Contents

Who We Are & What We Do ................................................................. 03
2016 Achievements ............................................................................. 04
High Performance & Event Pathway ................................................... 05
Board Members .................................................................................. 06
CEO’s Report ....................................................................................... 08
Chairman’s Report ............................................................................... 09
School of Surfing WA ........................................................................ 10
Coaches & Officials ............................................................................. 12
State Surf School Network .................................................................. 13
Membership .......................................................................................... 14
Communications .................................................................................. 16
Community Engagement & Advocacy .................................................. 17

Boardrider Clubs ................................................................................ 18
High Performance ............................................................................... 20
International Events ........................................................................... 22
Specialty Events ................................................................................ 25
National Event Series .......................................................................... 26
State Event Series ............................................................................... 29
Junior State Champions ...................................................................... 30
Open State Champions ........................................................................ 31
Longboard & SUP State Champions ..................................................... 32
Bodyboard State Champions ............................................................... 33
Financials .............................................................................................. 34
Sponsors ............................................................................................... 39
Who We Are & What We Do

MISSION

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

WHAT WE DO

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

WHO WE ARE

Surfing WA is the governing body of surfing in the state since 1964, covering all boardriding codes including shortboarding, longboarding, bodyboarding and stand up paddle boarding.
2016 Achievements

2015 Perth Airport Tourism Awards Gold Winner in the Major Festivals and Events Category for the 2015 Drug Aware Margaret River Pro

Launching the #NoTxtNoWrecks road safety advocacy campaign in partnership RAC WA and the Road Safety Commission

Celebrated the 31st Drug Aware Margaret River Pro World Championship Tour Event, with a record amount of WA athletes in the competition

The School of Surfing WA provided SunSmart Learn to Surf, SunSmart Learn to SUP and water safety education programs to 32,927 participants

23 National Finalists and 6 National Champions across the National Titles

Hosting the Toyota Australian SUP Titles supported by the City of Greater Geraldton for the first time

15 Affiliated Surf Schools operating at 23 locations across the state

Surfing WA welcomed our 30th Affiliated Boardrider Club to the expanding state network

107% growth across social media platforms
# High Performance & Event Pathway

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<td>National Team Programs</td>
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<td>State Team Camps and Professional Development Opportunities for Coaches</td>
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<td>State High Performance Training Sessions Including Event Coaching and Strength Training</td>
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<td>WAIS and Department of Sport and Recreation Developing Champions Workshop</td>
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<td>National Sporting Organisation Coaching and Strength Training Workshops for Athletes, Parents and Coaches</td>
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<td>Local Athlete Talent Squads with Surfing WA Licensed Surf Schools and Club Coaches</td>
<td>Local and Junior Boardriders Club Competitions</td>
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<td>SunSmart Learn to Surf Participation Programs Including Surfgroms with Surfing WA and Licensed Surf Schools</td>
<td>Wahu and Modified School Competitions</td>
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"Surfing Western Australia is dedicated to providing a clear and accessible pathway for our states surfers from their first wave right through to the national and international surfing stage. Our high performance program has been developed through the input of current and past athletes, coaches and key stakeholders to ensure the program is paving the way for aspiring surfers across the state."

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

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

Tony Ince is a director of his own specialist tax advisory business, and has over twenty-five years experience in tax consulting in Western Australia. Tony is a keen and active surfer and is a life member of the Scarboro Surf Life Saving Club. His hobbies apart from the beach include his family and living a fit and active lifestyle. Tony has held a number of previous board positions in not-for-profit organizations, educational institutions and small listed companies.

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

Sam Dundas is a Partner at the national law firm, HWL Ebsworth. Sam has broad experience as a litigator and commercial disputes lawyer, ranging from banking and insolvency disputes to mining, resources and construction contract disputes. He has also had experience as a front end transactional lawyer in London, and he brings that broad ranging experience to the board. Sam has been a surfer for 30 years and is a passionate advocate for all aspects of surfing life and the issues affecting the surfing community.

Luke Forrestal is an experienced communications professional and former journalist. He is currently an Account Manager with leading Perth-based strategic communications consultancy Cannings Purple. In this role he provides counsel to several major Western Australian companies. Before joining Cannings Purple in 2014, he was a journalist with the Australian Financial Review in Sydney. Luke was appointed to fill the temporary casual vacancy of Warrick Hazeldine in accordance with the Surfing WA constitution.
Roger Goodwin has had a love of a broad range of water sports since early days of boating with his family. Taking up windsurfing in the early eighties, Roger was lucky enough to travel and compete in several World Cup Events. Roger sat on the steering committee of Windsurfing WA and is a foundation member of SUPWA (Stand Up Paddle WA). He started stand up paddle eight years ago and has been hooked ever since, reigniting his passion for water sports, SUP Surfing and competition.

Simon Hughes has been competitively surfing since his early teens. The fierce competition between Simon and his two brothers has seen all of them excel in the sport with Simon representing the state on various occasions. Simon has recently reigned his passion for improving his surfing and getting involved more formally with the sport. With youth and energy on his side Surfing WA is looking forward to a long-standing contribution back into the sport from someone who is passionate about surfing.

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

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

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

“Normal healthy rotation within the Board this year saw the departure of Errol Considine and Clayton Pickworth. I thank both Errol and Clayton for their fine contributions during their time on the Board, and I look forward to working with their replacements Warrick Hazeldine and Caty Price.”

MIKE BEST / Chairman
Welcome to our 2015 - 2016 Annual Report. It is with pleasure that we present, in summary, another strong year of results both in and out of the water.

From a business perspective, our results continue to impress and meet documented targets. Staff and board have worked tirelessly and harmoniously together to strive for ambitious outcomes, a credit to those involved.

Financially the organization tracked slightly ahead of forecast, posting a modest surplus, whilst continuing to invest into planned initiatives to benefit our membership and programs that continued the growth of the sport across all levels and disciplines. Continued investment into event delivery, High Performance, State Team support and club development has seen strong results in the water and on the balance sheet.

The challenge of delivering events and programs to a coastline spanning over 3,000 km is challenging. Strategically our focus has been on bolstering regional delivery capacity via our expanding club network. The number of boardriding clubs has increased from 18 to 31 over a three-year period with Surfing WA directly investing in excess of $100,000 via staffing and club grants to facilitate this growth.

Interestingly over the past 12 months, 60% of Surfing WA’s event and program activity took place in regional WA, which is also reflective of membership postcodes. It has been pleasing to see the take up of opportunities in these areas. Our capacity building in the areas of High Performance and club development have again been recognized nationally as best practice, a result those involved can be proud of.

The achievements of WA surfers across all codes, has again been exceptional over the past 12-month period. Regular podium finishes at national and international events, although too many to mention, serve as great motivation for others wishing to pursue similar dreams and achieve at this level.

In achieving such outstanding results, we have been extremely fortunate to be partnered by some equally outstanding organizations. Clearly the support of Tourism WA and the Department of Sport and Recreation has provided much support both financially and intellectually and significantly bolstered our ability to deliver award winning events and programs with a strong governance approach and much encouragement.

Our partnership with Healthway has extended well beyond 2 decades and the support of this organization not only helps us deliver a valuable SunSmart message, but also to keep delivering the skills to maintain an active and healthy lifestyle.

Longtime partners HIF continue to provide valuable benefits to our members via sponsorship for our Longboard and Open state series events, supplying water safety solutions at all Surfing WA events and generous support the popular HIF Clip of the Season.

A new partnership with the RAC and Road Safety Commission in 2016 allowed us promote the dangers associated with driver inattention and texting whilst driving. Given the fact, that as surfers we spend much time on the road searching for surf, the #NoTxtNoWrecks campaign allowed us to promote this important message via a variety of executions.

Confidence in and recognition of Surfing WA has never been better. It is pleasing to observe not only the effectiveness, but also the broad and positive impact the organization is having on communities and surfing in general.

We have been very fortunate to attract a highly skilled and professional group of Board members who generously donate their time and expertise with a selfless and pure intention, their input is applauded.

Our full time and part time staff are magnificent. They continue to serve the sport and membership with a respect and energy that is obvious. A final thanks to our Chairman Mike Best for his perspective and leadership that is always highly valued.

Mark Lane
CEO
Chairman’s Report

Hello again members and friends, it is my great pleasure to present my Chairman’s Report as part of the 2016 Surfing WA Annual Report.

2016 has been another very busy and successful year for Surfing WA. You will find plenty of detail elsewhere in the pages of this Annual Report, but some standout achievements include:

1. Surfing WA hosted another hugely successful Drug Aware Margaret River Pro in April 2016. The Pro is an important leg of the World Championship Tour, and our ability to manage such a complex event is very well appreciated by the World Surf League and the professional surfers who come to compete here.

2. The 2016 Pro followed on from the equally successful 2015 event, which won the coveted Tourism WA award for “major events and festivals” for the second year running.

3. Surfing WA hosted the Toyota Australia National SUP Titles in Geraldton in September, an event which many competitors said was the best they had ever taken part in.

4. We entered into very important sponsorship arrangements with RAC and the Road Safety Commission, including the very successful “#NoTxtNoWrecks” road safety campaign.

5. We continued to grow our social media exposure and follower numbers across all platforms at an ever-increasing rate.

6. We saw continued growth and participation across all our sport development platforms including Surfing WA licensed surf schools, State competitions and member boardrider clubs.

As I said last year, none of this could happen without the efforts of Surfing WA CEO Mark Lane and his amazing crew of tireless staff. I still can’t believe the amount of work this little team manages to churn out. Thanks to each and every one of them.

I believe Surfing WA is in a great place right now, with a terrific executive team led by CEO Mark Lane and a skilled, committed Board. I look forward to seeing what the future holds as we work towards our vision where “Every West Australian values surfing”.

Normal healthy rotation within the Board this year saw the departure of Errol Considine and Clayton Pickworth. I thank both Errol and Clayton for their fine contributions during their time on the Board, and I look forward to working with their replacements Warrick Hazeldine and Caty Price. I should also make mention of Luke Forrestal who stood in as an alternate director for several months while Warrick took long service leave overseas.

Governance of Surfing WA is overseen by a very strong Board made up of representatives from the sport as well as independent directors. The Board currently has a great mix of skills which I believe will see the Association continue to thrive and grow into the future.
The School of Surfing WA education and participation programs continue to aid Surfing WA in achieving various key strategic objectives including:

- Providing the opportunity for as many people as possible to share our passion for surfriding
- Providing programs to allow participants to achieve their desired competency level
- Promoting life-long involvement in surfing

This year the school educated 32,927 people through SunSmart Learn to Surf, SunSmart Learn to SUP and Weet-bix SurfGroms, representing a modest annual increase on the previous year. The school continues to operate out of 6 locations including:

- Trigg
- Mullaloo
- Leighton
- Rottnest
- Mindarie
- Hillarys

The interest in surfing in Western Australia continues to grow each year. This year saw nearly 33,000 participants educated through the School of Surfing Western Australia, across all boardriding codes.

The last 12 months have seen a notable increase in the number of participants under the age of 12, reflected by the consistent number and busy Weet-bix SurfGroms programs running during school holidays and on weekends.
PARTICIPATION BY GENDER

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PARTICIPATION BY AGE

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363 DAYS OF OPERATION

60 PRIMARY & HIGH SCHOOLS

attending in term education programs

NICK MUNTZ / School of Surfing WA
Coaches & Officials

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

Surfing WA has engaged a Judging Coordinator for the second year running, to ensure the continued development and retention of quality officials running events in WA. The strength of developing officials remains in the Surfing WA pathway program, which allows opportunity for judging and official experience at all levels of competition, from grass roots club events, right up to working with World Tour judges at the elite level. Surfing WA ran 2 international judging and officiating courses throughout this year, with the number of registered judges in WA currently at 147.

Surfing WA ran 6 coaching courses across regional and metropolitan WA over the past 12 months, including a SUP flat water coaching course and a Level 2 coaching course. Developing and retaining learn to surf and elite level coaches remains a strategic priority, to keep up with the number of new surf schools affiliating and demand for high performance coaching. The number of registered coaches across the state sits at 431.

This year Surfing WA offered the following coaching and officiating courses, injecting 78 new coaches and officials into the system:
- 4 Level 1 - Surf Coaching Courses
- 1 Level 2 - Surf Coaching Course
- 1 Level 1 - SUP Coaching Courses
- 2 International Judging and Officiating Courses

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**ACTIVE COACHES IN WA**

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**ACTIVE JUDGES IN WA**

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Surfing WA has welcomed 2 new affiliated surf schools to our network, located in Mandurah and Geraldton.

The spread of surfing schools continues to grow each year, fulfilling Surfing WA’s strategic objective to offer the greatest number of people the chance to access and engage in surfing. WA has a diverse population spanning over a vast coastline, Surfing WA aims to provide for all community members regardless of age, ability, location and ethnicity.
Membership

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

Through Surfing WA competitive members and boarider club network, the total competitive membership is estimated to be at 2,055 across the state. In addition to competitive members, Surfing WA estimates the number social members participating in SunSmart Learn to Surf or SunSmart Learn to SUP programs to be at 65,584 across the state.

Including competitive members, social members, online audience and spectators, Surfing WA reaches an estimated 197,204 members of the WA community each year.

The organization inducted 1 new life member to the organisation this year, Ian Salmont, who sadly passed away in February 2016. Ian ‘Sam’ Salmont was a massive part of the WA surfing community, especially in the mid-west where he advanced the sport on and off the board. The number of life members now sits at 27.

WA SURFER ACHIEVEMENTS

→ Lewy Finnegan (Ocean Reef) won the maiden Bodyboard World Tour event in August, the 2015 Antofagasta Bodyboard Festival
→ Jake Metcalfe (City Beach) and Jordyn Ihms (Mandurah), were amongst the world’s best bodyboarders that competed in the 2015 ISA World Bodyboard Championships
→ Margaret River SHS pairing Phoebe McGregor (Yallingup) and Mia McCarthy (Margaret River) won the Under 19 Girls MR Shield at the 2015 Surf Dive N Ski Australian Junior National Titles
→ Jed Mattinson (Margaret River) and Felix Leaver (Yallingup) also for Margaret River SHS finished second in the Under 19 Boys MR Shield at the 2015 Surf Dive N Ski Australian Junior National Titles
→ Jack Robinson (Margaret River) claimed the Pipe Invitational into the 2015 Billabong Pipe Masters in Memory of Andy Irons
→ Jacob Willcox (Margaret River) successfully competed for the wildcard positions into the World Surf League QS6000 Maitland and Port Stephens Toyota Pro
→ West Australian duo Jacob Willcox (Margaret River) and Mikaela Greene (Yallingup) claimed victory in their respective divisions at inaugural Telstra Stores Tweed Coast Pro
→ Lewy Finnegan (Ocean Reef) was a finalist in the 2016 Mike Stewart Pipeline Invitational
→ Mick Corbett won the Ride of the Year at the Oakley Big Wave Awards
→ Bronte Macaulay (Gracetown) replaced CT Women’s surfer Lakey Peterson in the WSL Quiksilver Pro Goldcoast making it through to Round Four, eliminating revered surfer Sally Fitzgibbons in the process
→ A record number of West Australians competed at the 2016 Drug Aware Margaret River Pro including Taj Burrow, Bronte Macaulay, Jack Robinson, Jacob Willcox, Jay Davies and Felicity Palmateer
→ Shortly after announcing his retirement, veteran CT surfer Taj Burrow won the 2016 Komune Bali Pro
→ Bronte Macaulay (Gracetown) won her first ever WSL QS event, the 2016 Los Cabos Open of Surf Women’s QS600
→ Kael Walsh (Yallingup) won a WSL Subway Pro Junior on the Gold Coast
→ Mia McCarthy (Margaret River) won a WSL Subway Pro Junior in Margaret River

GERALDTON BOARDRIDERS

/ Ian ‘Sam’ Salmont, 27th life member of Surfing WA
A supportive team at the 2016 Taj’s Small Fries

Groms at the 2016 Taj’s Small Fries in Yallingup

MEMBERSHIP NETWORK STATISTICS

2,055
COMPETITIVE AND CLUB MEMBERS

65,854
SOCIAL MEMBERS

197,204
TOTAL NETWORK
Communications

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

The last 12 months have seen exponential growth across digital platforms, with 107% increase across our Facebook, Instagram and Twitter followings. These platforms allow Surfing WA to communicate daily with our stakeholders, but also to reach the broader recreational surfing community. In addition, Surfing WA mails out weekly e-news with self-generated content, to a database of over 5,000. Significant upgrades to both the Surfing WA and School of Surfing WA websites has also seen improved functionality and increased traffic across both sites.

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

COMMUNICATION STATISTICS

SOCIAL MEDIA AUDIENCE GROWTH

107%

SOCIAL MEDIA FOLLOWERS across Facebook, Twitter & Instagram

73k+

E-NEWS DATABASE GROWTH

10%

E-NEWS OPEN RATE

30%

E-NEWS WEEKLY REACH

20%

SURFING WA NEWS ARTICLES uploaded to surfingwa.com.au

5k+

SURFING WA PRESS RELEASES distributed regionally, nationally & internationally

131

64

NICK WOOLACOTT

HIF Clip of the Season winning duo Josh Cattlin and Belinda Le Grice accepting their prize
Community Engagement & Advocacy

MOTOR NEURONE DISEASE ASSOCIATION OF WA

Surfing WA was proud to announce the Motor Neurone Disease Association of WA (MNDAWA) as our charity of choice for 2016. The devastating effects of Motor Neurone Disease (MND) hit home for the team at Surfing WA when one of our long-term staff members, Trevor Newby, was diagnosed nearly 3 years ago.

Throughout 2016, Surfing WA has been fundraising for MNDAWA and aiming to increase awareness about the vital service they provide to the WA community. At the 2016 Whalebone Classic in partnership with Lavan Legal and Gage Roads, Surfing WA raised money for MNDAWA on the beach and through a silent auction, with generous donors bidding for a Stephanie Gilmore signed rashvest and surfboard signed by 2016 Drug Aware Margaret River Pro competitors.

Surfing WA have raised over $3,200 for MNDAWA to date and hopes to increase this figure before the end of the year.

SURFAID

Surfing WA continues to support SurfAid each year, via the SurfAid Cup, which celebrated its fifth anniversary at the 2016 Drug Aware Margaret River Pro.

The event started with the help of Surfing WA at the Drug Aware Margaret River Pro in 2011 and has so-far raised over $318,000 for SurfAid’s Mother & Child programs in remote areas of Indonesia. This year the event raised a record amount of $110,000.

Many WA surfers have a particularly strong connection with Indonesia, due to its close proximity, one of the many reasons Surfing WA is proud to support the work of SurfAid.

NO TXT NO WRECKS

In 2015, Surfing WA created the NoTxtNoWrecks message with the aim to educate drivers on the dangers of inattention and we are proud to have RAC and the WA Road Safety Commission supporting this initiative. The safety of our friends, members and the wider community is so important, whether it’s in the surf or on the roads.

Surfing WA is the peak body for surfing in the state and our friends, families, members and colleagues spend countless hours on the road each year in search of waves. Our events team alone spend hundreds of hours driving between Geraldton and Denmark to service our regional members and competitors. In addition there are tens of thousands of recreational surfers, who travel year-round to enjoy WA’s wave-rich coastline.

We’ve noticed a concerning trend within the community of driver inattention, with a marked increase of people texting while driving. We want to encourage behavioural change in drivers young and old across the state to stop the devastation of preventable road accidents caused by driver in attention.

I Jacob Willcox with the Hon. Liza Harvey MLA, Minister for Road Safety launching the NoTxtNoWrecks campaign at Trigg Beach
Boardrider Clubs

Surfing WA welcomed 2 additional clubs to the affiliated boardrider club network, taking the total number to 30 across the state. The boardrider club network spans some 1,800 kilometers from Exmouth to Albany.

Surfing WA continues to hold an annual Club Presidents meeting, with a needs analysis survey distributed to all affiliated clubs to ensure continued improvement of service delivery and resources.

Over the course of the year, 10 boardrider clubs accessed grants through the Surfing WA Club Grant Program. The number of clubs accessing this funding to develop their skills and competencies continues to grow each year, part of Surfing WA’s strategy to ensure the viability, sustainability and compliance of our club network. In addition, Surfing WA continues to train and accredit a number of club members as officials each year, free of charge.
High Performance

The high performance program continues to operate as best practice in the country, offering a variety of opportunities for athlete development throughout the year.

Once again surfers attended the WA Institute of Sport and Department of Sport and Recreation Developing Champions workshop as part of the Drug Aware Margaret River Pro. An exciting new format for the Telstra GromPrix was extremely well received by all State Talent Squad Surfers involved.

The success of the program was reflected in the outstanding results for WA at the national title events, with a total of 23 finalists 6 national champions crowned across all disciplines.

The addition of another High Performance coach brings the number of regional and metropolitan staff to 12. This network comprises some of most experienced and well-regarded surfers in state, charged with coaching the next crop of WA talent.

“Surfing Western Australia’s High Performance program continues to lead the way in performance facilitation and development for the sport of surfing in the country.

The high performance program serves the majority of the West Australian coastline via its 5 Department of Sport and Recreation regions including the Mid-West, Metropolitan, Peel, South-West and South-Coast.

12 high performance coaches operate across these regions and continue to provide top level coaching assistance to over 220 surfers yielding an outstanding state performance at national level with 23 national finalists and 6 national champions.”

TOM DICKSON / Sports Development Manager

HIGH PERFORMANCE STATISTICS

229 Athletes participated in 31 statewide High Performance clinics, High Performance training sessions and WA Junior Team camps, a marked participation increase of 86%

12 Regional and metropolitan High Performance Coaches offering development opportunities throughout the year

5 High Performance regions servicing athletes in the Mid West/Gascoyne, Metro, Peel, South West and Great Southern regions

23 Finalists including 6 National Champions across the Australian Surfmasters Titles, Australian Longboard Titles, Australian Logger Titles and Australian Bodyboard Titles at the Australian Surf Festival
International Events

The Drug Aware Margaret River Pro culminated the Australian leg of the WSL World Championship Tour, with the event now in its 31st year.

Tyler Wright (AUS) beat previous event winner Courtney Conlogue (USA) in a close fought Women’s final, whilst Hawaiian Sebastian Zeitz defeated Julian Wilson (AUS) in the Men’s division.

Local trials winners Jacob Willcox and Claire Bevilacqua – secured a place in the main event, as did WSL Wildcard Jack Robinson and WSL injury replacement Jay Davies. This made for a record number of 6 WA surfers in the event.

Surfing WA again worked closely with the local community to ensure strong support, involvement and a strong sense of ownership was delivered during the event. The site was utilised for peripheral events including the Department of Sport and Recreation Gromprix, Shire Presidents’ Evening, Frontline Services function, tour groups (disability, youth groups, schools) and the Surfaid Cup.

Event Statistics

- $1m direct event expenditure injected into local business
- 52k spectators over event window
- 1.6m hours of content viewed across live & video on demand
- 146m reach across WSL Facebook page
- 10.4m video views across live & on demand
- 221m Facebook impression across WSL Facebook page
The wintery conditions couldn’t hinder the performances of former World Longboard Champions Taylor Jensen (USA) and Chelsea Williams (QLD) as they battled wind, rain and hail to emerge victorious in the World Surf League (WSL) Longboard Qualifying Series (LQS) event divisions.

In addition to the LQS competitors, 12 champions were crowned across amateur divisions contested by first time junior competitors, through to long time event veterans. The vibrant and inclusive atmosphere at the Whalebone Classic continues to make it one of the most community-focused events on the calendar. The action in the water is always matched on the beach, with live music, market stalls and a stacked social schedule to entertain all.

Surfing WA thanks our major partners Lavan Legal, Kerry Harmanis, Albion Capital and the Town of Cottesloe along with a host of community partners and divisional sponsors, without whom the event would not be possible.

WHALEBONE CLASSIC

Despite cold and testing conditions, the 19th annual Whalebone Classic was a true celebration of longboarding on a local, national and international stage.

In addition to the LQS competitors, 12 champions were crowned across amateur divisions contested by first time junior competitors, through to long time event veterans. The vibrant and inclusive atmosphere at the Whalebone Classic continues to make it one of the most community-focused events on the calendar. The action in the water is always matched on the beach, with live music, market stalls and a stacked social schedule to entertain all.

Surfing WA thanks our major partners Lavan Legal, Kerry Harmanis, Albion Capital and the Town of Cottesloe along with a host of community partners and divisional sponsors, without whom the event would not be possible.

“This is one of WA’s longest running and most iconic longboarding events that continually attracts some of the world’s best longboarding talent to the shores of Western Australia.”

JUSTIN MAJEKS / Surfing WA Events Manager

Event Statistics

- Estimated spectators over the 3 day event period: 1.5k
- World Surf League Longboard Qualifying Series division entries: 25
- Branded posts across social media to combined audience of 68k: 21
- Nights of social functions between the 8th and 10th of July: 04
- Competitors entries between ages 16 – 70 (amateur divisions) from WA, QLD and NSW: 120
Specialty Events

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

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

SURFBOARD ROOM
SURF LEAGUE
Scarborough
07 Boardrider Clubs
42 Competitors
Teams of 1 Junior, 1 Master and 4 Open Surfers

STAR SURF AND SKATE
KING OF THE POINT
Trigg Point
58 Competitors
04 Divisions
Open Men & Women, O/30 Masters, U/21 Pro Junior

TAJ’S SMALL FRIES
Yallingup
99 Competitors
06 Divisions
12 and Under to 16 and Under

STAND UP SURF SHOP
ROTTONEST SUP CLASSIC
Rottnest Island
29 Competitors
02 Divisions
Pro Men and Pro Women

SUNSMART
SCHOOL SURFING TITLES
Geraldton, Mandurah, Bunbury, Gracetown, Albany and Trigg
U/15 Juniors to U/19 Seniors
Qualifying Rounds
261 Teams
48 Schools
411 Competitors
Event Finals
62 Teams
28 Schools
120 Competitors

JUSTIN MAJEKS
J. Jacob Willcox & Claire Bevilacqua, 2016 King & Queen of the Point
TOYOTA AUSTRALIAN SUP TITLES

Geraldton played host to one of the country’s biggest gatherings of SUP surfers and racers in September for the Toyota Australian SUP Titles.

The national SUP Titles graced the shores of WA for the first time ever, with close to 200 competitors representing their states across three disciplines: surfing, technical racing between 4-8km of several laps in and out through the surf; and a 20-30km marathon.

A total of 11 national champions were crowned over the 4-day event window with WA winning the overall champion team title. Many stand out WA surfers contributed to the win, including Rick Jakovich (Gracetown), who won his third consecutive National Title.

The titles were heralded a great success by competitors, officials, spectators and sponsors alike, with the event scoring epic waves and weather for the full window.

The 2016 Toyota Australian SUP Titles were proudly supported by the City of Greater Geraldton, Sunset Beach Holiday Park, Nikon, AuSUP, Surfing Western Australia and Surfing Australia.
National Event Series

In addition to hosting the Toyota Australian Stand Up Paddle National Titles in Geraldton, Surfing WA ran 5 events which all form part of a National Event Series.

The WAHU Surfer Groms, Rip Curl Grom Search, Subway Summer Series and Volcom TCT all provided opportunities along the development pathway for WA’s brightest junior surfers. 5 clubs competed in the Australian Boardriders Battle at Trigg Beach, with the Margaret River Boardriders emerging victorious and moving on to represent the WA in the National Final.

**WAHU SURFERS GROMS**

Trigg

- 81 Competitors
- 07 Divisions

**AUSTRALIAN BOARDRIDERS BATTLE**

Trigg

- 05 Teams
- Teams of 1 Junior, 1 Master, 3 Open and 1 Female Surfer
- 97 Competitors
- 06 Divisions

**RIP CURL GROMSEARCH**

Trigg

- 97 Competitors
- 06 Divisions

**SUBWAY SUMMER SERIES**

Margaret River

- 56 Competitors
- 02 Divisions

**VOLCOM TCT**

Scarborough

- 94 Competitors
- 05 Divisions

---

**NICK WOOLACOTT**

/ Competitors at the 2016 WSL Subway Summer Series
State Event Series

Surfing WA aims to consistently improve the delivery of state title events, whether it’s through the purchasing of new scoring technology or developing judges and officials, the professionalism and safety of our competitors and events remains a top priority.

This year Surfing WA ran 15 state title events across shortboard, longboard, stand up paddle board, bodyboard and junior shortboard codes, crowning a total of 43 state champions.

The HIF water safety jet ski spent over 500 hours in the water this year, ensuring that, alongside a nationally sanctioned risk management plan, competitor safety is imperative at all events.

HIF PRO AM SERIES
Margaret River, Rottnest Island and Geraldton
241 Competitors
09 Divisions

HIF LONGBOARD TITLES
Yallingup, Denmark and Mandurah
352 Competitors
13 Divisions

SUNSMART BODYBOARD STATE TITLES
Mandurah, Yallingup and Scarborough
195 Competitors
10 Divisions

STAND UP SURF SHOP STAND UP PADDLE STATE TITLES PRESENTED BY SUNSMART
Rottnest Island, Denmark and Mandurah
191 Competitors
04 Divisions

WORLD SURFARIS JUNIOR STATE TITLES PRESENTED BY SUNSMART
Margaret River, Mandurah and Geraldton
261 Competitors
07 Divisions

NICK WOOLACOTT
/ Competitors at the 2016 HIF Longboard Titles Yallingup
CONGRATULATIONS 2016

State Longboard & SUP Champions

Open Logger
Justin Redman
1977 / DUNSBOROUGH

O/40 Senior Masters
Jason Weeks
1975 / LANCELIN

Open Women
Monica De Araujo
1978 / SCARBOROUGH

U/18 Junior Girls
Gigdet Neunuebel
1999 / DENMARK

O/45 Grand Masters
Adam Le Cornu
1968 / OCEAN REEF

O/60 Dukes
Bill Gibson
1955 / MARGARET RIVER

O/65 Kahunas
Brent Moss
1957 / ESPERANCE

Open Men
& O/35 Masters
Scott Trew
1978 / GUILDFERTON

O/50 Men
Jamie Ralston
1962 / BICTON

U/18 Junior Boys
Jacob Melvor
2002 / ROCKINGHAM

Open Women
Michaela Ross
1995 / MANDURAH

O/35 Masters Women
Linda Guinness
1965 / SUNBURY

O/50 Legends
Tony Turner
1959 / MANDURAH

O/45 Super Dukes
David Robertson
1948 / SHELLEY

O/50 Men
Nick Woolacott & Nick Muntz
State Longboard & SUP Champions

CONGRATULATIONS 2016

State Longboard & SUP Champions
State Bodyboard Champions

Open Men
Jake Jakovich
1977 / COWARAMUP

O/40 Men
Rick Jakovich
1973 / GRACETOWN

Open Men
Jake Metcalfe
1994 / CITY BEACH

O/35 Masters
Nigel Lewis
1979 / WANNANUP

U/16 Cadet Boys
Matt Hanks
2001 / FALCON

O/24 Senior Men
Jacob Cross
1981 / CLARKSON

U/14 Grom Boys
Patrick Franklyn
2003 / PALMYRA

U/19 Junior Boys
Brad Harrington
2000 / SINGLETON

Drop Knee
Rory Nelson
1989 / CAPE BURNEY

U/18 Junior Boys
Brad Harrington
2000 / SINGLETON

Open Women
Sarah Haleem
1993 / REDCLIFFE

U/21 Pro Junior
Lee Wilson
1996 / MARGARET RIVER

Nick Woolacott & Justin Majeks
/ State Bodyboard Champions

CONGRATULATIONS 2016

State Bodyboard Champions
### Financials

**SURFING WESTERN AUSTRALIA INCORPORATED**  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE 2016**

<table>
<thead>
<tr>
<th>Note</th>
<th>2016 ($)</th>
<th>2015 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>941,452</td>
<td>738,836</td>
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<tr>
<td>Receivables</td>
<td>576,199</td>
<td>930,510</td>
</tr>
<tr>
<td>Prepayments</td>
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<td>12,394</td>
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<td>Non – Current Assets</td>
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<tr>
<td>Property, Plant and Equipment</td>
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<td>252,110</td>
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<tr>
<td>Goodwill on Event Acquisitions</td>
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<td><strong>Total Non – Current Assets</strong></td>
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<td><strong>257,110</strong></td>
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<tr>
<td><strong>Total Assets</strong></td>
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<td><strong>1,938,850</strong></td>
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<tr>
<td>Current Liabilities</td>
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<tr>
<td>Trade and Other Payables</td>
<td>474,273</td>
<td>736,821</td>
</tr>
<tr>
<td>Financial and Tax Liabilities</td>
<td>(50,382)</td>
<td>24,451</td>
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<tr>
<td>Income in Advance</td>
<td>227,614</td>
<td>153,540</td>
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<tr>
<td>Payroll Liabilities</td>
<td>126,177</td>
<td>104,311</td>
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<td><strong>Total Current Liabilities</strong></td>
<td><strong>777,682</strong></td>
<td><strong>1,019,123</strong></td>
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<tr>
<td>Non – Current Liabilities</td>
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<tr>
<td>Financial and Tax Liabilities</td>
<td>67,190</td>
<td>79,421</td>
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<tr>
<td><strong>Total Non – Current Liabilities</strong></td>
<td><strong>67,190</strong></td>
<td><strong>79,421</strong></td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>844,872</strong></td>
<td><strong>1,098,544</strong></td>
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<tr>
<td>Net Assets</td>
<td>920,103</td>
<td>840,306</td>
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<tr>
<td>Equity</td>
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<td></td>
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<tr>
<td>Opening Balance</td>
<td>753,104</td>
<td>656,209</td>
</tr>
<tr>
<td>Net Income for the Year</td>
<td>79,799</td>
<td>96,897</td>
</tr>
<tr>
<td>Revaluation Reserve</td>
<td>87,200</td>
<td>87,200</td>
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<tr>
<td><strong>Total Equity</strong></td>
<td><strong>920,103</strong></td>
<td><strong>840,306</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
<table>
<thead>
<tr>
<th>Note</th>
<th>2016 ($)</th>
<th>2015 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coaching Income</td>
<td>614,506</td>
<td>536,525</td>
</tr>
<tr>
<td>Competition Income</td>
<td>382,136</td>
<td>360,705</td>
</tr>
<tr>
<td>Drug Aware Margaret River Pro Income</td>
<td>2,525,946</td>
<td>2,556,863</td>
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<tr>
<td>Drug Aware Margaret River Pro Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenses Outside Agreement</td>
<td>152,068</td>
<td>182,248</td>
</tr>
<tr>
<td>State Teams Income</td>
<td>52,621</td>
<td>33,922</td>
</tr>
<tr>
<td>Grants and Sponsorship</td>
<td>339,387</td>
<td>309,735</td>
</tr>
<tr>
<td>Membership</td>
<td>30,493</td>
<td>30,493</td>
</tr>
<tr>
<td>High Performance Income</td>
<td>58,722</td>
<td>56,148</td>
</tr>
<tr>
<td>Administration Income</td>
<td>240,000</td>
<td>260,000</td>
</tr>
<tr>
<td>Sale of Assets</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Interest Received</td>
<td>19,730</td>
<td>21,279</td>
</tr>
<tr>
<td>All other incomes</td>
<td>44,936</td>
<td>36,052</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>4,460,545</td>
<td>4,383,970</td>
</tr>
<tr>
<td><strong>Expenditure</strong></td>
<td></td>
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<tr>
<td>Coaching Expenses</td>
<td>455,691</td>
<td>415,236</td>
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<tr>
<td>Competition Expenses</td>
<td>416,576</td>
<td>402,017</td>
</tr>
<tr>
<td>Drug Aware Margaret River Pro Expenses</td>
<td>2,525,946</td>
<td>2,556,863</td>
</tr>
<tr>
<td>Drug Aware Margaret River Pro Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenses Outside Agreement</td>
<td>104,263</td>
<td>104,690</td>
</tr>
<tr>
<td>State Teams and Expenses</td>
<td>78,301</td>
<td>69,781</td>
</tr>
<tr>
<td>High Performance Expenditure</td>
<td>56,969</td>
<td>54,076</td>
</tr>
<tr>
<td>Disposal of Assets</td>
<td>2,186</td>
<td>-</td>
</tr>
<tr>
<td>All Other Expenses</td>
<td>740,814</td>
<td>684,410</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td>4,380,746</td>
<td>4,287,073</td>
</tr>
<tr>
<td><strong>Operating Profit</strong></td>
<td>79,799</td>
<td>96,897</td>
</tr>
<tr>
<td><strong>Net Profit</strong></td>
<td>79,799</td>
<td>96,897</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
1. Statement of Significant Accounting Policies

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (1987). The Board has determined that the Association is not a reporting entity.

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

(a) Basis of Preparation

   AASB 112 Income Taxes
   AASB 1031 Materiality
   AASB 110 Events after the Balance Sheet Date
   AASB 117 Leases

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

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

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

(b) Financial Position

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

(c) Leases

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

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

(d) Cash and Cash Equivalents

   Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities on the balance sheet.
(e) Property Plant & Equipment
Leasehold improvements and office equipment are carried at cost less, where applicable, and accumulated depreciation.

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

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

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

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

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

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

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

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

Employee benefits, expenses and revenues arising in respect of wages and salaries, non-monetary benefits, annual leave, long service leave, and other leave entitlements, and are charged against profits on a net basis in their respective categories. Contributions are made by the association to an employee superannuation fund and are charged as expenses when incurred.
### FOR THE YEAR ENDED 30 JUNE 2016

#### 2. Receivables

<table>
<thead>
<tr>
<th></th>
<th>2016 ($)</th>
<th>2015 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Debtors</td>
<td>576,199</td>
<td>929,722</td>
</tr>
<tr>
<td>Less Provision for Doubtful Debts</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other debtors</td>
<td>-</td>
<td>788</td>
</tr>
<tr>
<td><strong>Total Trade and Other Receivables</strong></td>
<td><strong>576,199</strong></td>
<td><strong>930,510</strong></td>
</tr>
</tbody>
</table>

#### 3. Property, Plant and Equipment

<table>
<thead>
<tr>
<th></th>
<th>2016 ($)</th>
<th>2015 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plant &amp; Equipment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td>(173,951)</td>
<td>(140,947)</td>
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<tr>
<td><strong>Total Property, Plant &amp; Equipment</strong></td>
<td><strong>209,666</strong></td>
<td><strong>252,110</strong></td>
</tr>
</tbody>
</table>

#### 4. Trade and Other Payables

<table>
<thead>
<tr>
<th></th>
<th>2016 ($)</th>
<th>2015 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>5,536</td>
<td>867</td>
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<tr>
<td>Trade Creditors</td>
<td>468,737</td>
<td>733,504</td>
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<tr>
<td>Other Creditors</td>
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<td>2,450</td>
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<tr>
<td><strong>Total Trade and Other Payables</strong></td>
<td><strong>474,273</strong></td>
<td><strong>736,821</strong></td>
</tr>
</tbody>
</table>

#### 5. Financial and Tax Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2016 ($)</th>
<th>2015 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
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<tr>
<td>Credit Card - Visa</td>
<td>9,875</td>
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<tr>
<td>GST Liability</td>
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<tr>
<td><strong>Total Financial and Tax Liabilities</strong></td>
<td><strong>(40,507)</strong></td>
<td><strong>25,362</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2016 ($)</th>
<th>2015 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-Current</strong></td>
<td></td>
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<tr>
<td>Hire Purchase Liability</td>
<td>70,602</td>
<td>87,210</td>
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<tr>
<td>Less: Unexpired Interest</td>
<td>(3,412)</td>
<td>(7,789)</td>
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<tr>
<td><strong>Total Financial and Tax Liabilities</strong></td>
<td><strong>67,190</strong></td>
<td><strong>79,421</strong></td>
</tr>
</tbody>
</table>
Sponsors

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

Surfing WA has enjoyed a 23 year partnership with Healthway, working together to promote an active, healthy lifestyle across the state. Healthway aims to promote and facilitate healthier lifestyles, as well as empowering West Australians to make healthy choices.

Healthway

The Department of Sport and Recreation. The Department of Sport and Recreation are responsible for the implementation of Government policy and initiatives in sport and recreation across the state. The Department aims to facilitate the opportunities for active participation to foster stronger, happier, healthier communities.

Department of Sport and Recreation

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

RAC

As a member-based and mutual organisation representing more than 850,000 West Australians, RAC proudly reinvests its profits to benefit its members and the community.

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

Surfing WA

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

RAC

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

SunSmart

To learn more about the campaign visit the Surfing WA website: https://www.surfingaustralia.com/states/wa/p/notxtnowrecks

SunSmart

Spread the word by using #NoTxtNoWrecks.

39

Annual Report 2015-2016
Surfing Western Australia
360 West Coast Drive, Trigg Beach 6029
PO Box 382, Karrinyup WA 6921

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Fax       (08) 9447 0309
Email     info@surfingwa.com.au
Website   surfingwa.com.au

Facebook @Surfing Western Australia
Twitter  @surfing_wa
Instagram @surfing_wa

JUSTIN MAJEKS
/ Margaret River local surfers