

STRATEGIC PILLARS

SURFING AUSTRALIA

1

PARTICIPATION & COMMUNITY

Grow an inclusive and active community through surfing.

2

EVENTS

Deliver a high quality competitive & lifestyle events portfolio.

3

HIGH PERFORMANCE PROGRAM

Support our Australian athletes to become the world's best surfers and people.

PURPOSE

A healthier and happier Australia by enriching communities through surfing.

VISION

To be one of Australia's most loved and viable sports creating authentic heroes and champions.

MISSION

For Surfing In Australia to maximise its outcomes for the sport and to develop our surfers at all levels.

VALUES

REAL

We live the surfing lifestyle and we share the stoke.

RESPECTFUL

We are appreciative of our community, environment and celebrate our surfing history and culture.

PROGRESSIVE

We embrace change and innovation.

ORGANISATIONAL EXCELLENCE

We strive to set world standard bench marks in sport management practices, governance and business excellence.

MEDIA & CHANNELS

To tell the best stories of Surfing in Australia to grow audience & revenue.

PARTNERSHIPS

Best in class opportunities for partners & generate revenue, increase reach & impact for Surfing in Australia.

HIGH PERFORMANCE CENTRE

To deliver the best in class high performance experiences.

4

5

6

1 PARTICIPATION & COMMUNITY

Grow an inclusive and active community through surfing.

DRIVERS

- Surf Schools
- Boardrider Clubs
- Surf Coaching
- Surf Judging
- Shore Thing (women in Waves)
- Surfers Rescue 24/7
- Surfing Foundation
- Surf Memberships
- SurfBetterNow.com

ASPIRATION

Setting the global bench mark for sport education, surfing professionals & delivering compelling experiences for participants at all levels.

2 EVENTS

Deliver a high quality competitive & lifestyle events portfolio.

DRIVERS

- ABB
- National Titles
- Junior Series
- Lifestyle Events
- Awards
- New Competition Events

ASPIRATION

The worlds best competition pathway & surf lifestyle events creating stoked competitors & new surf fans.

3 HIGH PERFORMANCE PROGRAM

Support our Australian athletes to become the world's best surfers and people.

DRIVERS

- Athletes
- Coaching
- Leadership & Culture
- Daily Performance Environment
- Camps & Competition
- Research & Innovation
- State HP

ASPIRATION

National Pride and Inspiration by being the dominate global competitive surfing nation in every aspect including Olympics, ISAs & WSL competitions.

4 MEDIA & CHANNELS

Tell the best stories of Surfing in Australia to grow audience & revenue.

DRIVERS

- Owned Channels
- Earned Media
- Distribution Partners
- Products & Formats (long)
- Products & Formats (short)
- Products & Formats (live)
- Products & Formats (partners)
- Surfing Australia Studios

ASPIRATION

A fully fledged Media business in Surfing providing content, products & services to broadcast & media networks and businesses.

5 PARTNERSHIPS

Best in class opportunities for partners, generate revenue, increase reach & impact for Surfing In Australia.

DRIVERS

- Exclusive Rights
- Naming Rights
- Presenting Rights
- Support Partners
- Content
- Strategic Partnerships
- Government Partnerships

ASPIRATION

Our partnerships, products & service are considered as a premium opportunity in the Australian sport partnership mix.

6 HIGH PERFORMANCE CENTRE

Deliver best in class high performance experiences.

DRIVERS

- Facilities Hire
- Camps
- Coaching
- Memberships
- Merchandise

ASPIRATION

The HPC is the #1 sports camp & surf coaching destination in Oceania.

WE WILL BE FAMOUS FOR

1

*The global benchmark
for sport education &
surfing professionals*

2

*The world's best
competition pathway &
surf lifestyle events.*

3

*The dominate
surfing Nation
globally.*

4

*A thriving media
company.*

5

*Having the most
valuable partners in
Australian sport.*



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