



President 's Report

AGM 2024

5th July • Arugambay

Surfing Federation of Sri Lanka

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Introduction

Dear Members,

I am honored to present the President's Report for the Surfing Federation of Sri Lanka at our Annual General Meeting 2024. This report includes our achievements, challenges, and progress since the current committee was elected in November 2022. Over the past year and a half, we have made remarkable strides in enhancing the profile and capabilities of surfing in Sri Lanka, thanks to the collective efforts and dedication of our committee, members, and supporters.

Warm Regards

Aruna Saman Kumara

President - 2022 to 2024



Key Achievements & Highlights



1. National and International Competitions:

Since November 2022, our surfers have participated in numerous national and international competitions, showcasing their talent and bringing home several accolades. Notably, our representation at the 2023 Asian Surfing Championships in Maldives resulted in bringing home the bronze medal, marking it a significant milestone for Sri Lankan surfing.

2. Junior Competitions and Rankings:

We have successfully organized several junior competitions over the past year, fostering young talent and creating a competitive environment. We are proud to announce the establishment of a junior competitor ranking system, which has already started to motivate our young surfers to achieve higher standards.

3. ISA Course Presenter:

In a significant milestone, we have secured Mr. Pat Renaud, as the official course presenter from the International Surfing Association (ISA), to conduct ISA courses in Sri Lanka. This is a crucial step towards improving the training and certification of our surfers and coaches.

Key Achievements & Highlights



03. Lifesaving Classes:

We have conducted free lifesaving classes within certain surf villages in collaboration with the STF and Police Lifesaving Unit. These classes have trained locals and non-surfers in handling emergencies, thereby enhancing the safety of our surfing communities. This initiative has been instrumental in promoting safety and preparedness among our coastal communities, ensuring that help is readily available in times of need.

5. ISA ILS Course Trainers:

We are also in the process of training two Sri Lankan individuals to become ILS course conductors. Their names and qualifications have been submitted for approval by the ISA, and we are elated & optimistic about having our own certified trainers soon.

4. Regional Alliances:

Our federation has formed & notably strengthened its position within the Asian Surfing Federation. We have also forged close alliances & worked closely with the Maldivian Surf Federation, Surf Federation of India & The Saudi Surfing Federation. These partnerships are vital for regional collaboration, exchange of knowledge, and joint initiatives that will benefit our surfers.

Key Achievements & Highlights



6. Sponsorships and Partnerships:

We have been able to obtain several key sponsorships and partnerships, providing short-term financial boosts and allowing us to invest more in athlete development and competition participation for certain events and tours. Notable partnerships include our collaboration with the Tourism Board, Sri Lankan Airlines, and Redbull Sri Lanka. While these sponsorships have significantly helped in promoting Sri Lanka as a premier surfing destination and supporting specific events, we recognize the need for more consistent and long-term financial support to ensure sustainable growth.

7. Financial Dues to ISA:

After extensive efforts and numerous conversations and lengthy negotiations with the ISA for several months, we are delighted to announce that we successfully organized an installment payment system for our dues of \$2,500. Completing these payments has been a significant achievement for us, reflecting our commitment and dedication to the growth of surfing in Sri Lanka. This heartfelt accomplishment was made possible through the unwavering support of our members and stakeholders, who have stood by us through this challenging journey.

Additional support & Mentions



Social Media Marketing:

We are pleased to inform that we now have our first dedicated employee for social media marketing. This position has been made possible through the generous financial support of *Sandika Thushara* (Competition Director) and *Lalaka Palliyaguruge* (Treasurer), who have graciously funded the monthly salary of Rs 30,000 for the past 12 months. Their commitment has significantly enhanced our outreach efforts, allowing us to engage more effectively with our community and stakeholders. We express our sincere gratitude to Sandika Thushara and Lalaka Palliyaguruge for their invaluable contribution to the federation.

Web Domain and Hosting Support:

It is also with deep appreciation that we acknowledge the ongoing support of *Lahiru Chamara*, our past committee member who served as the coordinator for international relations and communications. Since the inception of the federation, Lahiru Chamara has generously paid for the web domain and hosting charges, ensuring the online presence and communication channels of the federation remain operational and accessible. We are immensely grateful to Lahiru for his dedication and continuous support.

Carothers Family Support:

We are profoundly thankful to Tiffany & Cody Carothers for their ongoing support for the federation. Their dedication has been particularly evident in the formation and development of the Arugambay Girls Surf Club, the first female surf club to join our federation. This milestone is a significant step forward in promoting female participation in surfing, and we are deeply grateful for their contribution to empowering young women in our surfing community.

Challenges and Call for support



1. Sponsorship and Financial Aid:

Despite our progress, securing continuous sponsorships and financial support remains a critical challenge. We urge all surf clubs and stakeholders to unite in strengthening the financial foundation of Sri Lankan surfing. Building strong, long-term relationships with sponsors and exploring new revenue streams is essential for sustainable growth. Consistent funding is crucial for maintaining programs, supporting athletes, and expanding our reach.

To ensure financial stability, we must innovate in generating revenue. This includes seeking new sponsors, organizing fundraising events, and applying for grants. A sustainable funding model will enable us to expand programs, support athletes, and invest in necessary infrastructure.

Challenges and Call for support



2. National Coach and Team Selections:

Securing a national coach is one of our urgent priorities. We have successfully completed the national team selections and are now focused on finding a qualified candidate to provide structured and professional coaching. Recognizing the critical need for such guidance to elevate the performance of our surfers, we are actively seeking a coach who can help our athletes reach their full potential. We are working on securing the necessary funds and facilities to support this role. A national coach will offer essential training, strategic direction, and support, enabling our team to compete at international levels and bring home accolades. This role is vital for the continued success and growth of Sri Lankan surfing, ensuring our athletes are well-prepared and competitive on the global stage.

3. Female Participation:

There is a pressing need to improve the participation of females in surfing. We must encourage more women to join the federation and take up surfing. Their involvement is essential for the growth and diversity of our sport. We are committed to creating a supportive and inclusive environment for female surfers and are actively working on initiatives to promote and encourage their participation. Increasing female participation will enrich our sport and bring new perspectives and talents to the forefront.

Challenges and Call for support



5. Athlete Welfare:

Ensuring the welfare and well-being of our athletes is paramount. We have identified the need for enhanced support services, including surfing equipment, health resources, career planning assistance, and more importantly, financial support especially when chosen to train for the national team. This area needs to be heavily looked into to help our athletes balance their sporting careers with personal development. Providing comprehensive support will enable our athletes to focus on their training and competitions without undue stress. National squad

6. Community Engagement:

While our development programs have reached many young surfers, there is room for increased community engagement. We aim to foster a more inclusive surfing culture by organizing more community-based events and outreach programs. Engaging with the community will help us promote surfing as a healthy and enjoyable activity, attract new participants, and build a strong support network.

Future Goals And Vision



International Competitiveness:

We aim to enhance our international presence by providing our athletes with more opportunities to compete abroad. Our immediate focus is on preparing for the 2024 Asian Games in the Maldives, where we plan to send a strong contingent of surfers to represent Sri Lanka. We are hoping to send a team of eight talented surfers to represent Sri Lanka, including participants in the Men's, Women's, and Junior categories. Competing at such prestigious events will provide valuable experience and exposure for our athletes.



Future Goals And Vision



Grassroots Development:

We will continue to expand our grassroots development competitions, with the goal of identifying and nurturing talent from a young age. Establishing more regional competitions will be a priority. We encourage all clubs to do the same to strengthen the future of Sri Lankan surfing. Investing in grassroots development is crucial for ensuring a steady pipeline of talented surfers who can represent Sri Lanka at national and international levels.

Tri-Nation Association:

We are excited to announce our participation in a tri-nation association with the Maldives and India. This collaboration aims to enhance regional cooperation and development in surfing. As part of this initiative, we are looking forward to adding Sri Lanka as a host for international surf competitions. Hosting such events will not only boost the profile of Sri Lankan surfing but also provide our surfers with valuable competitive experience on home soil.

Call to Action

Unified Support from all surfers in Sri Lanka

It is imperative that all surf clubs across Sri Lanka unite to support and strengthen our federation. Only through a unified approach can we pool our resources, share our collective knowledge, and present a cohesive and formidable presence in the global surfing community.

As we look to the future, I earnestly urge every office bearer, member, and surf club to actively participate in our initiatives and collaborate to overcome the challenges we face. Your unwavering support is essential in securing the sponsorships and financial aid needed to build a strong network that will propel Sri Lankan surfing to unprecedented heights.

This is not just about the federation; it is about every surfer in Sri Lanka coming together to achieve our shared vision of a bright and promising future for surfing in our beautiful country. Together, we can create an environment where our surfers can thrive, excel, and bring glory to Sri Lanka on the international stage. Let us move forward with unity and determination, knowing that our collective efforts will make a lasting impact. Together, we can achieve greatness and ensure a vibrant future for Sri Lankan surfing.



Conclusion



In conclusion, I am immensely proud of the progress we have made since November 2022. Our achievements are a testament to the dedication, hard work, and passion of our athletes, coaches, committee members, and volunteers. Despite the challenges we have faced, our collective efforts have brought us closer to realizing the true potential of Sri Lankan surfing.

As we look to the future, I am filled with hope and excitement. Our journey has only just begun, and with your continued support and unity, we can overcome any obstacle. Together, we will build a stronger, more vibrant surfing community that inspires future generations and brings pride to our beautiful nation.

Let us move forward with renewed energy and commitment, knowing that our shared vision of a bright future for Sri Lankan surfing is within reach. Thank you for your unwavering support and dedication to the Surfing Federation of Sri Lanka. Let's continue this journey together, united by our love for the sport and our dream of reaching new heights.





THANKYOU

Thank you for your unwavering support and dedication to the
Surfing Federation of Sri Lanka.

Let us move forward together, united in our passion for surfing
and our vision for a bright future for Srilankan Surfing