

STRATEGIC PILLARS

SURFING IN QUEENSLAND

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 Queensland athletes to become the world's best surfers and people.

PURPOSE

A healthier and happier Queensland by enriching communities through surfing.

VISION

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

MISSION

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

VALUES

REAL

We live the surfing lifestyle

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 benchmarks in sport management practices, governance and business excellence.

MEDIA & CHANNELS

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

4

PARTNERSHIPS

Best in class opportunities for partners, generate revenue, increase reach & impact for surfing In Queensland.

5

HIGH PERFORMANCE CENTRE

Deliver best in class high performance experiences.

6



