



2024-2026

STRATEGIC DIRECTION

SURFING NEW ZEALAND

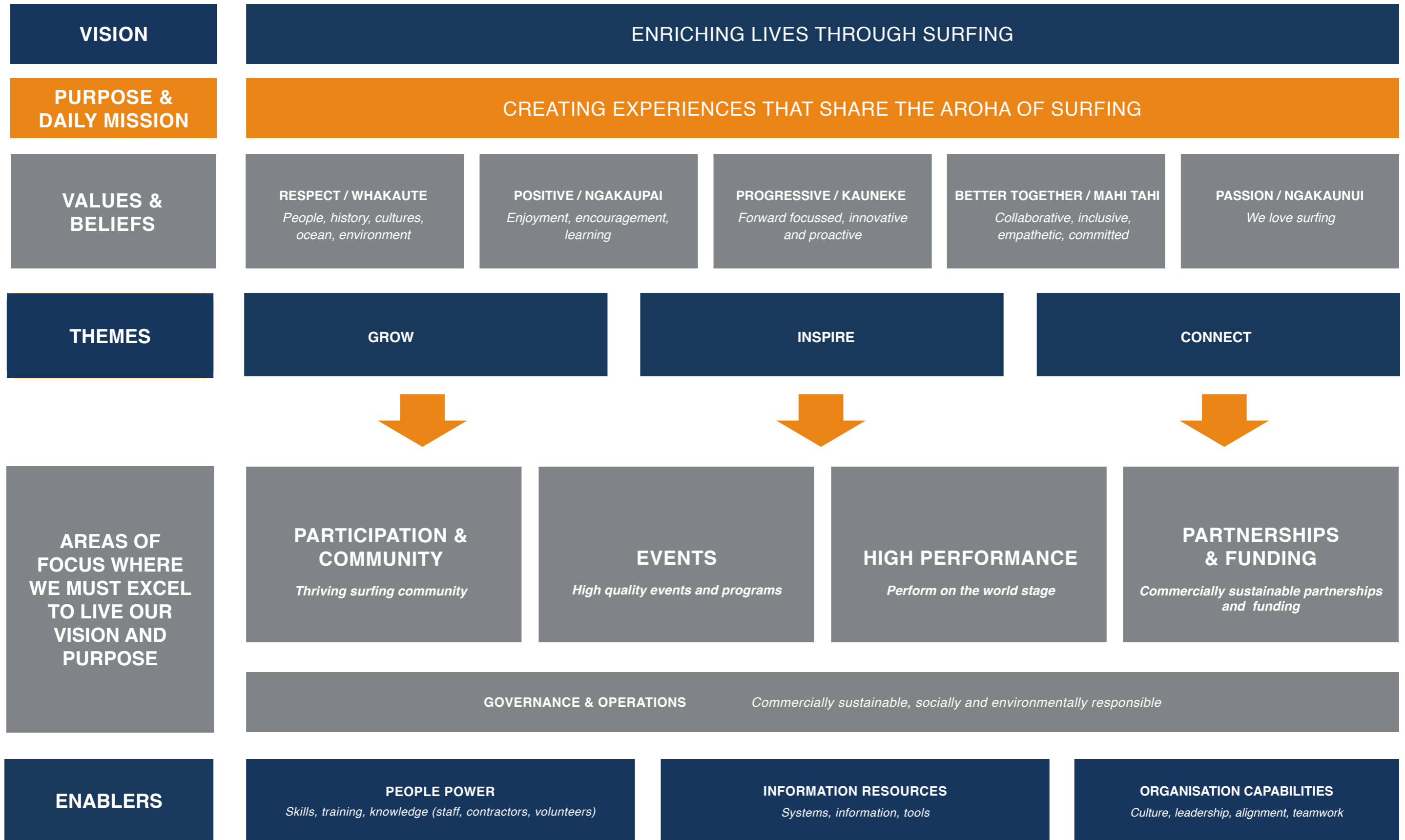
INTRODUCTION

Surfing is a popular aspirational activity that extends beyond sport to a lifestyle. Surrounded by ocean, Aotearoa boasts over 300,000 surfers with 70,000 of those participating weekly across multiple disciplines. The surfing community spans the length of the country including a vast range of ages from five through to 80. Numerous boardrider clubs, surfing organisations, surf schools and surfing initiatives are dotted along our beautiful coastline. Surfing New Zealand (est 1963) is the national governing body for the sport in New Zealand. We are a nonprofit incorporated society that governs, administers, and promotes the sport alongside Sport NZ, High performance Sport NZ, the New Zealand Olympic Committee and the International Surfing Association.



SURFING NZ – STRATEGIC DIRECTION

2024-2026



LIFE CYCLE OF A SURFER

YOUTH / RANGATAHI

MĀTAURANGA
(KNOWLEDGE TRANSFERRED)

We begin our lifelong love and journey of surfing with either our parents, friends, surf instructors and clubs, imparting their knowledge on to us.



ADULT / PAKEKE

MŌHIOTANGA
(INTERNALISED KNOWLEDGE, CONSCIOUSNESS)

The awakening of the consciousness. The thirst for improvement, the addictive thrill of wanting to ride bigger and longer waves, the pure thrill and excitement of being in the water and sharing this with family and friends.

**Surfing is an intergenerational sport.
Surfing New Zealand's strategy &
areas of focus ensure we enrich
Kiwi lives through a range of
surfing programs**



SENIOR / KAITIAKE

MĀRAMATANGA
(UNDERSTANDING, ILLUMINATION, WISDOM)

This is the realm of understanding, where we can finally perceive that our surfing journey never ends and it is all cyclical. We understand the bigger picture. We may use our wisdom and knowledge to become coaches, instructors, judges or committee / club members.



FOCUS AREAS FOR 2024

A number of strategic goals and initiatives have been developed. The Top 5 are as follows. The other strategic objectives and the key initiatives are set out under each area of focus.

PARTICIPATION AND COMMUNITY // *A THRIVING SURFING COMMUNITY*

Strengthen the boardrider club and surf school network
Connect and inspire the surfing community offline and grow digital reach online

EVENTS // *SECURE A WQS EVENT*

Secure a WQS event which will help to increase the profile of the sport and inspire athletes
Raise funding required

HIGH PERFORMANCE // *CREATE A HIGH PERFORMANCE PATHWAY*

Develop a high-performance pathway to inspire ambitious and talented athletes
Create a toolkit and roadmap for those athletes wanting to compete on the WQS
Create a Foundation or similar platform to help raise funds for athletes representing New Zealand in Olympic disciplines

FUNDING AND PARTNERSHIPS // *INCREASE REVENUE BASE*

Increase revenue through expansion of SNZ's partnerships with sponsors and funding organizations
Develop a systematic approach to fundraising.

GOVERNANCE AND OPERATIONS // *STRONG GOVERNANCE & FINANCIAL STABILITY*

Enhance our polices and processes to be a sustainable organisation
Develop a three-year financial plan to strengthen the balance sheet and invest in the organisations people, systems and processes



**KEY AREAS OF FOCUS
AND KEY INITIATIVES**





PARTICIPATION & COMMUNITY

THRIVING SURFING COMMUNITY. GROW, INSPIRE, CONNECT

STRATEGIC OBJECTIVE	GOAL / MEASURE	INITIATIVES, ACTIONS, TACTICS
Strengthen boardrider club network	% increase in club membership	Annual boardrider club survey Roll out Live Heats for club membership Produce club resource kit Develop member benefits package Deliver boardrider club workshop series
Grow and Inspire participation	Increase surf lessons delivered through surf schools	Annual surf school survey Promote surf schools and surf lessons Host surf school conference Advocacy for surf schools
Grow and connect online surfing community	% increase in social media reach	Clear communication and content plan Active across all digital platform Explore podcast, video, web dev
Inspire and connect with recreational surfers	% increase in individual membership to SNZ	Individual member benefits package Deliver Surfers Rescue 24/7 Deliver Wave Warriors Have a Go Days Promote all surfing related programs

CURRENT INITIATIVES

SURF SCHOOLS - BOARDRIDER CLUBS - SURF COACHING

SURF JUDGING - WAVE WARRIORS - SURFERS RESCUE 24/7

SNZ MEMBERSHIPS - DIGITAL ASSETS (WEBSITE AND NEWSLETTER)

SOCIAL MEDIA CHANNELS

(INSTAGRAM, FACEBOOK, YOUTUBE, LINKEDIN, TWITTER, TIKTOK)

EVENTS

HIGH QUALITY EVENTS. GROW, INSPIRE & CONNECT

Strategic objective	Goal / measure	Initiatives, actions, tactics
Grow quality domestic events	NPS in SNZ surveys	Survey participants Review structure of domestic events Provide clubs the platform to host events Deliver judging workshops
Inspire and connect the surfing community through participation and lifestyle events	Increase number of participants	Deliver quality domestic events Develop participant resource kit Explore surfing festival/expo
Inspire and Connect surfers by celebrating success	Deliver SNZ awards night	Host 2024 Awards Night Produce perpetual trophies for key events and series
Grow, Inspire and Connect though securing WQS Event	Deliver WSL event	Prepare event sponsorship deck Work with WSL to host event

CURRENT INITIATIVES

THE NATIONALS - NZ SURF SERIES - NZ GROM SERIES

NZ LONGBOARD SERIES - SCHOLASTIC CHAMPS

NZ CLUB CHAMPS - PRIMARY SCHOOL CHAMPS

JUDGING WORKSHOPS

MAORI TITLES





HIGH PERFORMANCE PROGRAM

PERFORM ON THE WORLD STAGE. GROW, INSPIRE & CONNECT

STRATEGIC OBJECTIVE	GOAL / MEASURE	INITIATIVES, ACTIONS, TACTICS
Inspire elite surfers with clear high performance pathway	Number of athletes on WSL Tours	Complete and operationalise HP plan Identify athlete picture of performance Manage stakeholder expectations Explore athlete advisory group
Inspire our best surfers to participate in WSL and ISA events	Increase performance of NZ athletes competing internationally	Create athlete roadmap to compete on the WQS Host WSL event in New Zealand Produce athlete resource kit Structured NZ Team pre/debriefs
Grow revenue to support top athletes in Olympic disciplines	% increase in athlete investment	Establish a surfing foundation Fundraising initiatives for NZ Teams Seek sponsorship for National Teams Build HPSNZ and NZOC relationships
Grow and develop our network of coaches	Number of development coaches	Deliver regional coaches forum Deliver ISA coaching program Develop coaching resources Provide professional development for elite coaching group

CURRENT INITIATIVES

ATHLETES - NEW ZEALAND TEAMS

HIGH PERFORMANCE PATHWAY

COACHES - CAMPS



PARTNERSHIPS & FUNDING

COMMERCIALLY SUSTAINABLE PARTNERSHIPS AND FUNDING.
GROW, INSPIRE & CONNECT

Strategic objective	Goal / measure	Initiatives, actions, tactics
Grow sponsorship base to secure WSL event	Secure sponsorship to hold event	Prepare WSL event sponsorship deck
Grow relationships and connect with all potential government funding organisations	% increase in govt funding	Identify potential funding organisations Develop inspirational partnership pitch Build relationship with HPSNZ and Sport NZ
Create systematic sponsorship and funding program	% increase in total revenue	Utilise Monday.com CRM platform Develop community trust grant calendar Develop relationships with regional trusts
Grow corporate sponsors	% increase in sponsorship revenue	Prepare corporate sponsorship deck
Grow number of event sponsors to support development of events	% increase in event revenue	Prepare sponsorship decks for domestic events

CURRENT INITIATIVES

EVENT SPONSORS - INDUSTRY PARTNERS

CORPORATE SPONSORS - COMMUNITY TRUST PARTNERS

REGIONAL TRUST PARTNERSHIPS - GOVERNMENT PARTNERSHIPS

