

Surfing New Zealand Annual Report 2024



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Vision, Purpose and Values, Life Members, Hall of Fame, Obituary

Vision

Enriching Kiwi lives through surfing

Purpose

Creating experiences to share the aroha of surfing

Values

Respect / Whakaute, Positive / Ngakaupai, Progressive / Kauneke, Better Together / Mahi Tahī, Passion / Ngakaunui

Our People

Heath Kerr – Chairperson (Appointed)

Keri McKenzie – North Island Board Member (Elected)

Jimi Higgins – South Island Board Member (Elected)

Alan Te Moananui – Maori Board Member (Elected)

Deb Bowry – Board Member (Elected)

Joe Hitchcock – Appointed Board Member (retired 23 Sept 2023)

Cath Lomax – Appointed Board Member (retired 1 July 2024)

Emily Davidson – Appointed Board Member (retired 31st January 2024)

Matt Wood – Appointed Board Member

Kaitiaki – Charles Kauwhata

Ben Kennings – Chief Executive

Lee Ryan – Sport Development
Manager

Dan Westerkamp – Events and
Projects Co-Ordinator

Hall of Fame

Dave Warpole

Peter Byers

Wayne Parkes

Alan Byrne

Cindy Webb

Bob Davie

Peter Byers

Logan Murray

Iain Buchanan

Life Members

1986 Wayne Arthur

1998 Peter Fitzsimmons

1999 Bob Davie

1999 Andy Cranston

2000 Wayne Brown

2000 Carol Cranch

2001 Mary Davie

2002 Gary Quinn

2002 Greg Townsend

2003 Jan Shanks

2008 James Hall

2009 Bruce Scott

2010 Murray Weir

2010 Mark Shanks

2011 Maz Quinn

2012 Daniel Kereopa

2022 Lewis Joyce

Obituary

Bill Byers – 21/05/2005 - 04/07/2024

Paul Bennett – 10/03/1957 – 26/06/2024



Chair and CEO Report

We are pleased to present our annual report for the financial year ended 30 June 2024. It has been a challenging year financially which is highlighted by the loss outlined in the financial statements. While this has had a negative impact on the organisation's resources, the team continued to make progress across the four areas of focus outlined in the strategic plan – Participation and Community, Events, High Performance and Partnerships and Governance. This is the result of the hard work from Surfing NZ's broad range of stakeholders and the surfing community as a whole.

Financial Result

For the financial year ending 30 June 2024 (FY2024), Surfing NZ (SNZ) recorded a net loss of \$37,865 on revenue of \$746,252. Factors adversely impacting the financial result included increased operating costs (inflation) across most activities and reduced funding from key organisations such as Lion Foundation. These factors were offset by new donors and initiatives outlined in Funding & Partnerships below.

Governance

We welcomed Matt Wood to the board at the end of 2023 and this year we welcome two new board members in Monique Esplin and Delphine Ducaruge who filled the positions vacated by Cath Lomax and Emily Davidson, respectively. We thank both Cath and Emily for the valuable contributions to Surfing New Zealand during their tenures. The board maintains a 50% male/female split as well as having four appointed and four elected directors.

Strategic Direction 2024 – 2026

The strategic plan provides the framework and focus to deliver outcomes that impact the surfing community. It is fair to say that the board and Management have not made as much progress as intended during FY2024; unfortunately, the reduced financial and human resources, as well as other distractions, resulted in less Management time being available to execute the initiatives required to meet some of the objectives and measures.

Participation and Community

It was great to see our network of affiliated boardrider clubs expand in recent years with seven new affiliations over the past 24 months, three in 2024. The impact boardrider clubs have on communities is immense when you consider close to 200 surfing events being held and over 200 learn to surf sessions taking place, all on a voluntary basis. These initiatives lead to increased club membership and a greater sense of belonging. Our Surfers Rescue 24/7 programme continues to gain momentum, particularly with new partners and Wave Warriors Learn to Surf provides opportunities for those communities that would otherwise not have the ability to give surfing a go.

Events

We were proud to deliver 23 national events for participants in 2024. These events included the revival of the Festival of Longboarding and the Women's Surfing Festival, new events include the School Surfing Festival and the Aotearoa Surf Pro. The revised NZ Grom Series included SNZ1000 events delivered for the first time at a regional level and we continue to see more interest in this tier for the coming season.

Chair and CEO Report

With the addition of the new events, participant entries were up 9% this year over last year and direct SNZ membership was up 18% with female membership at 24%. Net promoter scores from the Voice of Participant surveys were 24 for the National Championships and 30 for the NZ Grom Series.

It was great to have two national events return to the South Island in the National Championships and the Scholastic Championships.

Securing a WSL event in New Zealand remains an important area of focus. To assist with this initiative, SNZ has signed a MOU with Major Events Group to work on scoping, funding and securing WSL event.

High Performance

Being an Olympic year, the highlight was watching our two athletes compete on the biggest sporting stage in the world. Tahiti delivered the perfect platform to showcase surfing. SNZ received glowing feed-back on the way Saffi Vette and Billy Stairmand conducted themselves in Tahiti and Paris; they are both fantastic ambassadors for the sport and New Zealand. Thank you, Saffi and Billy, for making the surfing community proud.

Earlier in the year New Zealand came within one heat progression of a third athlete qualifying for Paris 2024 when Kehu Butler finished 16th at the ISA World Surfing Games in Puerto Rico. And in May, Alexis Owen secured a podium finish placing fourth in the Under 16 Boys Division at the ISA World Junior Championships, the best Kiwi result at the event since 2007.

We were stoked to see Paige Hareb and Saffi Vette qualify for the WSL Challenger Series, Saffi for the first time. While results didn't go their way on the Challenger Series, they combined for four podium finishes on the Qualifying Series alongside Billy Stairmand with one podium finish.

Partnerships & Funding

The economic climate made securing funding challenging, particularly with central government reducing funding to Sport NZ, community trusts (class four gaming) experiencing materially more demands for community projects, and corporate sponsors reducing marketing budgets.



Chair and CEO Report



all the climate, we are pleased to report SNZ's funding from Sport New Zealand has been maintained for the next four years following a review of the partnership. We are currently part way through the application process with High Performance Sport NZ for the next four-year cycle.

We were also fortunate to retain our funding levels with New Zealand Community Trust and Foundation North (regional trust) but a 50% reduction in funding from Lion Foundation had a material impact on income. We were stoked to work with a number of community trusts to deliver our event programme through summer. We thank all of the community and regional trusts for not only working directly with SNZ but also the local boardrider clubs and organisations throughout New Zealand that benefit from their funding.

Considerable work was completed to secure two new partners in ACC and Maritime NZ to support community initiatives such as Surfers Rescue 24/7. Sun Bum, Cookie Time and NZ Sports Collective continue to support our events. Unfortunately, due to budgetary constraints Volkswagen withdrew its vehicle sponsorship; we would like to thank Volkswagen for their support over three years.

People

It is the surfing community that make surfing what it is. There are numerous hours invested into the sport through boardrider clubs and organisations doing outstanding work all year around providing services that help grow the sport. There are dozens of surf coaches helping with initiatives, and numerous event officials that devote their weekends to making it happen. We thank every one of these supporters of surfing that align with our purpose of creating experiences that share the aroha of surfing.

Happy surfing
Heath and Ben

Participation and Community

Work within the participation and community focus area stretches across the country through initiatives led by Surfing NZ and the network of boardrider clubs and surf schools.

2024 marked our widest reaching network of affiliated clubs and organisations with 38 in total. Feedback was provided from clubs this year via the annual boardrider survey. Clubs vary significantly in size from 40 to 749 members with an average membership of 150, with 36% being female. Membership fees continue to be the biggest form of revenue for clubs with individual membership ranging from \$15 to \$80. Boardrider clubs held a total of 190 (141 in 2023) community surfing events and 214 (238 in 2023) learn to surf sessions in 2024.

2024 Boardrider Club Survey		
	2024	2023
Satisfaction with Surfing NZ	7.7	7.3
Surfing NZ Governance	7.5	7.3
Surfing NZ Operational Capability	7.0	7.0
Relationship with Surfing NZ	7.6	8.0
Communication from Surfing NZ	7.8	8.1

38 clubs (up 3)

10 clubs using Live Heats Membership Software (up 3)

1073 Community Volunteers

Surf schools remain the entry point for many first timers and especially those new, and with no connection to the sport. Our network of 29 accredited surf schools offer up the best possible experience for these newcomers.

29 Accredited Surf Schools

1,483 ISA Level 1 Surf Instructors (87 new)

77 ISA Level 2 Surf Instructors (7 new)

Our Surfers Rescue 24/7 programme has seen support from Water Safety New Zealand and more recently ACC and Maritime New Zealand through their Safer Boating Forum. This has allowed the roll out of increased courses and a greater reach.

850 Surfers Rescue 24/7 participants (138 new), 6 Surfers Rescue 24/7 courses in 2023/24

Surfers Rescue 24/7 Feedback – *“I actually used the leg hook technique to bring a guy to shore. I think on this occasion, the guy would have died if I didn’t get him to shore*

Foundation North and the NZCT have supported Wave Warriors Learn to Surf Programme and we reached eleven schools and 669 students which is a slight decrease from 2023.

Eleven adaptive days were held in 2024 including the long standing Surfable Day at Sumner Beach led by Sumner Longboard Club and supporters.

**Wave Warriors Learn to Surf, 11 schools, 669 students
11 Adaptive Surfing Days Delivered**

Our digital channels provide valuable communication options with the surfing community whether that is our website, electronic newsletters or social media. These channels are becoming more of a focus as the media landscape transforms and coverage is reduced.

Popular Social Posts (Reach)			
#	Content	Platform	Reach
1	Elliot Paerata – Reid 10-point ride – NZ Club Champs	Instagram	41.8k
2	Lynden Fairbairn Masters Results	Facebook	25.8k
3	Kanohi of the Aotearoa Maori Titles	Facebook	22.6k
4	Bill Byers passing	Facebook	22.2k
5	Te Kaika South Island Champs winners	Instagram	18.6k

Facebook 23,837 followers, 496,400 reach (662,813 in 2023)

Instagram 16,982 followers, 54,200 (85,464 in 2023)

Social Media by Gender Male 61.1%, Female 38.9%





Events

23 national events (up 4)

2,316 entries (up 191)

625 competitive members (up 95)

76% male, 24% female

74 Event staff (63 in 2023)

Biggest event – National Championships – 350

National Surfing Results

2024 NZ Surf Series

Women's

- 1, Alani Morse (Rag)
- 2, Lola Groube (Pau)
- 3, Estella Hungerford (Chch)

Men's

- 1, Billy Stairmand (Rag)
- 2, Caleb Cutmore (Rag)
- 3, Taylor Hutchison (Rag)

2024 National Championships

Open Men – Daniel Farr (Tara)

Open Women – Maya Mateja (Rag)

NZ Women's Surfing Festival pres by Sun Bum

Open Women – Lola Groube (Pau)

Aotearoa Surf Pro

Open Men – Daniel Farr (Tara)

Open Women – Elin Tawharu (Mnt)

Te Kaika South Island Championships

Open Men – Jack McLeod (Dun)

Open Women – Ava Henderson (Chch)

Exit Surf Men's Canterbury Championships

Open Men – Caleb Cutmore (Rag)

Benchmark Homes Women's Canterbury Champs

Open Women – Ava Henderson (Chch)

King and Queen of the Point pres by Backdoor and Quiksilver

Open Men – Billy Stairmand (Rag)

Open Women – Aimee Brown (GB)

2024 NZ National Championships VOP Survey

	2024	2023
Event Experience	7.7	7.6
Event Management	8.0	7.4
NPS	24	1

2024 NZ Grom Series

New Zealand's junior surfers had 13 events to participate in with the new three-tiered structure offering up regions to stage SNZ1000 events for the first time. 338 surfers participated in the series, a 5% increase in participation.

2024 NZ Grom Series VOP Survey

	2024	2023
Event Experience	8.0	7.8
Event Management	8.1	7.6
NPS	30	24

Under 18 Boys Division Top 5

- 1, Alexis Owen (Dun)
- 2, Tai Murphy (BOP)
- 3, Christian Fougere (Auck)
- 4, Joe Goodjohn (Mnt)
- 5, Will Hardie (Piha)

Under 18 Girls Division Top 5

- 1, Leia Millar (Piha)
- 2, Sophia Brock (Mnt)
- 3, Poppy Arkle (Piha)
- 4, Pia Rogers (WGM)
- 5, Rewa Morrison (Dun)

Under 16 Boys Division Top 5

- 1, Alexis Owen (Dun)
- 2, Sam Frazerhurst (Auck)
- 3, Sev Tolhurst (Piha)
- 4, Jack Higgins (Dun)
- 5, Harrison Biddle (WGM)

Under 16 Girls Division Top 5

- 1, Kyra Wallis (Piha)
- 2, Alani Morse (Rag)
- 3, Lola Groube (Pau)
- 4, Indi-Lee Ruddell (Wgnrei)
- 5, Pipiata Ritchie (Dun)

Under 14 Boys Division Top 5

- 1, Jesse Frazerhurst (Auck)
- 2, Sol Fritchley (Mnt)
- 2, Vitor Bauermann (Mnt)
- 3, Flint Sherborne – France (Dun)
- 4, Kalani Summerton (Dun)

Under 14 Girls Division Top 5

- 5, Pipiata Ritchie (Dun)
- 2, Zara Owen (Dun)
- 3, Jade Nias Phillips (Ahipara)
- 4, Nami Marsden (Mnt)
- 5, Jayda Bramley (Mnt)

2024 NZ Longboard Series Men

- 1, Zen Wallis (Piha)
- 2, Will Jamison (Chch)
- 3, Charlie Wise (Chch)
- 4, Hugh Ritchie (Chch)
- 5, Liam Coleman (Chch)

Women

- 2, Amelie Wink (Chch)
- 1, Lucy Macefield (Chch)
- 3, Gabi Paul (Piha)
- 4, Izaro Williamson (Tara)
- 5, Ava Henderson (Chch)

National Scholastic Championships, Taranaki

Team Points

- 1, Auckland, 8,455
- 2, Coromandel, 8,030
- 3, Northland, 8025
- 4, Bay of Plenty, 7,683
- 5, Otago, 7,265
- 6, Taranaki, 6,590
- 7, Gisborne, 5,975
- 8, Wellington, 3,070
- 9, Canterbury, 1,928



Events

Individual Results

Under 18 Boys Division – Cooper Ashill (Nrth)

Under 18 Girls Division – Leia Millar (Auck)

Under 16 Boys Division – Alexis Owen (Ota)

Under 16 Girls Division – Indi-Lee Ruddell (Nrth)

Under 14 Boys Division – Jesse Frazerhurst (Auck)

Under 14 Girls Division – Lola Groube (Coro)

Under 18 Boys Longboard Division – Taj Robinson (Auck)

Under 18 Girls Longboard Division – Emma Lay (Auck)

NZ School Surfing Festival, Muriwai

Boys Division – Whangamata Area School

Girls Division – Mount Maunganui College

Sticky Johnson Primary School Championships pres by Skullcandy, Gisborne

Year 7&8 Boys – Jaxon Pardoe (Gis)

Year 7&8 Girls – Zara Owen (Dun)

Year 6 and Below Boys – Thomas Owen (Dun)

Year 6 and Below Girls – Nami Marsden (Mnt)

NZ Festival of Longboarding

Open Men – Matt Newdick (Auck)

Open Women – Hannah Kohn (Gis)

Over 40 Men – Phil Morris (Auck)

Over 50 Men – Lee Stacey (Pap)

Over 60 Men – Grant Cochrane (Chch)

Under 18 Boys – Archie Whithear

Under 18 Girls – Lucy Macefield (Chch)

Hurley NZ Boardrider Club Championships

1, Bay Boardriders, 7628

2, Tairua Boardriders, 6615

3, Point Boardriders, 6245

4, Keyhole Boardriders, 6230

Aotearoa Maori Surfing Titles, Ahipara

Open Men's Division – Jai Wallis (Nga Puhi)

Open Women's Division – Elin Tawharu (Ngati Raukawa)

Under 18 Boys Division – Max Phillips (Ngati Mutunga)

Under 18 Girls Division – Indi-Lee Ruddell (Te Rarawa)

Under 16 Boys Division – Zade Pitkeathly (Nga Puhi)

Under 14 Boys Division – Zander Banks (Tainui)

Under 14 Girls Division - Jade Nias Phillips (Ngati Kahu)

Over 35 Men's Division – Jason Ruddell (Te Atiawa)

Over 45 Men's Division – Jamie Andrews (Te Atiawa)

Men's Longboard Division – Peleki Pitkeathly (Nga Puhi)

Women's Longboard – Natasha Gouldsbury (Te Atiawa)

Stand Up Paddleboard Division – Jamie Andrews (Te Atiawa)





High Performance

International Results

2024 was highlighted by our two Olympic representatives Saffi Vette and Billy Stairmand as they took on the world at the Paris 2024 Games held in Tahiti. Both surfers finished with 17th place finishes with their performances in and out of the water encapsulating everything that is The New Zealand Team.

Earlier in the year the New Zealand Team took aim at increasing our Olympic representatives to four when they competed at the ISA World Surfing Games in Puerto Rico. Kehu Butler ploughed his way through the field of 127 athletes to finish 16th and one round shy of qualification.

The New Zealand Junior Surfing Team saw their first podium since 2007 when Alexis Owen stormed to fourth place in the Under 16 Boys Division stunning the international field of surfers. His result helped the team to 11th place overall.

New Zealand secured 2/13 positions on the WSL Challenger Series for the Australia / Oceania Region with Paige Hareb and Saffi Vette representing New Zealand on the world stage through 2024.

A big thank you to High Performance Sport NZ and Olympic Solidarity Funding through the NZOC for supporting our athletes as well as generous donations received through our online fundraising efforts to provide team support for the Olympic Campaign.

5x podiums – WQS Events

2x Olympic athletes

1x ISA podium

4x National Teams

3x International Officials



High Performance

23/24 WSL Australia / Oceania Qualifying Series – Men

26, Billy Stairmand
30, Elliot Paerata-Reid
63, Kehu Butler
94, Korbin Hutchings
102, Caleb Cutmore

2022/23 World Qualifying Series – Women

2, Paige Hareb
5, Saffi Vette
29, Tayla Green

2024 WSL Challenger Series

51, Paige Hareb
52, Saffi Vette

2024 ISA World Surfing Games, Puerto Rico

16, New Zealand, 1,531

Men

16, Kehu Butler
37, Billy Stairmand
55, Elliot Paerata - Reid

Women

49, Saffi Vette
49, Paige Hareb
81, Pia Rogers

2024 ISA World Masters Championships, El Salvador

12th overall, 2,143
7th, Reuben Woods – Over 40 Men
13th, Heather Easterbrook – Over 40 Women
6th, Lyndon Fairbairn – Over 50 Men
7th, Geoff Hutchison – Over 60 Men

2024 New Zealand Junior Surfing Team, El Salvador

11th overall, 3,860

Under 16 Boys

4th, Alexis Owen
25th, Harrison Biddle
65th, Benji Lowen

Under 16 Girls Division

17th, Alani Morse
33rd, Lola Groube
41st, Indi – Lee Ruddell

Under 18 Boys

17th, Tai Murphy
41st, Taimana Marupo
49th, Spencer Rowson

Under 18 Girls

31st, Poppy Arkle
37th, Sophia Brock
85th, Ariana Walker

2024 ISA World Longboard Championship, El Salvador

17th overall, 1,255

Men

22, Jack Tyro
25, Matt Newdick

Women

41, Gabi Paul
49, Hannah Kohn



Partnerships and Funding

The economic climate has had an impact on our revenue streams but despite some losses, we have also been able to forge some new partnerships in the past twelve months.

We have retained our funding from Sport New Zealand for the next four years and combined with their leadership and resources, they are an important strategic partner. With a new Olympic cycle underway, we have been through a review process with High Performance Sport NZ and presented detail on our next four years leading into LA 2028. The level of HPSNZ support will be confirmed in mid December this year.

Supporting our partnership with HPSNZ is our ongoing funding from the Olympic Solidary Fund via the New Zealand Olympic Committee. This funding has provided much needed assistance for athlete and coach development on an annual basis.

New Zealand Community Trust and Foundation North have been integral in our ability to deliver programmes for the surfing community. Foundation North allows us to provide opportunities for communities that would otherwise not have access to surfing through Northland and Auckland.

New for 2024 were two additional partners in the community and participation space with ACC coming onboard for two years to support Surfers Rescue 24/7 and increase the reach of their 'Have a Hmmm' campaign. Likewise, Maritime New Zealand has supported Surfers Rescue through the Safer Boating Forum.

Cookie Time joins Sun Bum as overarching supporters of Surfing New Zealand through our events space which has again been supported by the surf industry, namely Billabong, Oceanbridge, Backdoor, Quiksilver, Hurley, Sequence Surf Shop, Exit Surf, NZ Sports Collective and Aotearoa Surf School.

Community Trusts are crucial to sport in New Zealand and our support from New Zealand Community Trust was supplemented by no less than seven additional applications to support the delivery of events. The 50% reduction in funding from Lion Foundation adversely impacted our income compared with FY2023.

The reduced funding fast tracked several generous donations made toward Surfing New Zealand for the delivery of community programmes and to support the New Zealand Olympic Team. While not a systematic process in 2024, the support received, highlighted philanthropic funding as a genuine future income stream.

Governance and Operations

For sporting organisations, governance is paramount to ensuring accountability, transparency, and ethical management and Surfing New Zealand is no different. Despite some distraction this year, our board has continued to revise and update policy and use effective governance tools to ensure the integrity of the organisation.

Our directors have prioritised effective oversight mechanisms, ensuring that decision-making processes are well informed and transparent.

Operationally, we have focused on improving efficiency. Platforms including Board Pro, Xero, My HR, Live Heats, Survey Monkey, Mailchimp and Microsoft Teams continue to streamline our processes, enabling us to better track performance metrics against our strategic plan. We now have ten clubs and organisations under our Live Heats federation model which is helping to build a more accurate picture of our network of affiliated boardrider clubs.

Engaging with our community stakeholders has also played an important role in our governance and operations this year. We have actively sought feedback from athletes, coaches, and the surfing community which has been outlined in this report. The newly formed stakeholder working group will be another valuable mechanism to help achieve the goals set out in the strategic plan and strengthen stakeholder engagement.

Looking ahead, our focus will be on continuous improvement and ensuring that our governance structures and operational processes evolve in line with Sport NZ best practice to support the New Zealand surfing community.

Creating Experiences that Share the Aroha of Surfing



Thank You

