STRATEGIC PILLARS

SURFING IN QUEENSLAND

PARTICIPATION & COMMUNITY

Grow an inclusive and active community through surfing.

EVENTS

Deliver a high quality competitive & lifestyle events portfolio.

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.

PARTNERSHIPS

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

HIGH PERFORMANCE CENTRE

Deliver best in class high performance experiences.

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Grow an inclusive and active community through surfing.

DRIVERS

- Surf Schools
- Surf Groms
- Boardrider Clubs
- Coaching/Judging/Officiating
- Female Participation
- Surfers Rescue 24/7
- Surfing Memberships
- Inclusion Programs

Deliver a high quality competitive and lifestyle events portfolio.

DRIVERS

- Clubs
- State Titles
- Junior Series
- Lifestyle Events
- Marquee Events

Support our Queensland athletes to become the world's best surfers and

people.

DRIVERS

- Athletes
- Coaching
- Leadership & Culture
- Daily Performance Environment
- Camps & Competition
- Research & Innovation
- Surfing Queensland Academy

Tall the heat staying of Curfing i

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

DRIVERS

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

Attract and retain valuable and committed partners to Surfing in Queensland

DRIVERS

- Exclusive Rights
- Naming Rights
- Presenting Rights
- Supporting Partners
- Strategic PartnershipsState Government

Partnering towards sustainable places & spaces for surfers of all levels

DRIVERS

- Facility
- Wave Pool
- Camps
- Coaching
- Memberships

ASPIRATION

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

ASPIRATION

The world's best competition pathway & surf lifestyle events creating stoked competitors & new surf fans

ASPIRATION

State Pride and Inspiration by being the dominant competitive surfing state in every aspect including nationals, Olympics, ISAs & WSL competitions.

ASPIRATION

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

ASPIRATION

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

ASPIRATION

The SQHPC is the #1 sports camp & surf coaching destination in Queensland.



Grow an inclusive and active community through surfing.

DRIVERS

- Surf Schools
- Boardrider Clubs
- Coaching/Judging/Officiating
- Female Participation
- Surfers Rescue 24/7
- Surfing Memberships
- **Inclusion Programs**

Surf Groms

MEASURES OF SUCCESS

- Maintain Surf School accreditations
- Online coaching and Judging platform promoted
- Launch Community Fund
- Maintain BRC accreditation
- Launch Surfers Rescue 24/7
- 800 Surfing Memberships
- Promote Surfbetternow

Deliver a high quality competitive and lifestyle events portfolio.

DRIVERS

- Clubs
- State Titles
- Junior Series
- Lifestyle Events
- Marquee Events

MEASURES OF SUCCESS

- Exceed ABB competing club entry target
- · Increase competitors in State Titles by 5%
- · Grow competitors in Junior Series by 5%
- Launch Lifestyle event i.e., SQ Golf Day
- Activate two marquee events in

PROGRAM

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

DRIVERS

- Athletes
- Coaching

2024

WSL CT 2024

& Open)

- Leadership & Culture
- Daily Performance Environment
- Camps & Competition
- Research & Innovation
- Surfing Queensland Academy

MEASURES OF SUCCESS

• 1 X QLD Men qualify for WSL CT

• 1 x QLD Woman qualifies for

• 3x QLD Surfers represent Aust

1 x QLD surfer representing

the National HP Program

readiness Team camp at HPC · Support all QLD elite coaches

· Successfully deliver a State

Aust at WSL World Juniors

at ISA World Surfing Games (Jnr

20% of QLD surfers identified in

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

DRIVERS

Owned Channels

18.000

40,000

to 1,000

- Farned Media
- Distribution Partners
- Products & Formats (short)
- Products & Formats (live)
- Products & Formats (partners)

MEASURES OF SUCCESS

social platforms by at least 5%

Increase Facebook followers to

Increase Instagram followers to

Increase YouTube subscribers

Expand distribution partners to

Generate revenue via external

include all media types

content production

· Increased engagement on

- Surfing Queensland Studios

DRIVERS

- **Exclusive Rights**
- Naming Rights
- **Presenting Rights** Supporting Partners
- Strategic Partnerships
- State Government

Partnering towards sustainable places & spaces for surfers of all levels

DRIVERS

- Facility
- Wave Pool
- Camps
- Coaching
- Memberships

MEASURES OF SUCCESS

Attract and retain valuable and committed

partners to Surfing in Queensland

- All Event & Programs Naming, Presenting & Support Partner rights sold
- Strengthen & expand Government Strategic Relationships
- 1 new corporate partnership each
- Build greater deliverables to include video content & greater digital assets
- · Develop digital only partners

MEASURES OF SUCCESS

- Secure funding for SQ office
- Design HPC requirements
- Strengthen & expand Government Strategic Relationships for HPC