



# 2019 EVENT PROPOSAL

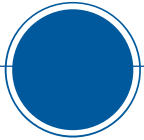


“ TO PROVIDE THE OPPORTUNITY  
FOR AUSTRALIAN AMATEUR  
SURFERS TO COMPETE FOR A  
NATIONAL TITLE ”  
– PURPOSE

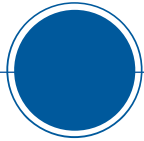


# 2018 EVENTS HIGHLIGHTS IN TWEED

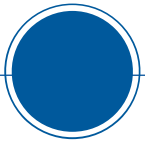
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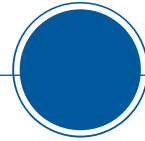
**432**  
COMPETITORS



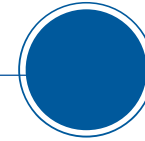
**487**  
TOTAL SOCIAL &  
ONLINE MEDIA HITS



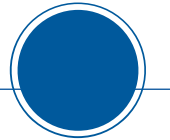
**32.3K+**  
TOTAL WRAP CLIP  
VIEWS



**133K+**  
TOTAL SOCIAL MEDIA  
REACH



**\$159K+**  
TOTAL MEDIA  
VALUE



**17M+**  
TOTAL ONLINE  
MEDIA REACH







The Australian Surf Championships combines 5 National Titles over an 18 day period:

- Australian Surfmasters Titles
- Australian Longboard Titles
- Australian Bodyboard Titles
- Australian Logger Titles
- Australian Adaptive Titles (new to event)

# ABOUT THE EVENT

The Australian Surf Championships (formerly Australian Surf Festival) started in 1963 and is the longest running surf event in Australian history incorporating over 500 surfers between 16-60 years of age. For the last two years, the event has run in the Tweed Shire.



# SURFING AUSTRALIA SPORT DEVELOPMENT PATHWAY



A national junior participation program for 5-12 year olds.  
Incorporating our foundation initiative, which creates the opportunity for Australian kids to surf for life

10,000 participants per season



A national junior competition series to cater for micro groms from Under 8 through to Under 14

800 participants per season



State Junior Surfing Titles for 6 States including 18 events from Under 14 through to Under 18 Boys and Girls  
  
Selection event for Surf Dive 'n' Ski Australian Junior Surfing Titles

1120 participants per season



A nationwide, 3-event junior surfing series for surfers between the ages of 14 years - 18 years.

Sanctioned by World Surf League

300 participants per season



National Boardriders Club competition series to promote clubs and build capacity in clubs.

Offers \$106,000 cash and prizes.

Sanctioned by World Surf League

65+ boardriders clubs

NATIONAL TITLES

Surf Dive 'n' Ski Australian Junior Surfing Titles

Australian Surf Festival including:  
- Open Longboard  
- Bodyboard  
- Surf Masters

Australian SUP Titles

nudie Australian Adaptive Surfing Titles

Australian Indigenous Surfing Titles

10,000 participants per season

NATIONAL TEAMS



Australian Olympic Squad

Woolworths Australian Junior Team  
Open Masters SUP  
Longboard Bodyboard Adaptive

800 participants contesting 60 National Titles



State of the art high performance training facility designed for Australia's elite surfing talent and supported by the Australian Institute of Sport (AIS).

The HPC also offers programs for recreational surfers

Over 2000 participants annually



Held annually to preserve the history of Australian surfing and honour its great achievers.

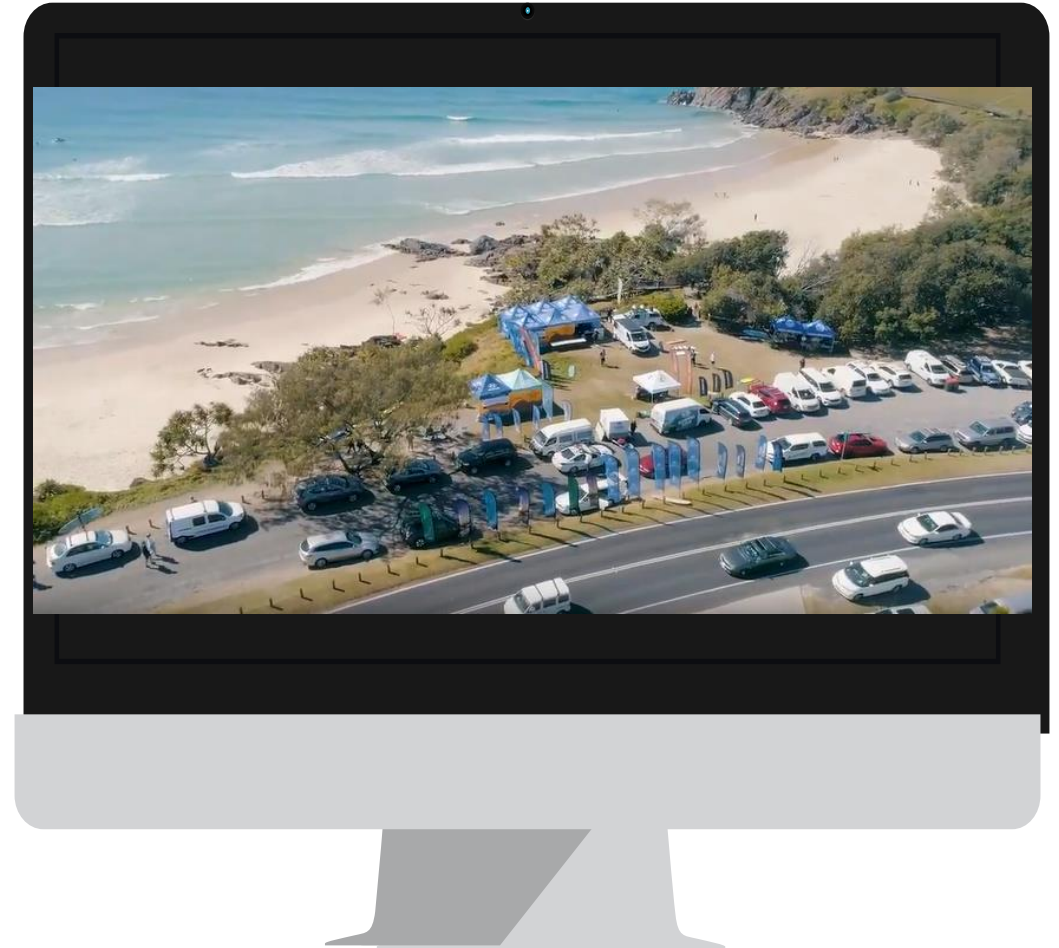
350 attendants annually



# 2019 AUSTRALIAN SURF CHAMPIONSHIPS

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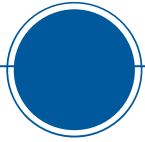
- Dates: 9<sup>th</sup> – 26<sup>th</sup> August, 2019
- 5 National Titles disciplines
- 18 day period
- Over 40 divisions / National Title winners



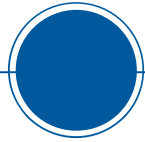


# 2019 EVENT DATES

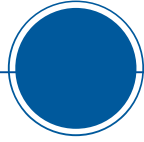
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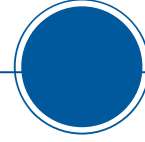
9<sup>th</sup> August  
OPENING CEREMONY  
(INCLUDING WELCOME  
TO COUNTRY BY  
JURAKI)



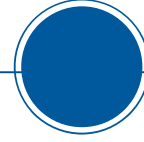
10<sup>th</sup> – 17<sup>th</sup>  
LONGBOARD



18<sup>th</sup>  
ADAPTIVE



19<sup>th</sup>-23<sup>rd</sup>  
SHORTBOARD

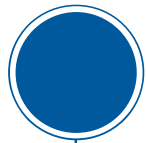


24<sup>th</sup>-26<sup>th</sup>  
BODYBOARD



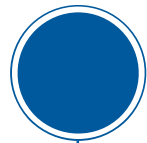
# COMPETITORS

162



SURFMASTERS

214



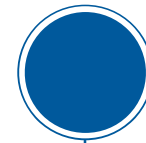
LONGBOARD

63



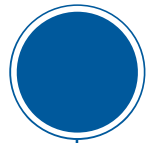
LOGGER

96



BODYBOARD

25



ADAPTIVE

560 TOTAL COMPETITORS





# COMPETITOR BREAKDOWN

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| COMPETITORS |     |
|-------------|-----|
| Locals      | 20  |
| Intrastate  | 134 |
| Interstate  | 406 |
| Overseas    | N/A |

| SUPPORT STAFF, MEDIA,<br>SPONSORS, OFFICIALS,<br>VOLUNTEERS |     |
|---|-----|
| Locals  | 54  |
| Intrastate  | 45  |
| Interstate  | 49  |
| Overseas  | N/A |

## EDUCATION COURSES

- Level 1 Coaching Course Program
- Level 1 Judging Course Program
- Surfer's Rescue 24/7







# COMMUNITY INVOLVEMENT

- SAE Group (Naming Rights Partner)
- Cabarita Boardriders Club (club does BBQ's to raise funds for club) + wildcard entries into events
- Cabarita Longboard Club (club does BBQ's to raise funds for club) + wildcard entries into events
- Surfing NSW
- North Star Holiday Park (including Ripples Café for catering)
- Juraki (Indigenous community)



# SUSTAINABILITY- AUSTRALIA'S FIRST SOLAR POWERED SURFING EVENTS

# NEW-LOOK 2019 EVENT

- New branding for 2019 event – Australian Surf Championships
- Seeded format to be integrated into 2019 event to increase participation
- 100 more competitors than 2018 event
- Prize Money for Open Men's and Women's division
- Adaptive Titles new to event

# CONTENT PRODUCTION

## CONTENT INCLUDES:

- 5 x 1 min clips (1 per discipline)
- 1 x 3-4 min overall event wrap clip
- VNRs
- **BRAND INTEGRATION:**
- Logo included in content graphics
- Integration into social media + social media handles reinforcing brand positioning
- Access to all content created for your own marketing usage





# SURFING AUSTRALIA OWNED CHANNELS



**Facebook**  
 SA: 157,752  
 mySURF.tv: 159,848  
 HPC: 19,099  
 SurfGroms: 12,406  
 ASA: 1,094  
 TOTAL: 350,199

**Instagram**  
 mySURF.tv: 124,302  
 SA 64,983  
 HPC: 20,989  
 SurfGroms: 2,107  
 ASA: 782  
 TOTAL: 213,163

**Twitter**  
 SA: 9,325

**Youtube**  
 TOTAL: 3,609

TOTAL FANS:  
 576K+

Content to feature on SA social channels

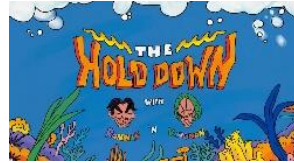


**Surfing Australia TV** is a monthly, half-hour program broadcast on Channel 9 + repeats on GO! and Fox Sports that showcases the organisation's many different programs from junior development, through to elite athlete coaching, event management and industry education.

Surfing Australia TV airs on the third weekend each month

AUDIENCE PER MONTH: 125K+  
 REACH PER MONTH: 257K+

Event wrap clip to feature on SA TV



**Surfing Australia TV** presents "The Hold Down" is a summer edition TV series hosted by Ronnie and Vaughan Blakey

One of surfing's most influential family duos have 9 x 30 minute shows on Channel 9 + repeats on GO! and Fox Sports over summer 2018/19 to count down the biggest moments and people in surfing with their TOP 5.

Airs from Dec – Feb annually.

FIGURES STILL TO COME

Event wrap clip feature on mySURF.tv



**mySURF.tv** is Surfing Australia's new digital content platform, and its purpose is to inspire and engage through sharing stories of the surfing lifestyle.

mySURF.tv generates approximately 1.5 million video views per month.

MONTHLY REACH:  
 1.5M

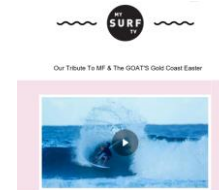
Event wrap clip feature on mySURF.tv



**Surfing Australia** platforms, on average, reach 45,000+ users per month and more than 210,000+ page views per month

PAGE VIEWS PER MONTH:  
 210K

Brand features on sa.com



**The mySURF.tv weekly** EDM is distributed every Wednesday to 16,000+ Members

Open Rate = 11.13%  
 CTR = 17.91%

READERSHIP PER MONTH:  
 64K



**The Weekly Wave** is an EDM distributed every Thursday to 17,500+ Members

Open rate: 12.56%  
 CTR: 6.03%

READERSHIP PER MONTH:  
 70K

Content to feature in Weekly Wave EDM

# BENEFITS

- Host Council rights to event
- Support Partnership rights to the Australian Surf Festival
- Partner representation on all event collateral
- Signage and branding opportunities
- Logo on all event marketing collateral
- Inclusion in event digital content production and distribution
- PR + photography service each day of the event
- Mass broadcast on SA TV on Channel 9 + repeats on GO!
- Comprehensive event report





# BEACH TO BROADCAST

1. HOST AUSTRALIA'S LONGEST RUNNING SURFING EVENT
2. CONTINUE BRINGING AUSTRALIA'S BEST TO THE TWEED
3. CEMENT NSW AS THE HOME OF AUSTRALIAN SURFING

COST + TERM  
\$30K + GST P.A  
2019 EVENT





**SURFING  
AUSTRALIA**

*Sharing the Stoke*

**THANK YOU**