first SUP club delivering large numbers of members reflects a new breed of surfers coming into our system and with the support of Surfing Australia and SSA, has quickly developed into a vibrant inclusive club

Our emphasis on special groups has meant we have constantly delivered opportunities for indigenous, disabled and senior participants, which has led to increased funding and program places, complementing increased participation levels across the board.



Surfing Queensland experienced another stellar year across all areas of the sport from grassroots coaching and club initiatives, through to hosting the ASP Men's and Women's World Tour Quiksilver and Roxy Pro.

Breaka Flavoured Milk became the naming rights sponsor of over 20 affiliated Surfing Queensland Surf Schools, reinforcing their commitment to surfing within the State, which already included sponsorship of the Breaka Burleigh Pro.

Surfing Queensland's two Club Development Officers continued to strengthen Queensland's SUP, longboard and shortboard clubs, including activating the inaugural World Surfis Coast-of-Origin interclub series, which saw Queensland's boardriding club community from Coolangatta to Yeppoon unite in an unprecedented display of competition and camaraderie.

The \$32,000 Chiko Queensland Championship Circuit continued to provide Australia's richest state-based surfing series and an important stepping stone in Surfing Queensland's complete development pathway.

Queensland athletes continued to excel at all levels and disciplines of the sport, including the likes of Mick Fanning, Joel Parkinson, Julian Wilson, Bede Durbidge, Stephanie Gilmore, Josh Constable, Jackson Close, Nic Jones, Keahi De Aboitz, Thomas Woods, Dimity Stoyke, Luke Hynd and Eli Steele just to name a few.

However, none of 2011's success would be possible without the ongoing support of all members, coaches, judges, clubs, surf schools, volunteers, valued stakeholders, sponsors and of course the dedicated team of staff and board of directors at Surfing Queensland.



Surfing WA is actively involved at all levels of the sport, from the entry level via the development of educational programs, providing pathway initiatives and hosting state, national and international events.

Accredited surf schools have operated at 18 of the State's most iconic locations - covering a staggering 3000km of coastline.

Club surfing will become a focus of Surfing WA in 2012 and expand our support to assist clubs in the development of coaches and officials and work with clubs to further drive participation and build capacity particularly in Regional WA.

Telstra Drug Aware Pro is WA's largest surfing event attracting the best surfers on the planet cheered on by thousands of spectators, and live streamed to a worldwide audience.

No other sporting event in WA has attracted such a field of internationally-ranked athletes since the World Swimming Championships in Perth. The attraction of 10-times World Champion Kelly Slater to the 2011 event attracted unprecedented media coverage.

Surfing WA, through rapid technology uptake has totally transformed its business performance over the past two years. The extraordinary reach of Surfing WA's content and programs is now delivering value for its members, funders, sponsors, partners and the broader public at an unprecedented scale.



Since Surfing Tasmania's Annual General Meeting in July 2011, there have been some major changes, signifying some positive moves forward. Surfing Tasmania now has its largest active committee in many years. President (Alan "Tank" Gray), Treasurer (Lee Schulze) and Secretary/Vice President (Jono Mereszka) now have dedicated email addresses, enabling them to present themselves in a more professional manner.

Surfing Tasmania has written its first Strategic Plan (2011-2015) with invaluable assistance from Surfing South Australia and Surfing Australia and, while still in draft form, promises to be a very effective tool ensuring Surfing Tasmania's continued success.

An application was recently (September 2011) submitted to Sport and Recreation Tasmania for a \$10,000 Minor State grant, and if successful Surfing Australia will also be contributing.

The application, which links directly to the Strategic Plan, is for a Surfing Pathway Participation Program to allow for progression from affiliated surf schools, boardrider clubs and Surfing Tasmania events. We will be working closely with all three affiliated surf schools to provide a Summer Surfing Safety Program throughout the State, to promote increased participation and promote ocean safety and awareness.

At present, Tasmania has one affiliated boardrider club, with two more soon to become affiliated. If the State funding application is successful, we will establish boardrider clubs in the three main areas of the State - North, North-West and South. The funding will also assist Surfing Tasmania maintain a high level of professionalism by ensuring we maintain a strong group of accredited surf coaches and judges.

Unfortunately, our major local sponsor, Red Herring Surf has been unable to commit to full sponsorship for the 2012 season, but is still hopeful of supporting Surfing Tasmania. With a more structured approach to marketing and sponsorship, Surfing Tasmania is confident of attracting support from other organisations outside the surf industry.

Although Surfing Tasmania is still run by volunteers, those involved are displaying a high level of commitment to improving services and accountability and with continued support from Surfing Australia, there can only be much success.



2011 has been a very special year for Surfing Victoria, where two long-term projects came to fruition.

In late March we moved into our new state-of-the-art administration and training complex in the heart of Surf City Plaza Torquay. Surfing Victoria has existed in Torquay now for 48 years but has never owned its own headquarters. Now, with the support of the State Government and in partnership with the Surf Coast Shire we now permanently reside within the key surf retail center of Torquay. The new complex sees office and administrative space for the running of the organisation, and a classroom to house the SEDA surfing education group. The educational room is also a great venue for our education, training and meeting programs.

One week after moving into our new complex, with our partner Rip Curl we then celebrated 50 years of our iconic event the Rip Curl Pro. The key celebratory events included the Gathering of the Tribe Reunion, Civic Reception, 50th Anniversary Book launch and 50th Anniversary Surfers Ball. With Bells turning it on, it was an amazing week in Torquay. Ironically there were 50 winners (male and female) in total of the event and we managed to get 34 of the 50 back to Torquay to celebrate our milestone. For everyone involved it was certainly a very special celebration of our sport.

On a sad note our organisation and sport also lost one of its true pioneers, Tony Olsen. Tony was integral in the early days of ASA Vic/Australia (Surfing Vic/Australia) and was a key driving force behind the 1970 World Titles. Tony attended the Gathering of the Tribe reunion at Bells the day before he was readmitted to hospital. It was a very special day for all his friends and colleagues. Tony passed away several days after Easter. RIP Tony Olsen, a very special person within our sport's history.

FINANCIAL STATEMENTS



STATEMENT OF FINANCIAL PERFORMANCE

	2011 \$	2010 \$
CLASSIFICATION OF EXPENSES BY NATURE		
Revenues from ordinary activities	2,959,431	2,334,828
Employee benefits expense	(395,015)	(371,513)
Depreciation and amortisation expenses	(43,657)	(31,791)
Borrowing costs expense	-	-
Other expenses from ordinary activities	(2,515,824)	(2,085,685)
Profit from ordinary activities before income tax expense	4,935	(154,161)
Income tax expense relating to ordinary activities	-	-
Net profit from ordinary activities after income tax attributable to the members of the association	4,935	(154,161)
Net increase (decrease) in asset revaluation reserve	-	-
Total changes in equity of the association	4,935	(154,161)

FINANCIAL STATEMENTS

The principal activities of Surfing Australia in the course of the financial year remained the same, though the intensity was beefed up due to additional Government funding. The organisation put in a very measured and solid performance, finishing with a surplus of \$4,935. This was in sharp contrast to last year's deficit of \$154,161 and matched up with budget expectations. It also lines up with our broader three year financial strategy as we move towards a more commercial footing. After a concerted effort, sponsorship

income began to flow across the board, new income streams included on-line videos, while the SurfGroms program was researched and nurtured into life. The business model is robust and working well, with the activities of Surfing Australia split into three areas: High Performance, Sport Development, and Sponsorship, Communication and Events. Funding for the new High Performance Centre arrived and is being held in various term deposits. We are in a strong position financially, with little debt and strong liquidity.

STATEMENT OF FINANCIAL POSITION

	2011 \$	2010 \$
CURRENT ASSETS		
Cash assets	3,205,567	736,777
Receivables	374,006	60,593
Other assets	207,530	110,504
TOTAL CURRENT ASSETS	3,787,103	907,874
NON-CURRENT ASSETS		
Property, plant and equipment	261,810	118,417
TOTAL NON-CURRENT ASSETS	261,810	118,417
TOTAL ASSETS	4,048,913	1,026,291
CURRENT LIABILITIES		
Payables	502,715	114,189
Prepayments	297,148	189,649
Provisions	41,875	53,351
Other (*includes new HPC Funding)	* 2,540,187	7,050
TOTAL CURRENT LIABILITIES	3,381,925	364,239
NON-CURRENT LIABILITIES		
	-	-
TOTAL NON-CURRENT LIABILITIES	-	-
TOTAL LIABILITIES	3,381,925	364,239
NET ASSETS		
	1,040,994	662,053
EQUITY		
Contributed equity	-	-
Retained profits	666,988	662,053
TOTAL EQUITY	666,988	662,053

STATEMENT OF CASH FLOWS

	2011 \$	2010 \$
Cash Flows from Operating Activities:		
Receipts from customers	1,328,652	1,318,794
Operating grant receipts	1,291,255	618,807
Interest Received	48,266	26,389
Rent Subsidy	-	50,000
Other Income	291,258	320,837
Payments		
- Payments to suppliers and employees	(2,502,179)	(2,417,346)
Net Cash Provided by (Used in) Operating Activities	457,252	(82,519)
Cash Flows from Investing Activities:		
Proceeds from sale of property, plant and equipment	-	-
Payment for property, plant and equipment	2,011,538	
Payment for other non current assets		10,790
Net Cash Provided by (Used in) Investing Activities	-	10,790
Cash Flows from Financing Activities:		
Proceeds from borrowings	-	-
Net Cash Provided by (Used in) Financing Activities	-	-
Net Increase (Decrease) in Cash Held	2,468,790	(71,729)
Cash at Beginning of Financial Year	736,777	808,506
CASH AT END OF FINANCIAL YEAR	3,205,567*	736,777

*includes High Performance Centre funding.



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