

# SURFING VICTORIA

Strategic Plan 2009-12

Surfing Victoria is recognized by the State Government of Victoria as the organizing body for surfing in Victoria. Surfing Victoria conducts a range of age and discipline events, also, educational programs to coaches, instructors, recreational surfers and competitors. Our services are delivered by a key network of regional coaches, affiliated clubs and surf schools. Benefits and insurance's are provided to our members and affiliated clubs and surf schools.

**Vision** - To position surfing as a key sporting, recreational and cultural pursuit for all Victorians.

**Mission** - To foster and develop members, at all levels through Surfing Victoria's competitions, programs, major events, affiliated surf schools and boardrider's clubs.

**Values** - Surfing Victoria is committed to the provision of competitive and recreational opportunities in a safe, healthy and clean environment.



## Core Partners



Co owner with Rip Curl of the iconic Rip Curl Pro mens and womens event at Bells Beach.

Contact details **SURFING VICTORIA**

PO Box 230, Torquay VIC 3228 **PHONE** (03) 5261 2907 **FAX** (03) 5261 4460 **WEB** [www.surfingaustralia.com](http://www.surfingaustralia.com)

**Executive Director: Max Wells** [max@surfingvic.com](mailto:max@surfingvic.com) **Deputy Director: Elley Harrison** [elleyh@surfingvic.com](mailto:elleyh@surfingvic.com)

## Management & Governance

Objective	Strategic Priorities	Key Performance Indicators
To implement and be committed to the highest standards of management and governance ensuring Surfing in Victoria is sustainable and professionally managed	Foster good governance for Surfing Victoria and its members, and maintain good financial management practices	Compliance with constitutional requirements, statutes and adherence to policies, legislation and management practices
	Continue to develop, strengthen and maintain relationships and partnerships with key stakeholders and seek additional sponsorship/ grants to grow sources of revenue	Stakeholder satisfaction with level of communication and administration practices, sponsorship plan to exceed current levels of annual revenue
	Develop a long-term office plan that addresses the needs of Surfing Victoria staff, clubs and the surfing community	A long-term office plan in place to ensure the longevity of a growing organization and its needs

## Participation

Objective	Strategic Priorities	Key Performance Indicators
To grow participation and interest in surfing through a range of targeted development programs	Continue to develop and expand targeted participation programs for surfers of all abilities and skill level, increase community awareness of Surfing Victoria and opportunities to participate in surfing	5% increase in the number of participants accessing surfing events or programs
	Development of surf event(s) that include multiple disciplines targeting the beginner to intermediate level of competition	Event established with an annual increase in participation

## Junior Development and High Performance

Objective	Strategic Priorities	Key Performance Indicators
To foster and support Victorian athletes at national and international level through a clear and well-structured athlete development pathway	Clear development pathways created for junior surfers in Victoria and prioritize resources towards areas that will maximize the number of Victorian surfers competing at National and International level	Funding and resources are applied effectively to maximize the development of Victorian Surfers for competition at National and International level.
	Implement high performance training opportunities to participants of all ages and disciplines	Annual increase in the number of Victorian surfers lifting their rankings in Australia.
	Identify, upskill and promote coaches and mentors dedicated to junior development and high performance	Increased number of elite level coaches trained to meet Australian Sports Commission guidelines

## Sport Development

Objective	Strategic Priorities	Key Performance Indicators
To grow the number of coaches, officials, administrators and volunteers and ensure these individuals are well resourced and professionally developed (skilled)	Offer professional development opportunities including Level 1 & 2 Surf Coaching and Judging & Officiating courses	Increase in the number of attendees at respective professional development courses
	Develop and maintain a club coach and judging pathway, with opportunities for professional development at major events	Club Coach and Judging Development pathway implemented
	Provide refresher/upskill opportunities to event officials to ensure improved officiating capacities while actively recruiting, training and retaining new judges and event staff to ensure ongoing succession	Increase in skill level of existing officials and increase the number of officials available to utilize at events

## Membership & Stakeholder's

Objective	Strategic Priorities	Key Performance Indicators
Maintain and develop strong relationships with key stakeholders, which allow Surfing Victoria to provide high quality service to the members	Ensure long-term viability and partnership of major iconic event, the Rip Curl Pro	Longterm partnership contract in place
	Continue to develop strong relationships with Victorian Government agencies	Level of Victorian Government involvement in Surfing Victoria's programs and events
	Work with the media to increase the profile of Surfing Victoria events and programs	Electronic database established and distribution of results and images conducted
	Increase sponsorship portfolio, to enable long-term viability of existing events and programs, also addition of new events to the calendar	Increase in sponsorship