

ANNUAL  
REPORT  
2015

# About Surfing Australia

**Surfing Australia is a 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 97 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.



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Cover: Bede Durbidge during the  
Quiksilver Pro France (Pic - WSL)

Contents: Jack Freestone on his way to  
winning the Azores Pro (Pic - WSL)

Back cover: Owen Wright locked  
in at The Box, WA (Pic - WSL)



Jay Davies at the Box during the 2015 Margaret River Pro (Pic -WSL)

# Purpose

To create a healthier and happier Australia through experiencing the joy of surfing for life.

# Values

## Leadership:

Be proactive, be clear in direction and create a culture of lead by example.

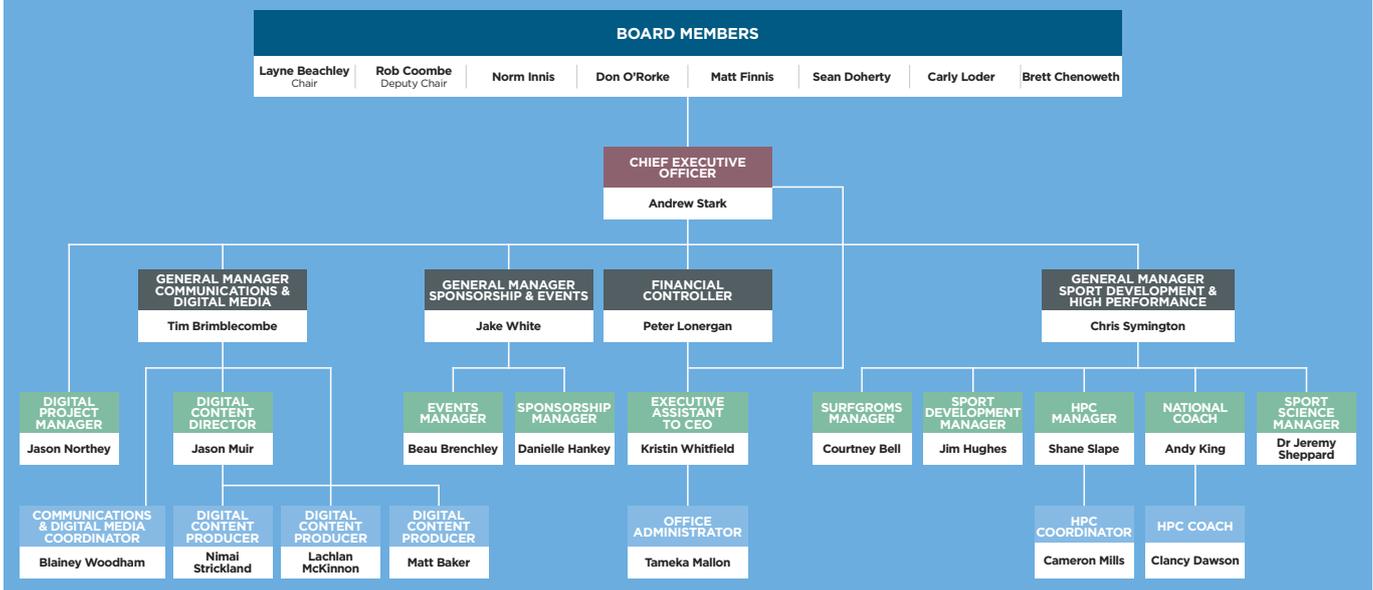
## Pioneering:

Be courageous and inspirational in embracing change and breaking new waters.

## Integrity:

Earn the respect of others through listening and being both trustworthy and appreciative.

# Organisational Chart





Steph Gilmore takes out her sixth World Title in Hawaii (Pic - WSL)

## 2014-2015 Organisational Highlights

- Steph Gilmore won her 6th World Surfing Title
- Mick Fanning and Julian Wilson awarded the Spirit of Sport Award at the 2015 Sport Australia Hall of Fame Awards following their dramatic encounter with a shark during the J-Bay Open at Jeffreys Bay in South Africa
- Secured new naming rights sponsor for SurfGroms in Weet-Bix
- Introduced new U16 - U18 national 13 event junior event program the Subway Surf Series
- Confirmed Subway Surf Series as 2016 WSL Pro Junior Series events
- Series II Original Source Australian Boardriders Battle run and won by Snapper Rocks Surfriders Club and a 3 year sanction secured for the national club series with the World Surf League (WSL)
- Commenced a new 3 year partnership with Hurley for the Hurley Surfing Australia High Performance Centre
- Secured naming rights partners for all National Titles; bcu Australian Surf Festival, Toyota Australian SUP Titles and Surf Dive 'n' Ski Australian Junior Surfing Titles
- Achieved "excelling status" for our Australian Institute of Sport (AIS) Performance review. Only NSO to achieve this ranking
- Achieved AIS Competitive Innovation Fund grant to build the world's first surfing specific aerial skate training facility
- mySURF.tv was broadcast as 12 x 1/2 hour shows on Channel 10 nationally
- mySURF.tv achieved a 1 million video view month
- Significant social audience increase with Surfing Australia ranked 6th in Australian sport for Facebook and Instagram following among NSOs
- Released new responsive websites across all areas of our organisation

# Partners





## Message from the Australian Sports Commission

The past year has seen considerable success and progress for Australian sport on the world stage, for the Australian Sports Commission (ASC) and our elite sport partners and athletes.

The Government's 2014-15 investment of nearly \$120 million continues to be refined to ensure funding is aligned to sports with the greatest potential to contribute to Australia's Winning Edge 2012-2022 targets and maximise our chances at success.

Since Winning Edge was launched, the AIS re-allocated \$20 million of high performance funding among sports and boosted direct athlete funding (dAIS) by \$3.6 million or 40 per cent.

The Sports Tally 2015 — the annual report card for Australian sports — revealed promising signs as we gear up for the Rio 2016 Olympic and Paralympic Games, while highlighting some of the challenges presented by our performance at the 2014 Glasgow Commonwealth Games.

In March the Commission launched Play.Sport.Australia. — our plan to help NSOs build participation in sport and make sure all Australians enjoy its benefits. Sports have the opportunity to attract more than 4.5 million Australians into their communities. It's important that we work together to ensure that more Australians, particularly young Australians, participate in sport more often and that we have strong organisations that deliver the products and opportunities Australians want.

### Some highlights in 2014-15 included:

- **Personal excellence** — The most significant athlete wellbeing program in AIS history, incorporating myAISPlaybook — a new high performance athlete learning and development platform.
- **AIS Sports Draft** — Athletes selected in this fast-tracked development came together at the AIS to share their journeys as they transition to Olympic or Commonwealth Games sports.
- **AIS Centre for Performance Coaching and Leadership** — More than 45 coaches graduated from the centre, providing development and mentoring for our brightest coaches and administrators.

As our attention starts to focus on Rio and the major events leading up to the Games, I look forward to the ASC teaming up with your organisation to help put our athletes in the best possible position and enhance our chances of success.

John Wylie AM

**Chair**  
**Australian Sports Commission**



**Australian Government**  
**Australian Sports Commission**



## Chair Report

Welcome to my first annual report as Chair of Surfing Australia for the financial year 2014/2015.

I am incredibly proud of the achievements of the organisation and its committed and hard-working staff, led by our fanatical surfing CEO, Andrew Stark. I thoroughly look forward to steering our future towards greater success both in and out of the water through our Sport Development Pathway Programs, the proposed expansion of the Hurley Surfing Australia High Performance Centre and potential inclusion into the 2020 Tokyo Olympic Games.

Thanks largely to the enthusiasm, commitment and dedication of the ISA and its passionate President Fernando Aguerre, the distant dream of surfing being included in the summer Olympic Games has never been closer. This will be a game changer on so many levels and one of my personal missions as Chair, come Tokyo 2020, will be to ensure the first male and female to win a Surfing Olympic Gold Medal will hail from Australia. With 97 surfing federations, the ISA is promisingly positioned and working tirelessly behind the scenes to take surfing to the world's greatest sporting event.

Over the last 12 months our digital master footprint has experienced exponential growth, but not without its challenges. This is an ever evolving and always changing landscape that is very difficult to navigate and required continuous investment. Despite this, acknowledging we are in the early stages of our digital journey, we have managed to punch above our weight in our acquisition and retention of sponsorship for our various programs which has most certainly been positively impacted by the digital capacity of Surfing Australia.

Surfing Australia is in a healthy position with sound relationships with its stakeholders, strong support from State and Federal government and sponsorship partners, delivering successful programs and maintaining relevance in a very challenging economic environment.

Finally, an enormous thank you to Norm Innis for his leadership over the last eight years as Chairman. His vision for the future and passion for surfing successfully guided Surfing Australia from humble beginnings to a commercially sustainable business. I am extremely grateful for his support and endeavour to take advantage of the strong foundations I have now inherited as Chair. A special thank you also to our board of directors who wholeheartedly volunteer their time and knowledge to ensure our continued success.

A handwritten signature in cursive script that reads "Layne Beachley".

Layne Beachley AO  
**Chair**





## Chief Executive Officer Report

Welcome to the 2015 Surfing Australia Annual Report.

It was another year of expanded program delivery with the introduction of a new Under 18 national junior surfing event program in the Subway Surf Series. This 13 event program further strengthened our national sport development pathway and provided an important event program for U16 to U18 surfers. After the success of season one we have successfully upgraded the Subway Surf Series to become the WSL Australasian Pro Junior Series in 2016.

Our flagship national junior participation program SurfGroms welcomed a new naming rights sponsor in iconic Australian brand Weet-Bix for season 2015/16. We have now delivered the Weet-Bix SurfGroms program to over 40,000 participants in the past 4 seasons.

We delivered the Original Source Australian Boardriders Battle for the second season with Snapper Rocks Surfriders winning the prestigious title for the second year running in front of 20,000 spectators at Cronulla and a live broadcast audience of 220,000 on Fox Sports. The goal to build profile and capacity through our national club series is certainly being achieved. The program has invested over \$250,000 into clubs in the past two years and resulted in excellent capacity building of the national club system.

We were successful in an Australian Institute of Sport AIS Competitive Innovation fund to expand our Hurley Surfing Australia High Performance Centre (HPC) to now offer the world's first aerial surfing skate training facility. The new purpose built facility will see Australian surfers flying high and completing new and innovative aerial manoeuvres at the highest level of the sport.

The AIS Elite Athlete Scholarship Program went from strength to strength with over 40 scholarship athletes training at the HPC including 8 World Surf League (WSL) surfers. We published 10 sports science papers and were categorised as excelling in our AIS performance review.

We awarded 64 Australian Titles across short board, longboard, body board and SUP and sent 5 Australian Teams to World ISA titles to compete for their country.

Our media footprint grew significantly. We are now the 6th largest National Sporting Organisation in Australia socially with 181,214 Facebook followers and 70,793 Instagram followers as at October 31st 2015. We released new design mobile responsive websites across all programs including [www.surfingaustralia.com](http://www.surfingaustralia.com) and our State Branch network websites.

Our new digital content platform mySURF.tv went from strength to strength and delivered more than 3 million video views in the 12 month period July 1st 2014 - June 30th 2015. We also were proud to broadcast 10 x 1/2 hour shows on Channel 10 nationally. Our digital content production capabilities were enhanced significantly throughout the period.

Overall it was a strong year for Surfing Australia with the delivery of excellent sport development programs at all levels of the sport from grassroots to elite. Financially we broke even with a commitment to continued program investment to strengthen the pathway and grow our media assets.

I would like to acknowledge all our key stakeholders including our grassroots club and surf school network, our member State Branches, our hard working staff and our valued partners who ensure we can deliver so many quality sport programs Australia wide. A special mention to our principal partner the Australian Sports Commission and the Australian Institute of Sport.

A very special thanks to the voluntary board of directors at Surfing Australia for their support and in particular a very big thanks to outgoing Chairman Norm Innis for his 12 years of dedicated service to Surfing Australia.

A handwritten signature in black ink, appearing to read 'Andrew Stark'. The signature is stylized and fluid.

Andrew Stark  
**Chief Executive Officer**

# Board Members



## Layne Beachley - Chair

Layne Beachley is the most successful female surfer in history. Elected as Surfing Australia Chair in 2015 and a board member since 2010, she brings an undisputed level of credibility as both a competitive surfer and a social entrepreneur. With seven 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 seven consecutive years.

Outside of surfing, through her own charity the Aim for the Stars Foundation, girls and women across Australia have received over \$700,000 in financial grants and moral support to invest in their future and fulfil their potential in all walks of life.

Layne is also an ambassador for The National Breast Cancer Foundation, Laureus Sport For Good Foundation, Planet Ark and Adopt Change. She also sits on the board of the Sport Australia Hall of Fame and is Vice President of the ISA.



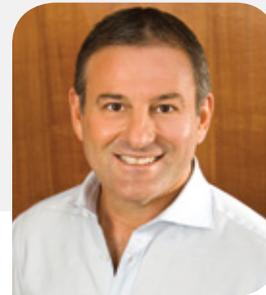
## Rob Coombe Deputy Chair

Rob has over 30 years' of corporate experience in Australia and Asia including over 10 years in a CEO capacity. Rob is currently the CEO of QSRH Ltd ("QERH"). QSRH owns and operates three iconic brands in the Quick Service Restaurant Sector with 18,000 people employed throughout 600 restaurants in Australia and overseas. Prior to joining QSRH, Rob was responsible for Westpac's Retail, Business and Agri banking operations throughout Australia. For the six years before that he was the CEO of BT Financial Group, responsible for all of Westpac's funds management, financial planning, insurance, private banking, broking, platform and superannuation businesses in Australia. Rob is also a founding Director and Deputy Chair of the Australian Indigenous Education Foundation (AIEF), a member of the Advisory Board to the UTS Faculty of Law and a Director of CIMB Group, the largest investment bank in the ASEAN region and one of the largest banks in Malaysia. In 2011 Rob was awarded the prestigious UTS Alumni of the Year for Excellence in recognition of his achievements in the business community and social sector. Rob is a passionate surfer who learnt to surf on the NSW South Coast, an area that he still visits and surfs as often as possible.



## Matt Finnis

Matt was appointed Chief Executive Officer of the St Kilda Football Club in April 2014. St Kilda is a foundation club of the Australian Football League with significant membership, commercial and community interests. Prior to joining St Kilda, Matt was CEO of the AFL Players' Association representing the interests of current, future and former AFL players in a range of industrial, commercial and development matters. Before his roles in the AFL Matt worked as a commercial lawyer advising numerous sporting organisations, businesses, athletes and government. He has a Bachelor of Arts (Psych), Bachelor of Laws (Hons), Advanced Management Program (INSEAD). Matt also has extensive experience in supporting community causes and organisations having been chairman of Ladder - an AFL Players charitable initiative to tackle youth homelessness and a director of AFL SportsReady - the AFL industry's group training company. He is 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. Matt was also a founding director of HeartKids Australia, a charity supporting children born with congenital heart disease.



## Don O'Rourke

As co-founder and sole shareholder of Consolidated Properties, Don has overseen more than 200 projects nationally, ranging from master-planned residential communities through to retail, industrial and commercial developments. Don is a former President of the Queensland Division of Property Council of Australia, having served on the Council for 10 years. He is also a former Director of listed national property group Trinity, former Director of Brisbane Marketing, and former Deputy Chairman of the Wesley Medical Research Institute. Don currently sits on the Reserve Bank's Small Business Finance Advisory Panel and is a Board Member of Surfing Australia. Don is a passionate surfer who can regularly be seen in the lineup at Casuarina Beach, NSW.



## Norm Innis - Outgoing Chair

Norm Innis, aged 57, 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.

Norm currently runs his own investment company, and the NJ Innis Charitable Foundation that supports a number of philanthropic endeavours in surfing. In 2013 Norm was awarded the OAM for his service to the sport of surfing. Norm stepped down in 2015 after 12 years on the board and 8 years as Chairman.



## Sean Doherty

Sean Doherty can be found surfing "Gentleman's Hour" most mornings at Bells Beach or Winkipop after the early crowd have all gone to work. After graduating from Newcastle University with a Business degree he took a job working at Tracks surfing magazine, and after 10 years at the magazine he became its longest serving and most successful editor. His writing has been published widely in surf, lifestyle and travel magazines across the world, and his debut book, the biography of surfing legend Michael Peterson, became a national bestseller. He has worked as a surfing commentator and correspondent for 15 years, and has worked on the broadcasts of more than 50 World Tour events. He works today as a freelance writer and editorial consultant. He has been a board member of Surfing Australia since 2004.



## Carly Loder

Carly Loder is a marketing professional with over 16 years corporate marketing experience and has held senior roles covering all disciplines in marketing and communications with deep experience across the brand, digital and innovation disciplines. Carly currently is the Director of Marketing and Communications for FOX SPORTS Australia - Australia's leading sports broadcaster. Prior to joining FOX SPORTS, Carly was the Chief Marketing Officer for BT Financial Group for 3 years. Carly holds a Bachelor of Business degree from Newcastle University and is currently studying to complete an Executive MBA from the Kellogg School of Marketing at North Western University. Carly is a Certified Practising Marketer, awarded by the Australian Institute of Marketing.



## Brett Chenoweth

Brett has over 20 years of professional experience working exclusively in the areas of media, technology, telecommunications and digital businesses. He has held senior executive roles at APN News And Media Limited (Chief Executive Officer and Managing Director), Telecom New Zealand (Head Of Group Strategy and Mergers & Acquisitions; Head of Australian Consumer Group), the Publishing and Broadcasting Limited group (ecorp Ltd and ninemsn Pty Ltd: Head of Business Development) and Village Roadshow Pictures Pty Ltd (General Manager And Vice President). Brett is a proven Chief Executive Officer, Director and Chairman of a number of private and public companies in the media, telecommunications, technology and entertainment sectors in Australia, New Zealand, the United States and Asia. Brett is currently Chairman of Madman Entertainment Pty Ltd and Yellow Pages Holdings Limited, he chairs the Advisory Board of HRL Morrison & Co. and is the Managing Director of HJB Limited and the Bombora Group.

# Sport Development Pathway



A national junior participation program for 5-12 year olds.



A national junior competition series to cater for micro groms from Under 8 through to Under 14.



A nationwide, 10-event junior surfing series for surfers between the ages of 14 years - 18 years.



National boardriders club competition series to promote clubs and build capacity in clubs. Offers \$120,000 prize money.







## Weet-Bix SurfGroms

## Surf for Life Project

*More than 12,000 participants in fourth season.*

*More than 40,000 children have enrolled since the program's launch in 2011.*

*Provided in excess of \$7m in revenue to the Surfing Australia surf schools network.*

*Raised more than \$60,000.*

*46 programs delivered to underprivileged Australian children.*

*Almost 4,000 participants in the past year.*

The world's only national junior participation program in surfing and stand-up paddleboarding – Weet-Bix SurfGroms has concluded its fourth successful year across Australia and is now launching into its fifth year. Weet-Bix SurfGroms has now firmly established itself as the program of choice to engage thousands of primary aged children in the fun and healthy lifestyle that surfing and stand-up paddleboarding in Australia can offer.

The program presents youngsters with an opportunity to develop strong water awareness and ocean safety skills at a very influential period in their lives, whilst enjoying the confidence and freedom associated with getting in the water and enjoying our natural environment.

This fourth season was launched nationally in September 2014 and went on to see more than 12,000 kids aged between 5 and 12 years old participating from all corners of the country. Since the program's introduction in 2011, more than 40,000 kids have registered and over 60,000 parents have subscribed. The program has a growing network of more than 80 delivery centres around Australia, and has provided in excess of \$7m worth of revenue into the Surfing Australia Surf School's network.

Surfing Australia is also extremely pleased to now offer Weet-Bix SurfGroms through the Australian Sports Commission's Sporting Schools program. Sporting Schools is a national participation program introduced in 2015 by the Australian Government with a \$100m investment towards encouraging primary aged kids from all around Australia to engage with new sports and live a healthy and active lifestyle.

Surfing Australia continues to be extremely grateful for the support provided by the Australian Sports Commission and all of the sponsors of the Weet-Bix SurfGroms program moving into its fifth season.

Building on from the last 2 years of co-operation between the Quiksilver Foundation and the Weet-Bix SurfGroms program in which over 1,300 underprivileged Australian children were given the opportunity to take part in the Weet-Bix SurfGroms program, Surfing Australia's Surf for Life project has had another very successful year, with nearly 4,000 underprivileged and disadvantaged Australian getting involved from all around the country.

Surfing Australia's task in 2014-2015 was to once again raise enough money to deliver Weet-Bix SurfGroms to underprivileged children from all around Australia. Exclusively for those that would otherwise have no access to the program, this initiative aims to provide children with an experience they will never forget and introduce them to a new sport that may offer them new opportunities through life and into the future.

With the support of the Australian Sports Foundation donations came flooding in from members of the public and from supporting organisations. Noteworthy contributions were made by the Quiksilver Foundation; the NJ Innis Charitable Foundation; and the John and Myriam Wylie Foundation in support of the Surf for Life Project. Surfing Australia also raised additional money at many events including the Original Source Australian Boardriders Battle, and the Australian Surfing Awards Ceremony. A total of more than \$60,000 was raised for 2015.

Subsequently, between January and October 2015, Surfing Australia worked with 31 national children's charities and delivered a total of 46 programs to underprivileged Australian kids across 5 different states. These programs were collectively delivered by our network of Weet-Bix SurfGroms Delivery Centres around the country.

If you would like to make a tax-deductible donation towards this initiative, please go to [www.surfforlife.com.au](http://www.surfforlife.com.au) and click on 'Donate'.





Jamie Thomson shredding at the Wahu Kiama event( Surfing NSW)



## Wahu Surfer Groms Comps

The Wahu Surfer Groms Comps have helped to launch the careers of many of Australia’s most promising junior surfers with 868 children taking part in the 2014/15 event series.

Regarded as one of the major stepping stones in the development of young Australian surfers, the 10-event Wahu Surfer Groms Comps caters for surfers from Under 8 to Under 14 and was held in New South Wales, Queensland, Victoria, Western Australia, South Australia and Tasmania over summer. The Under 8 was a mixed division with parent assists, while competition was held in both boys and girls in the Under 10, Under 12 and Under 14 divisions.

Twenty junior surfers, who won the Under 14 divisions during the event series, enjoyed an all-expenses paid training program at respective boys’ and girls’ camps at the Hurley Surfing Australia High Performance Centre (HPC).

The surfers at the boys’ camp included: Zac Paterson (Avoca), Ethan Stocks (Korora), Jackson Roberts (Bateau Bay), Ben Gradisen (Gracetown), Eli Carr (Lennox Head), Jay Brown (Lilli Pilli), Jaggar Bartholomew (Coolangatta), Jayden Schram (Torquay), Ruka Taite (Seaford) and Findlay Padman (Como West).

The girls’ camp winners included: Bodhi Leigh-Jones (Avalon), Carly Shanahan (Wooli), Tru Starling (Collaroy), Emma Catlin (Yallingup), Zahli Kelly (Wooloowin), Cedar Leigh-Jones (Avalon), Pacha Luque-Light (Tugun), Daisy Corbett (Phillip Island), Yasmin Hardy (Hallett Cove) and Nica Frayne (Mona Vale).

*10 events in 6 States.*

*868 groms competed in the Wahu Surfer Groms Comps*

*20 winners received training at the HPC.*





## Subway® Summer Surf Series

*952 competitors took part in the Subway Summer Surf Series.*

*13 events held across 6 States.*

Junior surfing in Australia was riding a new wave of support in 2014/15 with the commencement of the Subway® Summer Surf Series. Organised by Surfing Australia, the 13 event series showcased the country's best male and female surfers in the under 16 and 18 age divisions and under 21 category.

The inaugural Subway® Summer Surf Series event saw more than 950 teens take part in 2014/15.

The series reinforces the Subway® brand's commitment to healthy active living, and was created to fill a competition void which exists at a crucial point in the development of Australia's leading junior surfers.

Twenty six junior surfers, who won the Under 18 divisions during the Subway® Summer Surf Series held across Australia in summer, enjoyed an all-expenses paid training program at respective boys' and girls' camps at the Hurley Surfing Australia High Performance Centre (HPC). During each camp, the aspiring young athletes were put through their paces by Subway Summer Surf Series ambassadors Joel Parkinson and Laura Enever.

The surfers at the boys' camp, included: Jared Hickel (Cronulla, NSW), Noah Cooney (Byron Bay, NSW), Tane Bowden (Jan Juc, VIC), Luke Wrice (Coledale, NSW), Rudy Davis (Clifton Beach, TAS), Kian Shahar (Byron Bay, NSW), Cooper Saunders (Seaford, SA), Chris Zaffis (Angourie, NSW), Duke Nagtzaam (Yallingup, WA), Felix Leaver (Yallingup, WA), Connor Lyons (Castaway Beach, QLD), Shane Dennis (Yamba, NSW), Jeames Young (Yamba, NSW).

The girls' camp participants included: Holly Wawn (Newport, NSW), Paris Whittaker (Cronulla, NSW), Courtney Dunlop (Phillip Island, VIC), Lucy Callister (Palm Beach, Qld), Kirra-Belle Olsson (Avoca, NSW), Lizzy Stokely (Bruny Island, TAS), Bella Wilton (Manly, NSW), India Robinson (Jan Juc, VIC), Amy Gore (Christies Beach, SA), Alysse Cooper (Queenscliff, NSW), Emi Campbell (Denmark, WA), Bailee Hastie (Gracetown, WA), Alyssa Lock (Coolangatta, Qld)

The Subway® Surf Series returns for its second year in 2015/16 – to support the nation's best young surfing talent – along with a new and exciting association with the World Surf League (WSL).

The 10-event series will include seven qualifying Subway® Pro-Juniors and three non-qualifying Subway® Surf Series events.



# Original Source Australian Boardriders Battle – Series II

*\$120,000 in prize money and featured 58 clubs.*

*Monster Raffle raised more than \$60,000 in 2 years.*

*National Final broadcast live on FOX SPORTS to 220,000 people.*

Snapper Rocks Surfriders won the Original Source Australian Boardriders Battle for a second successive year at Cronulla in January, 2015.

The Original Source Australian Boardriders Battle is the country's biggest grassroots, boardriders event series with \$120,000 in prize money on offer across Series II. It involved 58 of Australia's best boardriders clubs in eight State qualifying rounds and culminated with the top 20 clubs participating in the two-day National Final.

Each club team included one junior (Under 18) surfer, four Open age surfers, and one over 35 surfer. Each team included one female surfer. An exciting event format had teams battle it out in a women's division, five-person teams' division and a men's skins competition for the overall title.

Series II was officially sanctioned by the World Surf League, which allowed Australian WSL World Tour surfers (men and women) the opportunity to represent their local boardriders club at respective State qualifying events and the National Final.

For a second year the series also included a \$60,000 Monster Raffle giveaway with the main prize a new Toyota RAV4 valued at \$55,000. Other prize packs were provided by Milwaukee, Original Source, Nikon, Oakley, Boost Mobile and FCS.

More than \$27,500 was raised with over 108 clubs seeing the benefit of these proceeds from the 2015 event. In the first two years of the Monster Raffle more than \$60,000 has been raised for boardriders clubs nationwide.

## Series II National Final Leaderboard:

1. Snapper Rocks Surfriders	<b>5525</b>	11. Scarborough Boardriders	<b>3762</b>
2. Coffs Harbour Boardriders	<b>4800</b>	12. Margaret River Boardriders	<b>3750</b>
3. Culburra Boardriders	<b>4262</b>	13. Kirra Surfriders	<b>3674</b>
4. North Narrabeen Boardriders	<b>4250</b>	14. South Coast Boardriders	<b>3550</b>
5. Avoca Boardriders	<b>4174</b>	15. Cronulla Sharks Boardriders	<b>3362</b>
6. Merewether Surfboard Club	<b>4062</b>	16. Philip Island Boardriders	<b>3162</b>
7. Point Lookout Boardriders	<b>4050</b>	17. Peninsula Surfriders	<b>3063</b>
8. Bondi Boardriders	<b>3862</b>	18. Burleigh Boardriders	<b>3062</b>
9. Byron Boardriders	<b>3851</b>	19. Coolum Boardriders	<b>2750</b>
10. Le Ba Boardriders	<b>3850</b>	20. South Arm Boardriders	<b>2550</b>





# Australian Titles

*More than 800 surfers competed for National Titles.*

*More than 60 National Titles contested.*

Nearly 800 surfers competed for more than 60 individual honours across the prestigious Australian Titles in the past year.

The Surf Dive 'n Ski Australian Junior Surfing Titles combined with the Australian School Surfing Association Titles kicked things off in fine fashion back in late November, 2014, in Yallingup, Western Australia.

Six states battled it out in under 14, 16, and 19 divisions for bragging rights. The Australian Indigenous Titles were held in Victoria in May at the famous Bells Beach where three champions were crowned in pumping waves.

In late July the 2015 Australian Surf Festival was again held in the Coffs Harbour region with great waves had by all competitors across the 17 day competition window with champions crowned in Open Surf Masters, Single Fin, Longboard, Logger and Bodyboard divisions.

In October the best SUP surfers and racers from across the country descended on Currumbin on the Gold Coast for the 2015 Toyota Australian SUP Titles.

More than 250 competitors represented their states across the three disciplines of surf, technical racing and marathon racing with the event again a great success for entrants and organisers alike.



Pic: Jason Livingston celebrates his longboard title at Coffs Harbour (Surfing NSW)

# Australian Champions 2014-15

## 2015 bcu Australian Surf Festival

### 2015 Open Surfmasters

Over 35 Men – Mark Richardson (QLD)  
 Over 40 Men – Paul Parkes (NSW)  
 Over 45 Men – Matt Hucker (NSW)  
 Over 50 Men – Gary Phillips (NSW)  
 Over 55 Men – John Kolehmainen (NSW)  
 Over 60 Men – Neil Cameron (NSW)  
 Open Men – Joey Sear (NSW)  
 Open Women – Macy Callaghan (NSW)  
 Over 35 Women – Nicola Turner (NSW)

### 2015 Longboard

Open Men – Paul Scholten (NSW)  
 Open Women – Emma Webb (VIC)  
 Junior Women – Tully White (NSW)  
 Junior Men – Anthony Spencer (WA)  
 Junior Men Logger – Nicholas Brewer (QLD)  
 Over 40 Men Logger – Craig Davies (QLD)  
 Open Men's Logger – Isaac Fields (NSW)  
 Over 35 Men – Justin Redman (WA)  
 Over 35 Women – Emma Webb (VIC)  
 Over 40 Men – Jason Livingston (NSW)  
 Over 45 Men – John Schmidenberg (NSW)  
 Over 50 Men – Greg Brown (VIC)  
 Over 55 Men – John Lane (VIC)  
 Over 60 Men – John Ayton (VIC)  
 Over 65 Men – Alan Atkins (NSW)

### 2015 Bodyboard

Open Men – Noah Symmans (WA)  
 Junior Men (Under 18)1 – Noah Symmans (WA)  
 Cadets (Under 16) Equal 4th – Harry Crain (NSW), Henry Gibson (WA), Nathan Wilson (NSW) and Matt Hanks (WA).  
 Grommets (Under 14) Equal 4th – Buzz Van-Der-Waal (NSW), Noah Gillroy (NSW), Santo Van-Der-Waal (NSW) and Oliver Carrick (QLD).  
 Drop Knee – Luke Fisher (NSW)  
 Senior Men (Over 23) – Blake Tabone (NSW)  
 Masters Men (Over 35) – Justin Kirkpatrick (QLD)  
 Grand Masters (Over45) – Steve Watson (VIC)  
 Open Women – Shauna Gillet (NSW)  
 Junior Women – Teigan Gillet (NSW)

## 2015 Toyota Australian SUP Titles

Open Men's SUP Surf – Jackson Close (QLD)  
 Open Women's SUP Surf – Shakira Westdorp (QLD)  
 Over 40 Men – Rick Jakovich (WA)  
 Over 50 Men – Glenn Cochran (NSW)  
 Open Men SUP Technical – Lincoln Dews (QLD)  
 Open Women SUP Technical – Karla Gilbert (QLD)  
 Over 40 Open SUP Technical – Paul Jones (QLD)  
 Open Women SUP Technical – Tammy Montgomery (NSW)  
 Over 50 Open SUP Technical – Michael Stokes (NSW)  
 Prone Open Men Technical – James Paul (QLD)  
 Open Men Marathon – Michael Booth (QLD)  
 Open Women Marathon – Terrene Black (NSW)  
 Over 40 Men Marathon – Steve Walker (QLD)  
 Over 40 Women Marathon – Cristiana Chessa (WA)  
 Prone Open Men Marathon – Lachie Lansdown (QLD)

## 2015 Indigenous Champions

Men – Soli Bailey (NSW)  
 Women – Summer Simon (NSW)  
 Masters – Robbie Page (NSW)

## 2014 Surf Dive 'n Ski Australian Junior Surfing Titles

Under 18 Boys – Kalani Ball (NSW)  
 Under 18 Girls – Tayla Hanak (SA)  
 Under 16 Boys – Reef Heazlewood (QLD)  
 Under 16 Girls – Macy Callaghan (NSW)  
 Under 14 Boys – Kirra-Belle Olsson (NSW)  
 Under 14 Girls – Caleb Tancred (NSW)

## 2014 Surf Dive 'n Ski Australian School Surfing Association Titles

Under 19 Boys MR Shield – Jacob Wilcox and Jed Mattison, Margaret River Senior High School (WA)  
 Under 19 Girls MR Shield – Holly Wawn and Paris Whittaker, Sydney Distance Ed (NSW)  
 Under 16 Boys MR Shield – Joel Wood and Luke Wrice, Bulli High (NSW)  
 Under 19 Boys All Stars – Reef Doig and Aaron Kelly (QLD)  
 Under 19 Girls All Stars – Jaleesa Vincent and Laura Poncini (QLD)  
 Under 16 Boys All Stars – Reef Heazlewood and Thomas Prout (QLD)  
 Under 16 Girls All Stars – Macy Callaghan and Alysse Cooper (NSW)



WSL competitor and elite scholarship program member Sally Fitzgibbons (Pic - WSL)

# National High Performance Program

Surfing Australia's High Performance program is at a very exciting phase in its evolution. With the doors of the Hurley Surfing Australia High Performance Centre (HPC) being open now for over 3 years, the program has achieved a level of reach and credibility that the organisation can be very proud of. The program offers a clear pathway from grassroots surfing through to the very top of our sport.

## National Camps

The National Camps conducted annually aim to source the very best talent from our junior event series and state based high performance programs. The camps act as a great opportunity to introduce young surfers to the Daily Performance Environment (DPE) at the HPC and allow our national HP staff to talent ID potential candidates for our Talent ID Squad or Elite Scholarship Program. These national camps are the:

- U/14 Wahu Surf Camps
- U/16 Mark Richards and Layne Beachley Camps
- U/18 Subway Surf Camps

## Talent ID Squad

Led by High Performance Coach Clancy Dawson, the Talent ID squad has been a recent addition to our HP program and provides us with the opportunity to engage with junior surfers with a focus on performance gains over competition results. While these surfers are still producing competition results this is not the major factor for involvement with the squad. The program is designed to test the surfers' adaptability and skill acquisition by exposing them to training camps based around strength and conditioning, gymnastics, skate and surfing with jetski assist.

## Elite Scholarship Program

The next step along the High Performance Athlete Pathway is the Elite Scholarship Program (ESP) which is led by National Coach Andy King and Sport Science Manager Dr Jeremy Sheppard. Athletes are provided with 'Total Athlete Management' which involves access to all the services the HP team has to offer. This group is made of WSL World Championship Tour athletes, top rated emerging World Qualifying Series athletes and junior aged surfers who have demonstrated potential for successful senior careers. This scholarship is the pinnacle of Surfing Australia's High Performance Athlete Pathway and comes with the full support and benefits that are on offer through our most senior HP staff.

The athletes currently accessing the support this program offers are:

**WSL World Championship Tour:** Mick Fanning, Joel Parkinson, Bede Durbidge, Julian Wilson, Adam Melling, Adrian Buchan, Sally Fitzgibbons and Dimity Stoye

**WSL World Qualification Series:** Dion Atkinson, Jack Freestone, Wade Carmichael, Connor O'Leary, Stu Kennedy, Ryan Callinan, Soli Bailey, Davey Cathels, Cooper Chapman, Keely Andrew, Isabella Nichols and Codie Klein.



*8 WCT surfers accessed AIS program.*

*12 WQS surfers accessed AIS program*



*The Surfing Australia sports science team had 55 research projects engaged within 1 year, with 12 manuscripts completed and 10 published.*

# Hurley Surfing Australia High Performance Centre

## AIS Aerial Surf Skate Facility

The exciting new AIS Aerial Surf Skate Facility was officially opened in September, 2015. This world leading indoor construction consists of a large split level half pipe and two roll-in elements that lead into matching sections that simulate the shape of a wave to provide the rider with a launch pad to take to the air before landing safely on air bags below. The new facility will provide elite Australian surfers with the opportunity to practice aerial manoeuvres in a controlled environment by training on a purpose built skate ramp.

The Australian Institute of Sport (AIS) invested in the project through the new AIS Competitive Innovation Fund which was established to encourage innovation in high performance sport, including sport-specific projects and technology initiatives.

The skate facility ensures the Hurley Surfing Australia High Performance Centre continues to be a world leader in the development of elite surfers and coaches, and ensures Australia maintains its place at the forefront of the sport.

Designed in consultation with the AIS and the Australian Sports Commission, the HPC opened its doors on June 15, 2012. More than three years on, it is the benchmark for surf coaching globally.

*1,234 participants attended the Hurley Surfing Australia High Performance Centre in 2014-15.*

## Sports Science

Surfing Australia has undertaken a combination of formal and informal innovation and research projects, in partnership with numerous partners and collaborators including the Australian Institute of Sport, Hurley-Nike, and university partners such as Edith Cowan University, Bond, Southern Cross, Cal State San Marcos, and Wollongong. Our major innovations leading to discovery have been in modified skateboard training methods (AIS supported Skate to Create), Aerial Injury Prevention methods, training methods for improved balance, and using modified gymnastics to enhance explosiveness.

Based on our national needs-analysis of athletes in our pool of talent compared to our international competitors, our primary aims for research that can support and enhance our performance outcomes have emerged as Athlete Readiness (including aspects such as injury prevention, health and wellness, physical readiness, mental readiness), Skill Acquisition (including a broader skill base across wave conditions, but also an emphasis on improving Australia's aerial surfing outcomes), and Tactical Execution (including improving Performance Analysis in the sport).

The following Postgraduate Research Students are supervised by Dr Jeremy Sheppard as part of our research and innovation area:

- Josh Secomb – Strength & Conditioning
- Lina Lundgren – Biomechanics
- Oliver Farley – Physiology
- Joanna Parsonage – Strength & Conditioning
- Brendon Ferrier – Biomechanics



Shane Holmes collected a bronze medal at the ISA World Surfing Games in Nicaragua.



## Team Australia

In 2015 Team Australia travelled to all corners of the globe for competition. Australia finished fifth at the ISA World Surfing Games in Nicaragua, second in Mexico at the ISA World SUP Titles and fourth in California at the ISA World Junior Championships.

Individual highlights included Lachie Lansdown and Jordan Mercer winning two gold each in prone racing, Reef Heazlewood and Macy Callaghan bagging individual silver medals at the ISA juniors and Team Australia's SUP relay gold medal.

### 2015 ISA World SUP Titles

#### RESULTS

##### Team Championship

USA 12,123, Australia 10,814, Hawaii 10,285, New Zealand 9,211

##### SUP Surfing

Men: Jackson Close (QLD) 13; Beau Nixon (NSW) 16

Women: Emma Webb (VIC) 7

##### SUP Technical

Men: Toby Cracknell (NSW) 10; Beau O'Brian (QLD) 19

Women: Terrene Black (NSW) 2

##### SUP Marathon

Men: Toby Cracknell (NSW) 11; Beau O'Brian (QLD) 17

Women: Terrene Black (NSW) 3

##### Prone Marathon

Men: Lachie Lansdown (QLD) 1; Rhys Burrows (QLD) 6

Women: Jordan Mercer (QLD) 1

##### Prone Technical

Men: Lachie Lansdown (QLD) 2, Rhys Burrow (QLD) 5

Women: Jordan Mercer (QLD) 1

##### Team Relay

Australia 1



### 2015 ISA World Surfing Games

#### RESULTS

##### Team Championship

Costa Rica 3,468; Portugal 2,980; USA 2,919; Peru 2,913; Australia 2,793

##### Men

Shane Holmes (NSW) 3, Hayden Blair (NSW) 6, Dylan Hayllar (NSW) 37

##### Women

Philippa Anderson (NSW) 6, Codie Klein (NSW) 13

##### Tag Team

Costa Rica 1, Australia 2, Argentina 3

### 2015 ISA World Junior Championships

#### RESULTS

##### Team Championship

USA 7,536, France 6,565, Hawaii 6,385, Australia 5,516

##### Under 18 Boys

Sheldon Simkus (QLD) 11, Ethan Ewing (QLD) 25, Kalani Ball (NSW) 29, Jackson Giles (NSW) 97

##### Under 18 Girls

Sophie McCulloch (QLD) 7, Tayla Hanak (SA) 17

##### Under 16 Boys

Reef Heazlewood (QLD) 2, Luke Wrice (NSW) 9, Dexter Muskens (QLD) 49, Kael Walsh (WA) 49

##### Under 16 Girls

Macy Callaghan (NSW) 2



# AUSTRALIAN SURFING AWARDS

INCORPORATING THE

## HALL OF FAME

Main image - The Nikon Surf Photo of the Year by Ray Collins



The Australian surfing community gathered in Manly in February to honour surfing pioneer Ted Spencer who was inducted into the Australian Surfing Hall of Fame. Spencer's induction was one of a number of presentations as part of the 2015 Australian Surfing Awards. The judging panel included 11 members of the surfing community including competitor, industry and media representatives.

**1. Male Surfer of the Year** – Mick Fanning with 4x World Champion Mark Richards.

**2. Female Surfer of the Year** – Stephanie Gilmore with former World Champion Pam Burridge.

**3. Hall Of Fame** – Australian Surfing Hall of Fame member Doug Warbrick accepts this year's honour on behalf of Ted Spencer as other members of the Hall of Fame look on.

**4. Waterman of the Year** – Winner Jamie Mitchell with award presenter and two-time World Champion Tom Carroll (left).

**5. Rising Star Award** – Winner Matt Banting with award presenter and two-time World Champion Damien Hardman.

**6. Nikon Surf Movie of the Year** – Andrew Kidman won the Nikon Surf Movie of the Year with Spirit of Akasha.

**7. Nikon Surf Photo of the Year** – Nikon Photo of the Year winner Ray Collins with Kylie Dredge from Nikon.

**8. Simon Anderson Club Award** - Won by Snapper Rocks Surfriders Club – pictured: president Jay Phillips, club coach Wayne Bartholomew and Simon Anderson (left).

**9. The ASB Surfing Spirit Award** - Won by the Surfrider Foundation Australia – pictured: Brendan Donohue, chairman Surfrider Foundation Australia, and Keith Curtin from Australasian Surf Business Magazine (left).

**10. Venue** – The International College of Management at Manly, venue for the 2015 Australian Surfing Awards.

**11. Surf Culture Award** – Winner Byron Bay Surf Festival representatives Vanessa Thompson and Michael Jahn with Surfing Australia chairman Norm Innis (left).

**12. Peter Troy Lifestyle Award** – Debbie McGuigan accepts the Peter Troy Lifestyle Award on behalf of the late Barry 'Magoo' McGuigan.



# Sponsorship

*Sponsorship represents 40% of Surfing Australia turnover.*

Surfing Australia's commercial division continues to experience growth, expanding our corporate sponsorship portfolio to more than 30 partners, whilst maintaining our focus on aligning with mainstream Australian brands.

We have continued to assist our partners by engaging audiences, creating meaningful brand experiences, producing bespoke digital offerings, promoting their products and key messages right across the country, whilst connecting them with youth-minded markets in a way no other sport can.

Surfing Australia proudly announced SurfGroms is back and better than ever for a fifth year, with a brand new major sponsor in Sanitarium Weet-Bix on board for the next three years. Weet-Bix SurfGroms is also now backed by new support partner Banana Boat, who inked a two-year deal with Surfing Australia.

Surfing Australia's major corporate partners Toyota and Nikon were successfully activated across the organisation, while the Subway® Surf Series, which is also supported by Billabong, returned for its second year - to support the nation's best young surfing talent - along with a new and exciting association with the World Surf League (WSL).

We maintained Original Source as the naming rights partner of the Australian Boardriders Battle and also secured an extended three-year partnership with Oakley, a two-year deal with XXXX Summer Bright Lager which aligns with the DrinkWise message, plus continued support from Milwaukee and Boost Mobile.

Surfing Australia prides itself on being appreciative of its corporate backing and going above and beyond their obligations to maximise the outcomes of its partners.



## Surf Schools

*115 member surf schools.*

*Operating on over 600 beaches.*

2015 has been another exceptional year for Surfing Australia’s network of Surf Schools around the country. Now with over 115 member surf schools operating on over 600 beaches around the country, the Australian surf schools industry is one of the fastest growing industries on the Australian coastline providing the Australian public with an ever increasing opportunity to “create a healthier and happier Australia through experiencing the joy of surfing” in a safe and controlled environment.

The Surfing Australia Surf Schools network encompasses all affiliated surf schools; surf tour businesses; stand-up paddleboarding schools; bodyboarding schools and elite coaching centres in Australia. It is supported by Surfing Australia’s educational packages that provide instructor training and accreditations in all disciplines, as well as professional development opportunities for coaches wanting to improve their skills.

A greatly improved quality assurance program and the development of new operational standards and guidelines for Australian surf schools are examples of recent benefits and support being provided to our network by Surfing Australia. Looking towards 2016, the launch of Surfing Australia’s learntosurf.com platform will also offer surf schools with an incredible opportunity to increase bookings; connect to more customers and distribution networks, and provide a platform that will enable them to connect with others within their industry to develop a stronger and more sustainable future for the industry.

## Boardrider Clubs

*Over 200 affiliated boardriders clubs.*

*Over 17,000 club members.*

Surfing Australia in conjunction with our state associations recognise club surfing as the grassroots of Australian surfing. Boardrider club competitions teach the skills required to pursue a competitive career, and introduce surfers to the benefits of the support and friendship offered by club membership. There are more than 200 affiliated clubs around Australia with the majority of those containing accredited judges and accredited coaches within their member-base.

The Original Source Australian Boardriders Battle has become a significant event on a lot of boardrider clubs’ calendars. Looking forward to its 3rd year in 2016, it is now the country’s biggest grassroots, boardriders event series with \$110,000 in prize money. This season it will involve more than 60 of Australia’s best boardriders clubs in eight State qualifying rounds starting in September and culminate in a two-day, National Final for 20 clubs on 23-24 January, 2016 at Cronulla in Sydney.

Affiliated boardrider clubs can be proud that they are members of a larger organisation whose primary purpose is to develop the sport of surfing by investing into grassroots programs and events. The organisational structure beginning with clubs through to state associations, national governing body and ultimately overseen by the Australian Sports Commission provides the foundation upon what all great sports in this country are built on.

## Education

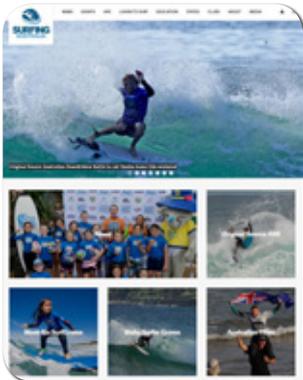
*Over 3100 accredited coaches.*

*Over 1100 accredited judges.*

Surfing Australia, in association with its state branches, presents many coaching and judging courses every year. Currently there are over 3,100 accredited coaches and over 1,100 accredited judges registered on our national database. Surfing Australia has continued to develop its coaching and judging programs to satisfy the needs of the surfing community, with 2014 having seen considerable change and growth for Surfing Australia’s Sport Development Department. All of our education programs were completely assessed and updated to ensure we are providing a clear development pathway for all of our participants, with a number of new educational programs and courses included into Surfing Australia education package.

A Surfing Australia Bodyboarding accreditation recognised under the National Coaching Accreditation Scheme was approved by the Australian Sports Commission, catering to the ever-growing demand for an educational pathway under this discipline. Additionally, a number of Stand-up Paddle Boarding modules have been developed to complement Surfing Australia’s existing SUP accreditation, and which cover all of the disciplines associated with this fast growing sport.

Surfing Australia in conjunction with Australian Sports Commission accredits all coaches and judges under the National Coaching Accreditation Scheme (NCAS) which aims to offer education and a nationally recognised qualification to individuals coaching at all levels of sport.



# Promoting the Pathway

mySURF.tv is Surfing Australia’s digital content platform, and its purpose is to inspire and engage through sharing stories of the surfing lifestyle. It was launched on December 1, 2013.

(as at Oct 31, 2015)

**Video Views: 4,005,739**

**Unique Users: 1,642,948.**

Surfing Australia TV is a monthly, half-hour program broadcast for the past four years on TV4ME (Channel 74) showcasing the organisation’s many different programs from junior development, through to elite athlete coaching, event management and industry education.

**More than 40 half hour shows since its launch.**

Surfing Australia’s stable of new responsive online platforms has more than 143,700 unique visitors per month and more than 458,000 page views per month.

Websites we own and control include:

[www.surfingaustralia.com](http://www.surfingaustralia.com)

[www.mysurf.tv](http://www.mysurf.tv)

[www.surfgroms.com](http://www.surfgroms.com)

[www.surfingaustraliahpc.com](http://www.surfingaustraliahpc.com)

[www.surfcoach.com](http://www.surfcoach.com)

[www.sasurfschools.com](http://www.sasurfschools.com)

[www.australianboardridersbattle.com](http://www.australianboardridersbattle.com)

The Surfing Australia Magazine is a 100-page, perfect bound, bi-annual edition with a print run of 4000 and a readership of 12,000. A digital version is available on all platforms including PC, mobile and tablet.

### Facebook

Total Followers = 181,212

### Instagram

Total Followers = 70,524

### Twitter

Total Followers = 7,311

### Youtube

Lifetime Views = 790,184



mySURF.tv host Ronnie Blakey with guest Felicity Palmateer during filming

## mySURF.tv

Surfing Australia’s digital media platform mySURF.tv continues to enjoy impressive growth as it enters its third year. Launched in December 2013, the platform reached 4 million video views in October, 2015 and will telecast its second weekly national television show on Channel Nine through the summer of 2015-16.

The first season of the mySURF.tv show was televised on ONE HD in 2014-15. The new 10-part series to be seen on Channel Nine on Saturdays from November, 2015, will be hosted by respected World Surf League commentator Ronnie Blakey with a series of guests including many of Australia’s top surfers.

Since its launch, mySURF.tv now houses more than 500 video clips covering a huge variety of subject matter from profiles, lifestyles, and rare archival and exclusive footage from all over the globe. mySURF.tv has joined the world’s best surfers in Tahiti, Indonesia, Europe, Hawaii, plus all around Australia ensuring viewers have no shortage of content.

Surfing Australia’s Digital Content team also produces the monthly Surfing Australia TV program plus create a host of digital products for all of Surfing Australia’s events and programs and its corporate partners.

Every episode of mySURF.tv and Surfing Australia TV is also available to view at [www.mysurf.tv](http://www.mysurf.tv)

## Websites and Social Media

Surfing Australia’s website properties underwent major redesigns over the past 12 months incorporating [surfingaustralia.com](http://surfingaustralia.com), [surfingaustraliahpc.com](http://surfingaustraliahpc.com), [surfgroms.com](http://surfgroms.com), and [surfcoach.com](http://surfcoach.com), while [learntosurf.com](http://learntosurf.com) will be relaunched in early 2016. Surfing Australia’s social media platforms have also experienced rapid growth. The coverage ensures wide brand visibility and extensive opportunity to leverage relationships with partners and ambassadors.

Website (12 mths to 31st Oct, 2015)	Sessions	Unique Visitors	Page Views
<a href="http://surfingaustralia.com">surfingaustralia.com</a>	494,794	257,964	151,3712
<a href="http://mysurf.tv">mysurf.tv</a>	2,169,468	1,220,820	2,955,773
<a href="http://surfgroms.com">surfgroms.com</a>	103,564	65,876	438,863
<a href="http://surfingaustraliahpc.com">surfingaustraliahpc.com</a>	89,451	69,686	220,485
<a href="http://surfcoach.com">surfcoach.com</a>	59,418	45,941	153,465
<a href="http://sasurfschools.com">sasurfschools.com</a>	46,415	38,696	128,815
<a href="http://australianboardridersbattle.com">australianboardridersbattle.com</a>	41,559	26,533	86,109
<b>Total</b>	<b>3,004,669</b>	<b>1,725,516</b>	<b>5,497,222</b>



## Social Audience (as at 31st Oct, 2015)

Facebook	Followers
Surfing Australia	90,736
mySURF.tv	70,932
HPC	12,234
Weet-Bix SurfGroms	7,310
<b>Total</b>	<b>181,212</b>

Instagram	Followers
Surfing Australia	22,600
mySURF.tv	42,800
HPC	4,911
Weet-Bix SurfGroms	213
<b>Total</b>	<b>70,524</b>

Twitter	Followers
Surfing Australia	6,692
mySURF.tv	471
Weet-Bix SurfGroms	148
<b>Total</b>	<b>7311</b>

Youtube	Views
Lifetime	790,184
12 months (to Oct 31, 2015)	193,380

# State Branches



It has been another successful year for Surfing WA both in and out of the water. Progress has been made at all levels of operation and across all codes now represented by the organisation. Much thanks goes to all of our great partners, in particular to HIF, Healthway, the Department of Sport and Recreation and Tourism WA. This year has seen great levels of support at local Government level, with Margaret River, Busselton, Stirling and Geraldton Shires allowing Surfing WA to advance and administer surfing in the state. Thank you to our dedicated partners, staff and Board, who all played a part in achieving the great results we have seen this year.

## Major Achievements

- Added 4 new specialty events to the Surfing WA calendar, increasing the opportunities along the sport development pathway
- Celebrated the 10th annual Taj's Small Fries specialty event
- Celebrated the 30th anniversary of the Margaret River Pro with unprecedented media generation, partly due to the epic surfing conditions and aided by the success of local surfer Jay Davies
- Hosted the Surf Dive 'n Ski Australian Junior Surfing Titles at Yallingup, a hugely successful week long event attended by the best junior surfers in the country
- Surfing WA staff and Board created a new 3 year strategic plan to focus the organisation for 2017-2020
- Surfing WA Surf School provided SunSmart Learn to Surf, SunSmart Learn to SUP and water safety education programs to over 32,500 participants
- Surfing WA Surf School was the largest delivery centre in the country over the summer period, providing surfing and education programs for kids aged 5-12
- Winner of the Perth Airport Tourism Awards in the Major Festivals and Events category
- Achieved 98% growth across our social media audience including Facebook, Twitter and Instagram to lead all other states
- Surf school network delivering programs covered 3,800km of Australia's vast coastline from Albany to Broome



Surfing Victoria experienced another exceptional year in and out of the water in 2015, with the successful running of the 54th Rip Curl Pro at Bells Beach.

Mick Fanning claimed his fourth Bell and joins an elite group of surfers such as Kelly Slater, Mark Richards, Lisa Anderson and Gail Couper who all have at least four Bells to their name. Carissa Moore repeated her success from last year over crowd favourite Steph Gilmore.

Victoria's Nikki Van Dijk has again cemented her spot on the WSL Women's Championship Tour after a series of Quarter Final finishes through the back half of the year. Van Dijk also won the Los Cabos Open of Surf QS600 event.

A big congratulations goes out to Cody Robinson and India Robinson who both won Pro Junior events in NSW throughout the year.

The Australian Indigenous community gathered again at the sacred site of Bells Beach for the fourth annual Australian Indigenous Surfing Titles. The event was taken out by up and coming junior Soli Bailey. In a first for the event, national broadcaster NITV live streamed the final day of the event and produced a documentary "I Live, I Breathe, I Surf" which can be seen at [www.sbs.com.au/ondemand](http://www.sbs.com.au/ondemand).

The HIF Clip of the Season expanded in its third year to encompass NSW, QLD and WA with all states running regional competitions and the top 2 entrants moving through to a national final. The national winner was WA's Lewy Finnegan & James Strickland for an incredible barrel ride who claimed the \$2500 prize money. Over 2500 votes were counted across the competition.

A major change in 2015 was the retirement of CEO Max Wells, who spent 16 years at the helm of Surfing Victoria and over 20 years of service to the sport. Max was instrumental in the stability of Surfing Victoria and the creation of many incredible events and programs over the past 20 years. We wish Max well on the next part of his life and welcome incoming CEO Adam Robertson. Adam is a well-known face to many in the surfing world after a long and successful professional surfing career.



2015 has been a busy year for Surfing SA delivering a range of events, programs and courses throughout the state.

We have a number of athletes participating on the WSL qualifying tour this year and are proud of their achievements. Highest placed are Tayla Hanak in the women's and Dion Atkinson in the men's and wish them the best of luck going into the final events of the year.

Tayla Hanak was awarded a scholarship from the Sport Australia Hall of Fame and will be mentored by Layne Benchley for the year. She also captained the Australian Junior Team at the recent World Junior Surfing Championships.

Junior development remains our focus and an enormous amount of effort has been put into junior development programs and coaching. We must thank our coaches Cheryl Peat, Mark Longhurst, Gary Haworth, Brian "Squizzzy" Taylor, Tom Bowen, Robin Ponzoni and Tim Yates for their commitment to training. Also a big thanks to Martin Dunn for all his support and advice.

We have secured Coopers as a major sponsor of the association. They will support senior events across all disciplines of the sport and are the naming rights sponsors of the iconic Coopers Yorke's Classic event.

JR's Surf Marion have jumped on board to support junior surfing in our state and committed to supporting our junior events for the year.

We continue to run our Disabled Surfing program thanks to the Adelaide Airport another one of the association's major sponsors.

Our Indigenous surfing program continues to grow thanks to the enormous effort from Trevor Borg who heads up the project.

We are grateful to the Office for Recreation and Sport for their support. The department continues to financially back the association and aid various programs.



2015 has been a big year on all fronts for the crew at Surfing NSW with events almost running back-to-back over the course of the year.

In January, pro-junior competitors came from all over Australia to partake in the Carve Pro Junior at Maroubra, with Stradbroke Island's Ethan Ewing taking out top honors and the \$4,000 first place cheque.

Northern Beaches surfer Laura Enever and American Kolohe Andino fought through a solid field of the world's best surfers to be crowned the men's and women's Hurley Australian Open of Surfing champions in February at Manly. This World Surf League (WSL) QS6000 (Qualifying Series) event saw the Sydney beach produce great surf, sunshine and an exciting finish to Sydney's biggest surfing event.

Again, Surfing NSW hosted two state Bodyboard rounds in Kiama and Port Stephens, with over ten new NSW champions being crowned across a range of divisions.

The Australian Skin Cancer Clinics NSW Longboard Titles presented by HIF wrapped up in shifty three-to-four foot waves at Turners Beach with reigning World Longboard Champion Harley Ingleby taking out the blue-ribbon Open division.

In July, over 350 competitors participated in the NRMA NSW Junior Surfing Titles as they vied for a NSW Junior Title and in turn, earn their position into the upcoming 2015 Surf Dive 'n Ski Australian Junior Surfing Titles.

Away from events, Surfing NSW continued to roll out its free CPR and board rescue course Surfers Rescue 24/7 and their Indigenous Surfing Program all over the NSW coastline, with solid numbers being recorded in both programs.

Current World Surf League (WSL) World Championship Tour surfer Sally Fitzgibbons is now the newest addition to Surfing NSW's illustrious Board of Directors. The 24-year-old three-time World Title runner-up replaced former Australian Cricketer and television host Mike Whitney who sat on the Surfing NSW board for close to a decade.



Surfing Tasmania enjoyed a solid year of events and activities with the highlight being the outstanding performance of our State Junior Team at the Surf Dive 'n Ski Australian Junior Surfing Titles in Yallingup West Australia.

- Lizzy Stokley finishing 4th in the U18 Final for the second year.
- Tasmania's Team Captains Lizzy Stokley and Ned Bramich were announced in the Honorary Australian Junior Team.
- The Tassie team defeated South Australia in the Teams Event to finish 5th for the second year.
- Lizzy Stokley capped of a huge year being awarded the prestigious Isabel Letham Award for Outstanding Achievement and Sportsmanship.

Tasmania's five boardrider clubs continue to grow, working closely with STAS to build a sustainable future. Park Beach, Clifton Beach and Devonport based North West boardrider clubs enjoyed very strong seasons of club activity and growth. Clifton Beach's SABR club represented the state in the Original Source Australian Boardrider Battle at Cronulla. Southern Tasmania Bodyboard Club was active conducting a successful club comp series. North East Boardriders worked closely with Surfing Tasmania to present the popular East Coast Open Classic, East Coast Junior Classics and Australian Boardrider Battle Event. All of STAS's major State Championship Series Events are now hosted by their local BRC Tasmanian clubs; a major element of Surfing Tasmania's strategic planning.

With the election of Burnie's Marty Viney as President and north east legend Nigel Wallace as a Board member, Surfing Tasmania finally became a fully statewide organization. This redistribution of power across the three regions has enabled a bigger picture approach to vital strategic issues of membership, funding and sustainability. President Marty brings a strong business and project management skill base to the role.

Surf school operations continued to grow across the three regions with more potential development to come.



After reaching a significant milestone in the history of Surfing Queensland where we celebrated 50 years since its inception last year, the organisation has again seen the successful completion of over 35 events as well as a number of Government programs and initiatives running up the Queensland coast.

In its second year, Women on Water, formally known as SUP Mum's was rebranded at the beginning of 2015 in a bid to broaden the scope for female participants (and their children aged 8+) in stand-up paddleboarding (SUP) and falls under the new Government's 'Start Playing - Stay Playing' initiative. Its launch coinciding with 'International Women's Day' saw the program sling shot into success with participation numbers more than double from its previous year and in most cases now sees sessions booked out.

The ongoing support and assistance provided by our corporate partners, local councils, officiators backed by our outstanding event management delivery enforced the successful completion of each event in 2015.

Surfing Queensland has yet again completed another year of State series events across all ages within shortboard, longboard, bodyboard and stand-up paddleboarding disciplines providing vital development pathways for Queensland surfers to achieve their goals. Queensland State Teams have been selected and showcase a large calibre of high profile athletes reiterating Queensland as a breeding ground for some of the best surfers on the planet. In conjunction with the State Title series events, Queensland has been nominated host to both the Toyota Australian SUP Titles for a third consecutive year as well as the Surf Dive 'n Ski Australian Junior Surfing Titles on North Stradbroke Island in November 2015. Furthermore, Surfing Queensland was successful in the resurrection of the highly regarded Burleigh Pro QS1000 and securing the event for the next 3 years.

Surfing Queensland has secured and will be the official project management company of the inaugural Red Bull Water Maze, which is now an extension of the organisation's major events portfolio, and our flagship event, the 2016 Quiksilver & Roxy Pro, the backbone of Surfing Queensland, remains strong and continues to support an inclusive, active and healthy Queensland through the sport of surfing.

# Financial Statements

## STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2015

	2015 \$	2014 \$
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	539,180	675,261
Trade and other receivables	589,506	404,044
Inventories	9,358	7,482
Other current assets	49,228	12,422
<b>TOTAL CURRENT ASSETS</b>	<b>1,187,272</b>	<b>1,099,209</b>
<b>NON-CURRENT ASSETS</b>		
Property, plant and equipment	2,542,721	1,996,421
<b>TOTAL NON-CURRENT ASSETS</b>	<b>2,542,721</b>	<b>1,996,421</b>
<b>TOTAL ASSETS</b>	<b>3,729,993</b>	<b>3,095,630</b>
<b>CURRENT LIABILITIES</b>		
Trade and Other Payables	921,899	773,732
Provisions	81,705	44,417
Other current liabilities	951,209	708,846
<b>TOTAL CURRENT LIABILITIES</b>	<b>1,954,813</b>	<b>1,526,995</b>
<b>NON-CURRENT LIABILITIES</b>		
Borrowings	200,308	-
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>200,308</b>	<b>-</b>
<b>TOTAL LIABILITIES</b>	<b>2,155,121</b>	<b>1,526,995</b>
<b>NET ASSETS</b>	<b>1,574,872</b>	<b>1,568,635</b>
<b>EQUITY</b>		
Retained earnings	1,574,872	1,568,635
<b>TOTAL EQUITY</b>	<b>1,574,872</b>	<b>1,568,635</b>

## CASH FLOW STATEMENT FOR THE YEAR ENDED 30 JUNE 2015

	2015 \$	2014 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Receipts from customers including grants	6,037,601	7,948,081
Payments to suppliers and employees	(5,726,978)	(7,521,498)
Interest received	22,975	20,495
Interest paid	(8,648)	-
<b>Net cash provided by operating activities</b>	<b>324,950</b>	<b>447,078</b>

<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Proceeds from sale of plant and equipment	38,490	-
Payments for property, plant and equipment	(699,829)	(420,866)
<b>Net cash used in investing activities</b>	<b>(661,339)</b>	<b>(420,866)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Proceeds from borrowings	575,000	-
Repayment of borrowings	(374,692)	-
<b>Net cash provided by financing activities</b>	<b>200,308</b>	<b>-</b>
Net increase (decrease) in cash held	(136,081)	26,212
Cash at beginning of financial year	675,261	649,049
<b>CASH AT END OF FINANCIAL YEAR</b>	<b>539,180</b>	<b>675,261</b>

## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE FOR THE YEAR ENDED 30 JUNE 2015

	2015 \$	2014 \$
<b>REVENUE</b>		
High Performance Income	1,771,522	1,472,797
Sport Development Income	1,425,151	2,050,735
Sponsorships & Events Income	2,680,391	3,482,889
Support Income	126,611	426,297
Realised gain on disposal of non-current assets	21,446	-
<b>Total revenue</b>	<b>6,025,121</b>	<b>7,432,718</b>
Direct expenses	3,927,788	5,126,863
Depreciation and amortisation expense	136,485	80,262
Other expenses	1,945,963	1,974,557
Finance costs	8,648	-
Impairment of land and buildings	-	1,039,240
	<b>6,018,884</b>	<b>8,220,922</b>
<b>Profit (Loss) before income tax</b>	<b>6,237</b>	<b>(788,204)</b>
Income tax expense	-	-
<b>Profit (Loss) after income tax</b>	<b>6,237</b>	<b>(788,204)</b>
<b>Other comprehensive income, net of income tax</b>	<b>-</b>	<b>-</b>
<b>Total comprehensive income for the year</b>	<b>6,237</b>	<b>(788,204)</b>

## STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2015

	Retained earnings \$	Total \$
<b>Balance at 1 July 2013</b>	<b>2,356,839</b>	<b>2,356,839</b>
Profit attributable to members	(788,204)	(788,204)
<b>Balance at 30 June 2014</b>	<b>1,568,635</b>	<b>1,568,635</b>
Profit attributable to members	6,237	6,237
<b>Balance at 30 June 2015</b>	<b>1,574,872</b>	<b>1,574,872</b>



**SURFING  
AUSTRALIA**

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