

A high-angle, action shot of a surfer riding a massive barrel wave. The surfer is positioned in the center of the wave's tunnel, wearing a pink and blue wetsuit and riding a blue surfboard. The water is a vibrant turquoise color, and the wave's crest is breaking into white foam. The overall scene is dynamic and captures the intensity of the sport.

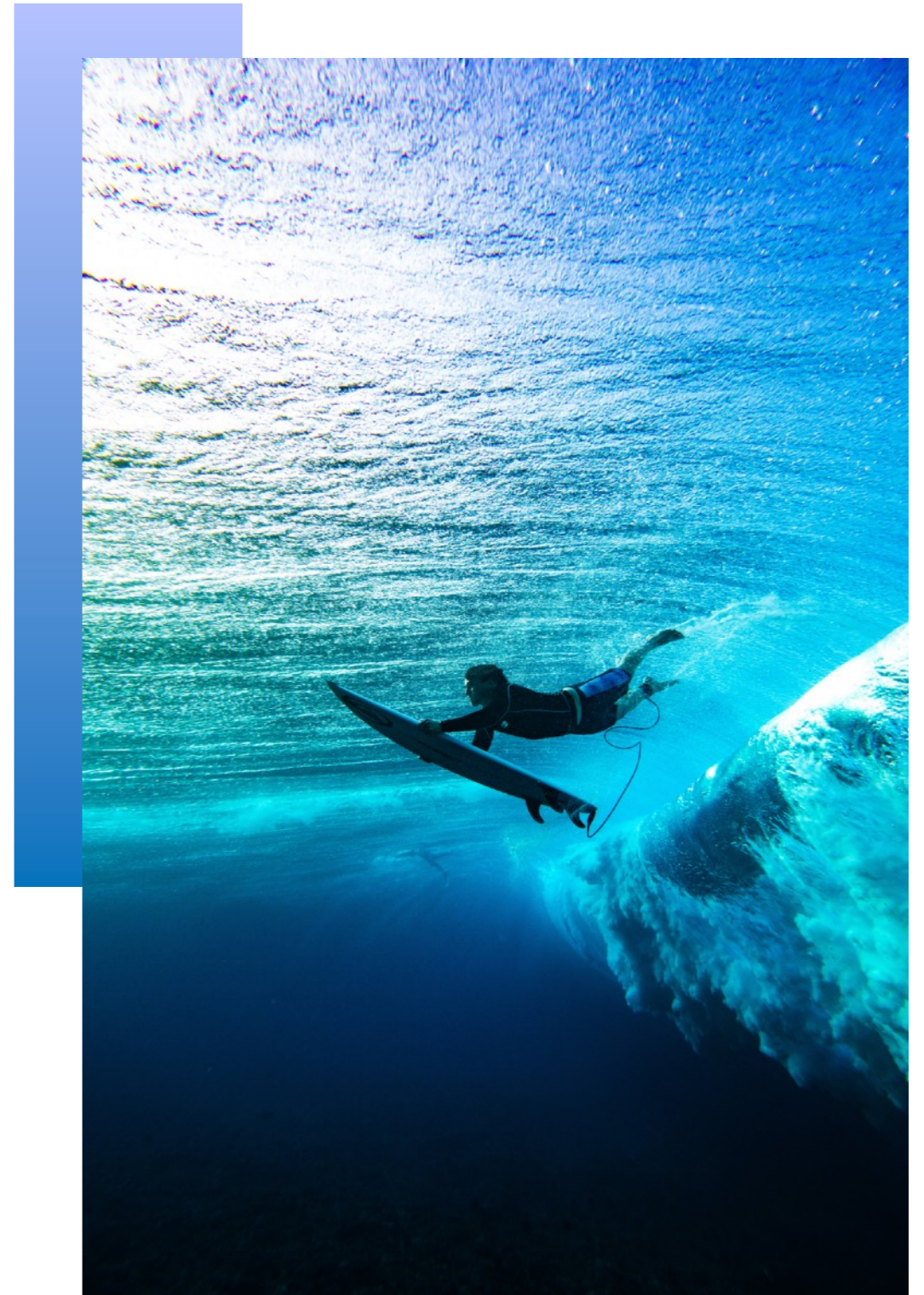
isasurf



# Annual Report

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## MESSAGE FROM THE PRESIDENT

Dear ISA Family,

2024, what an amazing year for surfing! I am so proud and grateful for our community and collective achievements. This year has been transformative for our sport, full of competitive drama, unity of purpose, and passion for the water.

Our second Olympic appearance at the Paris 2024 Games, held in the sacred waves of Teahupo'o, Tahiti, was nothing short of spectacular. The performances of our athletes captivated the world, creating one of the most indelible and iconic images in the history of the Olympics. Tahiti not only highlighted our sport's global appeal but also reinforced our rightful place as a permanent fixture on the Olympic stage.

As we look to the future, particularly the LA28 Olympic Games, we remain fully committed to our mission to grow the sport globally, and to make a better world through surfing. We will continue to focus on enhancing athlete development, supporting our member federations, and advocating for a healthy, sustainable ocean and planet.

My love and gratitude go to our athletes, member federations, partners, and supporters. Together, we have paddled hard and ridden the beautiful waves of 2024 with resilience and passion. Let us continue to celebrate our common love for the water and the waves that inspire us.

With deep appreciation, Fernando Aguerre

# EXECUTIVE SUMMARY

Celebrating the 60th anniversary of our founding in 2024, the ISA achieved significant milestones in the course of the year that underscored its commitment to advancing surfing worldwide. A highlight of the year was surfing's successful second Olympic appearance at the Paris 2024 Games, held in Teahupo'o, Tahiti, where athletes showcased exceptional performances on a global stage.

The ISA also hosted 6 world championship events, including the ISA World Surfing Games and final Olympic qualifier in Puerto Rico. The ISA World Longboard, World Junior, and World Masters Surfing Championships were all held in Surf City El Salvador. The ISA World SUP and Paddleboard Championship returned to Copenhagen, Denmark, and the ISA World Para Surfing Championship in Huntington Beach, USA celebrated the amazing talents of the world's best para surfers.

Governance enhancements and leadership updates were made during the 2024 Annual General Meeting, led by ISA President Fernando Aguerre, reflecting the organization's dedication to effective leadership and strategic development.

Financially, the ISA maintained transparency and accountability, as evidenced by the publication of its audited financial statements.

These accomplishments highlight the ISA's ongoing efforts to promote surfing's growth, inclusivity, and excellence on the global stage.



# KEY HIGHLIGHTS OF 2024

## Paris 2024 Olympics – Tahiti

The ISA proudly celebrated surfing's second Olympic appearance at the Paris 2024 Olympic Games, held in the legendary waves of Teahupo'o, Tahiti. This event showcased the sport's unparalleled beauty and high-performance level on a truly global stage, reinforcing surfing's worthy place within the Olympic movement. With world-class athletes competing in one of the most challenging and picturesque locations in the world, the competition received global media coverage, enhancing the sport's visibility and inspiring the next generation of surfers.



Gabriel Medina - Photo: Jerome Brouillet

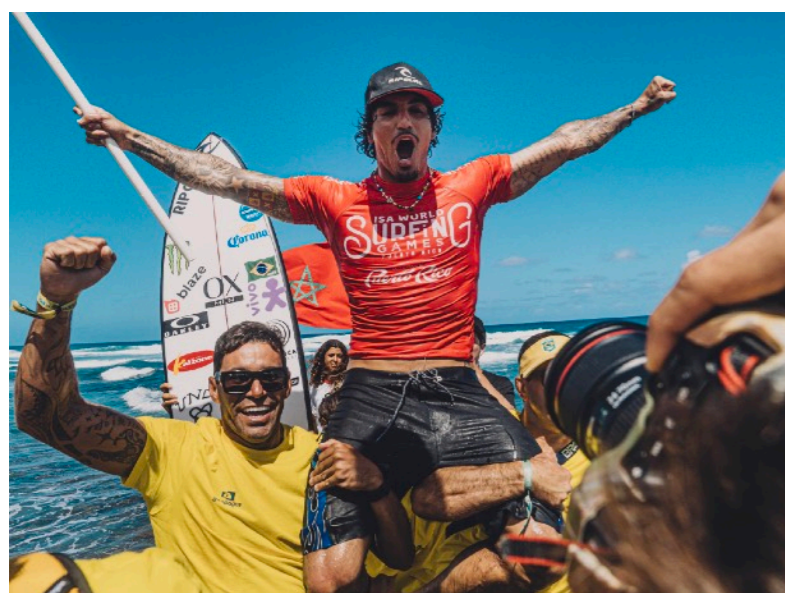


Surfing's Olympians prior to the opening ceremony

## ISA Global Competitions & Events

### ISA World Surfing Games – Puerto Rico

The 2024 ISA World Surfing Games, held in Arecibo, Puerto Rico, served as the final Olympic qualification event, attracting the world's best surfers vying for the remaining spots at the Paris 2024 Olympics. With a vibrant and engaged local community supporting the athletes in Arecibo, this competition further solidified the ISA's commitment to providing a fair, competitive pathway to the Games while promoting surfing's expansion in the Caribbean region.



### ISA Longboard Surfing Championship – El Salvador

A record-breaking 129 athletes from 39 countries celebrated the opening of the 2024 Surf City El Salvador ISA World Longboard Championship on the shores of the iconic right-hand point break El Sunzal.



### ISA World Junior Surfing Championship – El Salvador

The 2024 ISA World Junior Surfing Championship, hosted in El Salvador, brought together the sport's brightest young talents, reinforcing the ISA's developmental pathway for future world-class athletes.



## ISA Global Competitions & Events

### ISA World SUP and Paddleboard Championship – Copenhagen, Denmark

Over 180 athletes, representing 41 national teams, marched along Copenhagen's stunning harbor and picturesque canals for the Parade of Nations, flying their flags high as they proudly represented their countries. The flags of eight teams, from three continents, featured for the very first time in a WSUPPC parade; Latvia, Lebanon, Norway, Scotland, Senegal, Slovakia, South Korea and Thailand.



### ISA World Masters Championship – El Salvador

The world's best surfers over the age of 40 gathered in Surf City El Salvador to celebrate the opening of the 2024 ISA World Masters Surfing Championship (WMSC). Last held in 2013, the return of the WMSC was welcomed with excitement from the competitors, most of whom had not had the opportunity to compete internationally for many years.



### ISA World Para Surfing Championship – Huntington Beach, California

The 2024 ISA World Para Surfing Championship (WPSC) was held in Surf City USA for the second year in a row. The event featured nearly 150 athletes, representing 25 national teams, and 9 different Para Surfing Sport Classes. Every year the heightened performances and increased rivalries push the sport to new levels.



### Annual General Meeting (AGM) & Election Results

The 2024 ISA AGM marked an important milestone in the organization's leadership, with elections shaping the future direction of the sport. Delegates from ISA Member Federations gathered to discuss governance updates, strategic initiatives, and the growth of surfing worldwide.

### Growth in Membership & Athlete Development Programs

The ISA experienced significant growth in membership and athlete development initiatives, reflecting the expanding reach of surfing as a global sport.

- Increase in new ISA Member Federations, particularly in emerging surfing regions.
- Expansion of coaching and judging certification programs, ensuring global standards in officiating and athlete development.
- Strengthening of Para Surfing and Women's Surfing programs, fostering greater inclusivity and accessibility in the sport.



# MEDIA ROI HIGHLIGHTS FROM ALL EVENTS

## Paris 2024 Olympics – Tahiti

The chart below summarizes the ISA's Social Media performance in Paris 2024 comparison to Tokyo 2020.

	TOKYO 2020	PARIS 2024
ISA INSTAGRAM GROWTH	8%	<b>29%</b>
ISA INSTAGRAM INTERACTIONS	104.000	<b>445.000</b>
ISA INSTAGRAM VIDEO VIEWS	20.000	<b>18.600.000</b>
ISA YOUTUBE SUSCRIBERS GROWTH	2%	<b>34%</b>
ISA YOUTUBE VIDEO VIEWS	36.000	<b>324.000</b>
<u>ISASURF.ORG</u> VISITS	150.000	<b>440.000</b>
<u>ISASURF.ORG</u> PAGE VIEWS	274.000	<b>655.000</b>
FACEBOOK INTERACTIONS	68.000	<b>160.000</b>

## ISA World Surfing Games – Puerto Rico

The 2024 WSG delivered record Marketing & Media ROI:

- 2.7 million social media interactions between ISA platforms and tracked third party accounts.
- 45 million video views across ISA social media platforms.
- 4.3 million webcast views. The agreement created with Olympic online broadcaster “CazeTV” in Brazil broke a record of the most viewed surf event in Brazil adding 1.2M views to the views on our website.





# ISA EVENTS

## 2024 ISA World Surfing Games – Arecibo, Puerto Rico (February 23<sup>rd</sup> to March 3<sup>rd</sup>)

National Teams:

**55**

Athletes:

- Men's Division: **147**
- Women's Division: **119**

Officials:

**162**

Team Champion:

**Brazil**



### Men's Open:

- Gold: Gabriel Medina (BRA)
- Silver: Ramzi Boukhiam (MAR)
- Bronze: Kauli Vaast (FRA)
- Copper: Joan Duru (FRA)

### Women's Open:

- Gold: Sally Fitzgibbons (AUS)
- Silver: Tatiana Weston Webb (BRA)
- Bronze: Johanne Defay (FRA)
- Copper: Nadia Erostarbe (ESP)

## 2024 ISA World Longboard Championship – Surf City, El Salvador (April 19<sup>th</sup> to April 25<sup>th</sup>)

National Teams:

**39**

Athletes:

- Men's Division: **68**
- Women's Division: **61**

Officials:

**56**

Team Champion:

**Hawaii**



### Men's Open:

- Gold: Kai Sallas (HAW)
- Silver: Taka Inoue (JPN)
- Bronze: Rodrigo Sphaier (BRA)
- Copper: Edouard Delpero (FRA)

### Women's Open:

- Gold: Honolua Blomfield (HAW)
- Silver: Rachel Tilly (USA)
- Bronze: Natsumi Taoka (JPN)
- Copper: Zoé Grospiron (FRA)

## 2024 ISA World Junior Surfing Championship – Surf City, El Salvador (May 3<sup>rd</sup> to May 12<sup>th</sup>)

National Teams:

**54**

Athletes:

- Men's Division: **251**
- Women's Division: **190**

Officials:

**233**

Team Champion:

**Australia**



### Boy's U18:

- Gold: Dane Henry (AUS)
- Silver: Fletcher Kelleher (AUS)
- Bronze: Rickson Falcão (BRA)
- Copper: Ikko Watanabe (JPN)

### Girl's U18:

- Gold: Vaihiti Inso (HAW)
- Silver: Tya Zebrowski (FRA)
- Bronze: Sara Freyre (USA)
- Copper: Milla Brown (AUS)

### Boy's U16:

- Gold: Dylan Donegan (ESP)
- Silver: Lukas Skinner (ENG)
- Bronze: Thiago Passeri (ARG)
- Alexis Owen (NZL)

### Girl's U16:

- Gold: Ziggy Mackenzie (AUS)
- Silver: Clémence Schorsch (FRA)
- Bronze: Louise Le Pront (RSA)
- Copper: Eden Walla (USA)

## 2024 ISA World SUP & Paddleboard Championship – Copenhagen, Denmark (September 16<sup>th</sup> to September 22<sup>nd</sup>)

National Teams:

**39**

Athletes:

- Men's Division: **172**
- Women's Division: **146**

Officials:

**53**

Team Champion:

**Spain**



## 2024 ISA World SUP & Paddleboard Championship – Copenhagen, Denmark (September 16<sup>th</sup> to September 22<sup>nd</sup>)

### Men's SUP Sprint Race:

- o Gold: David Leão (BRA)
- o Silver: Manuel Hoyuela (ESP)
- o Bronze: Noic Garioud (FRA)
- o Copper: Christian Andersen (DEN)

### Women's Prone Distance Race:

- o Gold: Molly Roodhouse (ENG)
- o Silver: Yurika Horibe (JPN)
- o Bronze: Judit Verges (ESP)
- o Copper: Cornelia Rigatti (ITA)

### Men's SUP Technical Race:

- o Gold: Rai Taguchi (JPN)
- o Silver: Aaron Sanchez (ESP)
- o Bronze: Riccardo Rossi (ITA)
- o Copper: Clément Colmas (FRA)

### Women's Prone Technical Race:

- o Gold: Judit Verges (ESP)
- o Silver: Elise Daudignon (FRA)
- o Bronze: Cornelia Rigatti (ITA)
- o Copper: Yurika Horibe (JPN)

### Women's SUP Sprint Race:

- o Gold: Alba Alonso (ESP)
- o Silver: Cecilia Pampinella (ITA)
- o Bronze: Mélanie Lafenetre (FRA)
- o Copper: Mariecarmen Rivera (PUR)

### Women's SUP Distance Race:

- o Gold: Esperanza Barreras (ESP)
- o Silver: Mariecarmen Rivera (PUR)
- o Bronze: Duna Gordillo (ESP)
- o Copper: Rika Okuaki (JPN)

### Women's SUP Technical Race:

- o Gold: Duna Gordillo (ESP)
- o Silver: Esperanza Barreras (ESP)
- o Bronze: Mariecarmen Rivera (PUR)
- o Copper: Anais Guyomarch (FRA)

### Boy's SUP Technical Race:

- o Gold: Kotaro Miyahira (JPN)
- o Silver: Lluís Peroti (ESP)
- o Bronze: Vaic Garioud (FRA)
- o Copper: Nicolo Ricco (ITA)

### Men's Prone Distance Race:

- o Gold: Andrew Byatt (ENG)
- o Silver: David Buill (ESP)
- o Bronze: Donald Miralle (USA)
- o Copper: Oisín McGrath (IRL)

### Team Relay:

- o Gold: Japan
- o Silver: Spain
- o Bronze: France
- o Copper: USA

### Men's Prone Technical Race:

- o Gold: Andrew Byatt (ENG)
- o Silver: Baptiste Cochard (FRA)
- o Bronze: Carlos Alonso (ESP)
- o Copper: Oisín McGrath (IRL)

### Girl's SUP Technical Race:

- o Gold: Csillag-Virag Kocsis (HUN)
- o Silver: Alexia Soto (ESP)
- o Bronze: Soryn Preston (USA)
- o Copper: Cecilia Pampinella (ITA)

### Men's SUP Distance Race:

- o Gold: Rai Taguchi (JPN)
- o Silver: Clément Colmas (FRA)
- o Bronze: Kotaro Miyahira (JPN)
- o Copper: Ethan Bry (FRA)

## 2024 ISA World Masters Surfing Championship – Surf City, El Salvador (October 18<sup>th</sup> to October 24<sup>th</sup>)

National Teams:

**28**

Athletes:

- Men's Division: **60**
- Women's Division: **32**

Officials:

**16**

Team Champion:

**Brazil**



**2024 ISA World Masters Surfing Championship – Surf City, El Salvador (October 18<sup>th</sup> to October 24<sup>th</sup>)****Men's Masters 40+:**

- o Gold: Diego Rosa (BRA)
- o Silver: Gilbert Brown (CRC)
- o Bronze: Tyrell Johnson (RSA)
- o Copper: Hira Teriinatoofa (TAH)

**Men's Grand Masters 50+:**

- o Gold: Scott Schindler (AUS)
- o Silver: Jojó de Olivença (BRA)
- o Bronze: Pablo Diaz (PUR)
- o Copper: Dani Garcia (ESP)

**Men's Kahunas 60+:**

- o Gold: Eric Graciet (FRA)
- o Silver: Rodney Baldwin (AUS)
- o Bronze: Allen Sarlo (USA)
- o Copper: Suji Kasuya (HAW)

**Women's Masters 40+:**

- o Gold: Melanie Bartels (HAW)
- o Silver: Serena Brooke (AUS)
- o Bronze: Jacqueline Silva (BRA)
- o Copper: Lisbeth Vindas (CRC)

**Women's Grand Masters 50+:**

- o Gold: Rochelle Ballard (HAW)
- o Silver: Heather Clark (RSA)
- o Bronze: Andrea Lopes (BRA)
- o Copper: Siri Cota (USA)

**Women's Kahunas 60+:**

- o Gold: Becky Benson (HAW)
- o Silver: Roberta Borges (BRA)
- o Bronze: Barbara Roettger (PUR)
- o Copper: Sandra English (AUS)

2024 ISA World Para Surfing Championship – Huntington Beach, USA (November 3<sup>rd</sup> to November 9<sup>th</sup>)

National Teams:

55

Athletes:

- Men's Division: 147
- Women's Division: 119

Officials:

162

Team Champion:

Brazil



Men's Kneel/Upright

- Gold: Llywelyn 'Sponge' Williams (WAL)
- Silver: Dariel Melendez Davila (CRC)
- Bronze: Altair Olivares (CHI)
- Copper: Mark "Mono" Stewart (AUS)

Women's Kneel/Upright

- Gold: Audrey Pascual (ESP)
- Silver: Vera Quaresma (BRA)
- Bronze: Emma Dieters (AUS)
- Copper: Erin Koffel (USA)

Men's Prone 1

- Gold: Kai Colles (AUS)
- Silver: Joel Taylor (AUS)
- Bronze: Cleuson de Araujo Soares (BRA)
- Copper: Casey Proud (HAW)

## 2024 ISA World Para Surfing Championship – Huntington Beach, USA (November 3<sup>rd</sup> to November 9<sup>th</sup>)

### Women's Prone 1

- Gold: Sarah Bettencourt (USA)
- Silver: Paloma Oñate (ESP)
- Bronze: Jonne Moleman (NED)
- Copper: Suzanne Edwards (ENG)

### Women's Sit

- Gold: Cass Eckroth (USA)
- Silver: Alana Nichols (USA)
- Bronze: Lisa Franks (CAN)
- Copper: Alina Garbuzov (HAW)

### Women's Stand 2

- Gold: Zoe Smith (ENG)

### Women's VI 1

- Gold: Marta Paço (POR)
- Silver: Valentine Moskoteoc (FRA)
- Bronze: Carmen Lopez (ESP)
- Copper: Juliette Mas (FRA)

### Men's Prone 2

- Gold: Freddy Marimon (COL)
- Silver: Davi Teixeira de Aguiar (BRA)
- Bronze: Cliff Gralton (AUS)
- Copper: Jose Martinez (USA)

### Men's Stand 1

- Gold: Shingo Kato (JPN)
- Silver: Camilo Abdula (POR)
- Bronze: Maxime Clarkin (FRA)
- Copper: Suguru Nara (JPN)

### Men's Stand 3

- Gold: Luciano Mercindo Silveira (BRA)
- Silver: Colin Cook (HAW)
- Bronze: Eric Dargent (FRA)
- Copper: Naomichi Katsukura (JPN)

### Men's VI 2

- Gold: Pierrot Gagliano (FRA)
- Silver: Roy Steven Calderon Vargas (CRC)
- Bronze: Luis Medina (CHI)
- Copper: Matt Formston (AUS)

### Women's Prone 2

- Gold: Jocelyn Neumueller (AUS)
- Silver: Sarah Almagro (ESP)
- Bronze: Georgina Milagros Melatini (ARG)
- Copper: Beatrice Duran (FRA)

### Women's Stand 1

- Gold: Catalina Castro (CHI)
- Silver: Chikako Takao (JPN)
- Bronze: Anne-Marie Paquet (CAN)

### Women's Stand 2 & 3

- Gold: Charlotte Banfield (ENG)
- Silver: Mireia Cabanes (ESP)
- Bronze: Stella Papetti (ITA)
- Copper: Ursula Pueyo (ESP)

### Women's VI 2

- Gold: Alelí Medina (PUR)
- Silver: Ling Pai (CAN)
- Bronze: Heloise Lauriol (FRA)
- Copper: Lou Mechiche (FRA)

### Men's Sit

- Gold: Guillaume Colin (FRA)
- Silver: Chris Oberle (USA)
- Bronze: Jeff Munson (USA)
- Copper: Juan Manuel Camacho Solano (CRC)

### Men's Stand 2

- Gold: JP Veaudry (RSA)
- Silver: Forrest Weinberg (USA)
- Bronze: Nachman Yariv Balulu (ISR)
- Copper: Philippe Naud (FRA)

### Men's VI 1

- Gold: Elias Ricardo Diel
- Silver: Thomas Da Silva
- Bronze: Ben Neumann
- Copper: Kirk Watson

# INSTITUTIONAL ACTIVITIES & INTERNATIONAL RELATIONS

## AGM

The ISA held its 2024 Annual General Meeting (AGM) virtually on December 11<sup>th</sup> where a host of key governance decisions were made by the sport's world governing authority.

A leading agenda item at the AGM was the election of two open positions for ISA Vice Presidents and one position for Regular Executive Committee Member.

Following 3 rounds of voting, Sally Fitzgibbons [AUS] and Karin Sierralta [PER] were elected as ISA Vice Presidents. Kimifumi Imoto [JPN] was elected as a Regular Executive Committee Member, reaffirming the value of these respected international leaders to the ISA over many years.

4-time ISA World Surfing Games Gold Medalist and Tokyo 2020 Olympian, Sally Fitzgibbons replaced Kirsty Coventry, Africa's most successful Olympian and current IOC Executive Board Member. The ISA Executive Committee announced at the AGM that Coventry has been named Life Member and Member Emeritus following her years of service to the ISA. Pan American Surfing Association President, Karin Sierralta, was re-elected as Vice President and Kimifumi Imoto, who was Surfing Sport Manager at the Tokyo 2020 Olympic Games, was re-elected as Regular Member.

The ISA AGM additionally approved the membership of British Virgin Islands (IVB) as the latest National Surfing Federation. The British Virgin Islands Surfing Federation is the 116th ISA Member worldwide – highlighting the expansion of the sport and the power of surfing to reach new territories and communities.

A series of amendments to the ISA Constitution were also passed. This included adding human rights and diversity as governance objectives the ISA will prioritize and promote. In addition, going forward, full Members of the ISA shall be from countries or territories with representation of a National Olympic Committee (NOC) in accordance with those NOCs recognized by the International Olympic Committee.

# INSTITUTIONAL ACTIVITIES & INTERNATIONAL RELATIONS

## 2024 ISA Election of the Executive Committee

### *Elected Vice Presidents*

#### **SALLY FITZGIBBONS (AUS)**

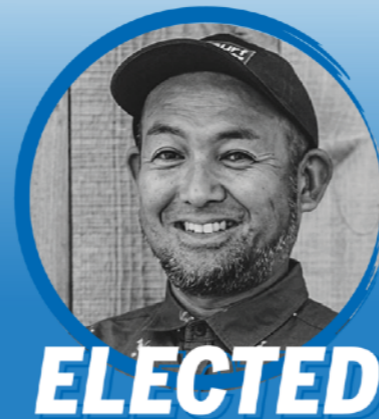
4 x ISA WORLD SURFING GAMES GOLD MEDALIST  
IOC OLYMPIC PROGRAMME COMMISSION MEMBER  
WSL CT ATHLETE



#### **KARIN SIERRALTA (PER)**

ISA VICE PRESIDENT – PRESIDENT OF PASA  
ALAS PRO CEO, FOUNDER AND CO-OWNER

### *Elected Executive Committee Member*



#### **KIMIFUMI IMOTO (JPN)**

ISA EXECUTIVE COMMITTEE MEMBER,  
SURFING SPORT MANAGER,  
TOKYO 2020 OLYMPIC GAMES

## Executive Committee

The ISA EC is now comprised of the ISA President (Fernando Aguerre, ARG/USA), four Vice Presidents (Jean-Luc Arassus (FRA), Sally Fitzgibbons (AUS), Barbara Kendall(NZL), Karin Sierralta (PER), 2 Regular Members Jakob Faerch (DEN), Kimifumi Imoto (JPN), the Chair of the ISA Athletes Commission (Justine Dupont, (FRA) and the ISA Executive Director as member ex-officio (Robert Fasulo). The ISA EC is responsible for defining the ISA's overall strategies, objectives and direction in accordance with Article 6 of the ISA Constitution.

## Commissions

### Athletes

Elections for the ISA Athletes Commission (ISA AC) were held during the ISA World Surfing Games in Puerto Rico in February. Justine Dupont (FRA) and Alana Nichols (USA) were re-elected and Ignacio Pignataro (URU) was elected for the first time. These athletes joined Afridun Amu (AFG), Leandro Usuna (ARG), Leilani McGonagle (CRC) and Natasha van Greunen (RSA). The next ISA AC election will take place in 2026.

Justine Dupont was re-elected by the ISA AC as the Chair with Leandro Usuna as the Vice-Chair, in accordance with the ISA Constitution.

An in-person meeting took place during the 2024 ISA World SUP Championship in Copenhagen, Denmark. Online meetings took place quarterly.

### Technical

The ISA Technical Committee is responsible for enhancing the competitive rules for the sport of surfing and all other wave riding sports as well as making the appropriate edits and enhancements to the ISA Rule Book each year. The Technical Committee also provides technical assistance at all ISA events and offers advice to ISA Members.

ISA President Fernando Aguerre oversees the Technical Committee; other members include: Alan Atkins (AUS), Marcos "Bukao" Esmanhoto (BRA), Robin de Kock (RSA), Karin Sierralta (PER), and Erik Krammer (USA).

### Medical

Chaired by Dr. Lee Rice (USA), the ISA Medical Commission (MC) consists of Chuck Davey (USA), Gonçalo Saldanha (POR), Linda Hart (AUS), and Martin Walz (GER).

Objectives include the provision of healthcare at ISA Events, better educated athletes and entourage leading to prevention of injury and illness, medical practice at the highest ethical standards by individuals and organizations responsible for athletes' health, increase physical activity and improvement in health for the general population.

ISA MC meets quarterly to discuss all relevant subjects, including the ISA Transgender Policy.

# MEMBERSHIP AND DEVELOPMENT

**New Membership:** British Virgin Islands – British Virgin Islands National Surfing Association provisionally joined as the 116<sup>th</sup> member of the ISA in February 2024 prior to their participation in the 2024 ISA World Surfing Games. The organization's mission is to create an environment for national athletes to compete domestically and internationally in ISA World Championships. They participated in both WSG and WJSC in 2024 and hosted their first official National Championship in December 2024. Their membership was ratified by the AGM in December.



Rush Carter Broderick - 2024 ISA World Junior Surfing Championship

## ISA Women's Judging Program Feature – February 2024

The 2024 ISA Women's Judging Program took place during the ISA World Surfing Games in Arecibo, Puerto Rico. This historic program received a great deal of interest from women around the world with 85 applications from 39 countries.

Eight women from all 5 continents were selected to be included as a part of the technical team during the World Surfing Games, alternating between fulfilling key roles as spotters and beach marshals and receiving on-site judging training from the ISA Technical Team and ISA Judge and trainer Dave Shipley who has over 30 years of judging experience.

The key aim of this program was to train and develop more female surf judges for consideration on the panels at future ISA World Championships and eventually in the Olympic Games. The program was fully subsidized by the ISA as one of our gender equality initiatives. Multiple women from these programs have gone on to judge at ISA World Championship Events, highlighting the success of this initiative.



ISA Women's Judging Program - 2024 ISA World Surfing Games

Kerry Powell (GBR) was one of the program participants who has since been a priority judge at multiple ISA World Championships. Kerry said the following about her experience in the program:

### **How was your experience at the 2024 ISA Women's Judging Program?**

"The program is really something special. Being part of a large global group of women was so inspiring and I've made some great friends for life. Everyone from the ISA team has been supportive, welcoming, and the organisation was impeccable. Getting to work with super experienced head judges and spend the time really focusing on scores while judging some of the best surfers in the world and seeing the technical side of a huge World event - the learning curve was really incredible. It was like a laser focus on scoring while giving us the confidence in our scores and decisions, seeing things in real time while working in the same arena as the top judges in the World."

### **What was the biggest takeaway from the ISA Women's Judging Program?**

"I really felt like we were really valued and invested in in terms of not only the logistics to get us to be a part of it but the energy passion behind the project. Going on to now have been asked to be a part of several events afterwards I know that this is a real tangible program to develop female judges with a lot of commitment to our learning. It's not a box ticking exercise to show to have more women in sport on paper but a real platform for growth - it's quite hard to put into words the impact of the program. I am forever grateful for the opportunity."



UPCOMING  
2024 ISA ONLINE  
JUDGING COURSES

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### **How did the ISA Women's Judging Program empower and equip you in your judging career?**

“The confidence it has given me with some extra skills and experience of high level events with an incredible level of surfing is invaluable. I've taken those new tools and inspiration back home to my local events.

“I have been already judging for a while and I feel like I got as much, if not more benefit on the program than some lesser experienced judges. It was such a focussed time with lots of feedback and encouragement - sometimes working in judging you are working with the same teams, head judges and events for a lot of time. There isn't much of that opportunity for new growth as everyone flows in the same way under the same guidance. To focus solely on scoring and studying the surfing without the pressure of the event on you. I wish everyone had the possibility to do this in their judging career - it's really taken me to a new level.”

### **Any other key feedback or comments regarding your experience and your judging journey?**

“Just again to say thank you for this opportunity to be a part of the Women's judging program - the whole experience was amazing. To be a part of the working panels since I had that opportunity is a dream come true. I've worked so hard over the years to somehow have the end goal of working in these kind of events without really knowing how I could get there. I thought I'd reached my glass ceiling. With this women's judging program my eyes have been opened to new possibilities and a new enthusiasm to take home to the local judging teams that I am working with - spreading the knowledge I've gained.”

Selected Participants for the 2024 ISA Women's Judging Program were Camila Polanco (CHI), Fatima Cordero (ESA), Flora Buttar (INA), Isabelle Auzemery (FRA), Kelly Fenton (RSA), Kerry Powell (GBR), Liv Stokes (CAN), Phoebe Kane (AUS).

**OVERVIEW**

### **Partnership with Scholas Occurrentes:**

In partnership with the International Olympic Committee's Olympism365, the ISA launched a collaboration with Scholas Occurrentes, the Non-Profit Educational NGO created by Pope Francis in Educating and Empowering the Next Generation, to provide e-learning coaching and judging courses for young people in Scholas' Escuela de Mar y Playa initiative for young people. The ISA provided access to e-learning coaching and judging courses for 150 program participants as well as advice and support on the Scholas project in El Salvador and future development programs.

[READ MORE HERE](#)

### **American Samoa Development of National Sports System - September – November 2024**

The American Samoa Surfing Association was approved for a Development of National Sports System Grant from Olympic Solidarity with the support of the ISA. This included both a grassroots development trip to American Samoa and elite/high performance coaching for their top athletes in Hawaii. Given the unique circumstances of the National Federation and top athletes being based in Hawaii and the underdeveloped nature of the surf community on the ground in American Samoa this hybrid approach impacted both the elite and grassroots level of surfing and created a strategy and pathway forward for American Samoan surfing.

## ISA Youth Athlete Development Program:

Continuing the ISA's strong partnership with Olympic Solidarity, the third edition of the ISA Youth Athlete Development Program was hosted in the Maldives in August 2024, in collaboration with the Maldives Surfing Association, following the Asian Surfing Federation's Asian Surfing Championship Event.

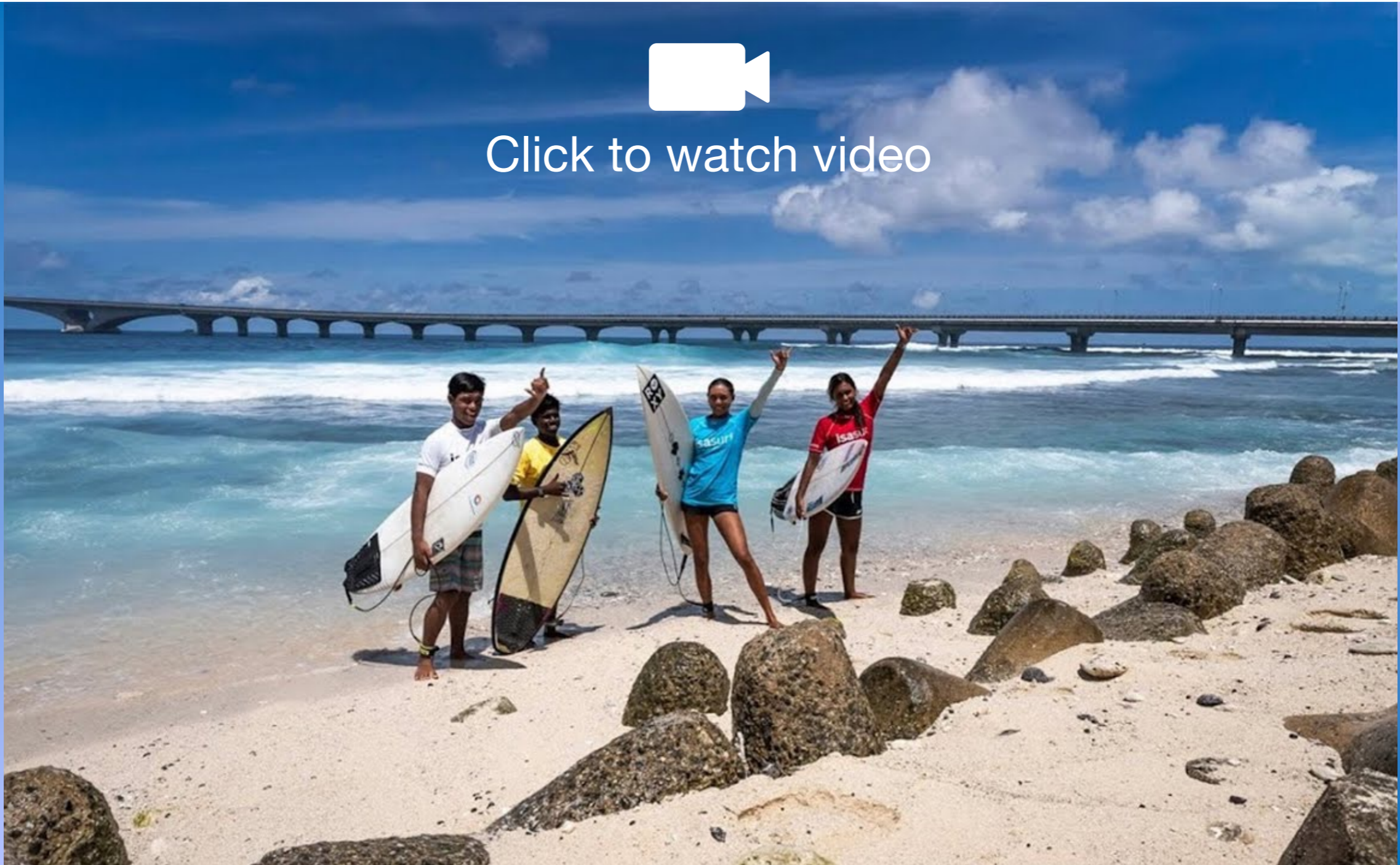
The Program focused on building skills and long-term development strategies for future Olympians with hands-on training both in and out of the water. Led by ISA Coaching Experts Erik Krammer (USA) and Shannon Brown (CAN), the program covered a variety of topics, including surf technique, competition strategy, judging criteria, wave usage, and much more. In addition to the coaches, two ISA Athlete Ambassadors, Billy Stairmand and Natasha van Greunen, served as mentors and coaches for the surfers throughout the program.

The 18 participants (11 athletes and 7 coaches) successfully left the program not only with increased knowledge and surf skills but with quality memories of the time spent together, new friendships made, and incredible waves they surfed in the Maldives!





Click to watch video



2024 ISA Asian Youth Development Program - Maldives



The next program will take place for the continent of Oceania from May 17-23, 2025 in Fiji.

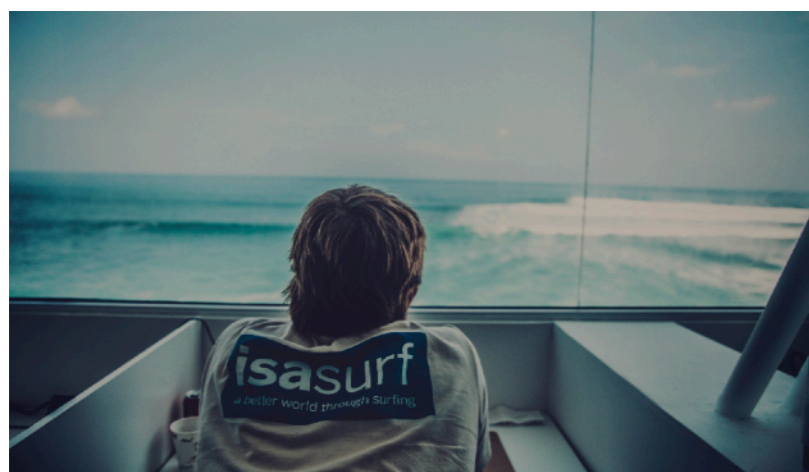
## ISA Courses and Programs:

# isa»source

The global hub for Surf and SUP Education

The ISA Source is the global hub for Surf and SUP education and connects the surf community to resources to develop skills in surf coaching, judging, and everything in between.

E-Learning: In 2024 we launched our Introduction to Surf and SUP Instructing E-learning courses available to anyone interested in surf/SUP instruction. This standardized online learning course is the initial step to becoming certified as an ISA Instructor.



ISA Online Judging Course



ISA Introduction to SUP Instructing E-Learning Course



ISA Introduction to Surf Instructing E-Learning Course

## Coaching

The ISA Coaching and Instructing Program creates the proper development pathway for surf / SUP coaches and instructors and is recognized as the international industry standard. In 2024, the global network of ISA Course Presenters delivered 222 Coaching and Instructing Courses in 43 countries for 2,850 participants.

## Judging

The ISA Judging and Officiating Program is the world's most comprehensive educational program to develop and certify quality surf judges. In 2024 the ISA ran 24 for judging courses in 18 countries for 793 participants. Over 400 people from across the globe completed the ISA Online Judging Course.

## ISA/ILS Water Safety Course

The ISA and the International Lifesaving Federation (ILS) have a key strategic partnership on a global standard water safety course specific for surf coaching and instruction. This course creates a safer surfing environment and contributes to global drowning prevention efforts. In 2024, the ISA/ILS Water Safety course was run 90 times for 1,100 instructors in 25 countries. Since the partnership began in 2017 there have been 431 ISA/ILS Water Safety Courses run for 5,382 instructors.

## 2024 Course Numbers

- 90 courses
- 1,100 participants
- 25 countries: Barbados, Canada, Chile, Costa Rica, France, Germany, India, Indonesia, Iran, Italy, Jamaica, Lithuania, Maldives, Morocco, Myanmar, Netherlands, Nicaragua, Norway, Panama, Philippines, Poland, Portugal, Spain, Slovenia, Sri Lanka

## Judging

- Working for nearly a decade to position para surfing for inclusion in the Paralympics and remain fully committed to this opportunity in the future
- 2024 ISA WPSC in Huntington Beach Nov. 3-9 with great surf conditions and performances.
- Over 500 athletes officially classified in Para Surfing

Adaptive Surf Instructor Certification Course 2024 Numbers: 12 courses in 7 countries for 139 Participants

# SPORT AND ATHLETE RELATIONS

## Anti-Doping

- ISA outsources the entirety of the Anti-Doping Program to the International Testing Agency (ITA).
- ISA hosted an Education Booth at the 2024 ISA World Surfing Games in Puerto Rico to educate athletes on relevant topics such as prohibited substances, Therapeutic Use Exemptions, Out of Competition testing, and more.
- In May/June Of 2024, the ITA hosted a free 5-week webinar to ISA National Federations, Athletes, Coaches, and other stakeholders to educate participants on a variety of topics surrounding Anti-Doping.

[READ MORE HERE](#)

## Athlete Training Camp

- ISA hosted the second and final edition of the ISA Athlete Training Camp, supported by Olympic Solidarity, in the lead up to the Paris 2024 Olympic Games
- Aim of the ATC was to provide education, preparation, and training opportunity for Olympic qualified athletes/qualification hopefuls
- 18 qualified athletes participated between the two editions. Selection priority was on limited resources and little/no experience at Teahupo'o
- ISA produced the following [legacy videos](#) to share key findings and impact the wider surfing audience:

[How to Survive a Wipeout](#)

[Learning the Lineup](#)

[Equipment Preparation / Helmets](#)

[Physical Training Preparation](#)

# SPORT AND ATHLETE RELATIONS

## Athlete Development

- To expand upon the ISA's commitment to athlete development, the ISA hosted the Athlete 365 Career+ Power Up Course, presented by 5-time Olympian and ISA Vice President, Barbara Kendall.
- Through this 4-part workshop, athletes learned how to Power Up their future by exploring motivations and transferable skills outside of sport, identifying their purpose, discovering their superpowers, and creating a roadmap to success.
- 9 participants completed the workshop, hailing from Barbados, Czech Republic, Denmark, Iran, Jamaica, and the Netherlands.



# ISA MARKETING & MEDIA INITIATIVES

The 2024 Marketing Plan was focused on meeting the standards set in 2023 for ISA Events and Programs, given the challenge of having 7 events in one year, including the Olympic Games. For Paris 2024, the approach in the marketing strategy and investment differed significantly from Tokyo 2020, and improved the results, as shown in the Media ROI highlights section.

Some key points are highlighted below:

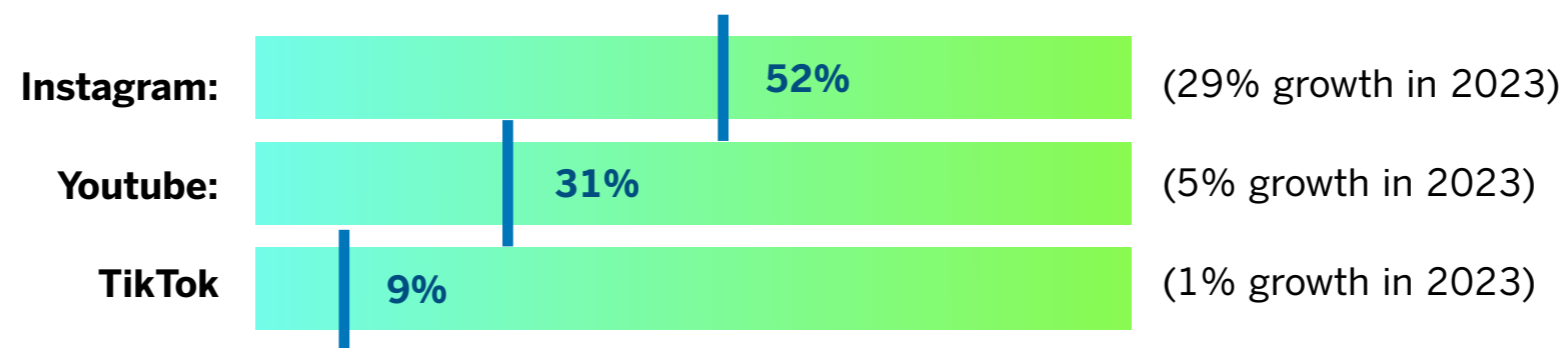
## Events Live Webcast

A successful shift in media campaigns resulted in a 24% increase in views, after switching our live-streaming platform from Vimeo to YouTube. The quality of the live webcast was also elevated in multiple areas, including the announcer's team, booth branding, and a scoring system that was redesigned for users to be able to track results more simply during the course of our World Championships, thanks to a more user-friendly interface.

## Events Reporting

Updated reporting format to monetize the Marketing ROI based on IOC metrics measured and the most objective and updated industry standards.

## Social Media Audience Growth Across Platforms



# ISA MARKETING & MEDIA INITIATIVES

## Paris 2024 Olympic Games

The marketing plan for Paris 2024 was focused on Social Media, TV and PR. The plan was to target the data collection metrics measured by the IOC.

### Social Media

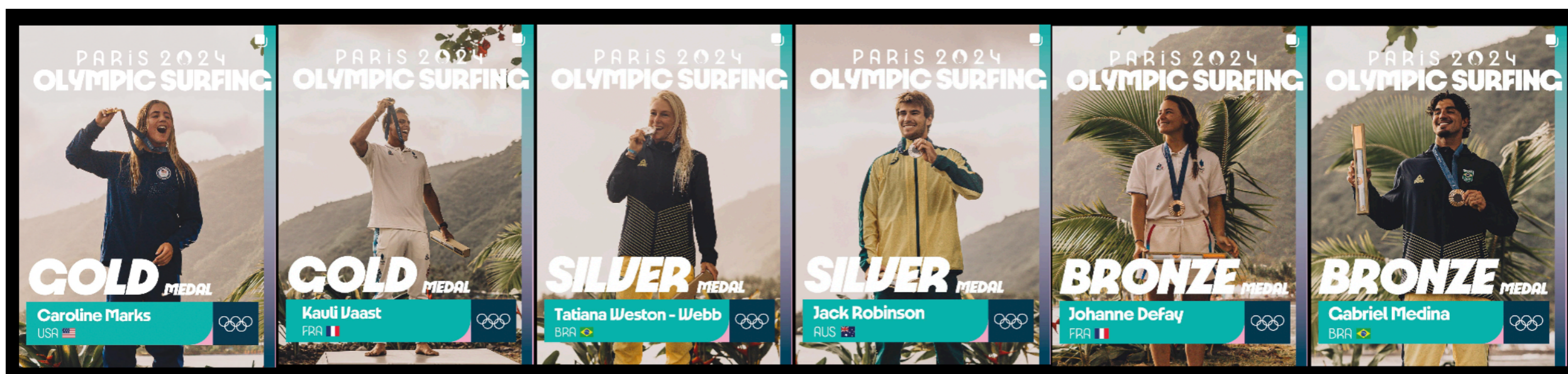
Given the restrictions in capturing video content, we focused on showcasing the Olympics backstage, creating content like the “Olympic Interviews” series, which featured athletes including Kauli Vaast, Joao Chianca, Vahine Fierro and Tatiana Weston-Webb. The results of these campaigns are shown in the Marketing ROI section.

### PR

Prior to the Games, we reached out to a list of mainstream media, in order to develop a relationship in which we offered any support and education was needed. Reuters, Associated Press, and Xinhua were amongst those we communicated with.

### TV

A campaign titled “Where to Watch Olympic Surfing” was created for social media in order to geo-target primary surf nations and connect them to their local Olympic broadcaster. Localized campaigns were also produced for YouTube, Meta and Google in order to showcase particular athletes within their own regions.



# FINANCE OVERVIEW

By publishing its audited financial statements, the ISA continues its commitment to transparency, sharing how resources are allocated across competitions, development programs, and organizational initiatives.

The backbone of the ISA's business model is hosting event which generate the large majority of the ISA's revenues. ISA's successfully hosting seven major events in one year—a significant undertaking that required logistical coordination and infrastructure support in multiple countries – contributed to the ISA's solid financial position in 2024. Moreover, careful and conservative financial management facilitated the expansion of educational programs, including e-learning courses and youth development initiatives, and ensured that each competition could uphold the highest standards of safety and professionalism. The complete audited accounts can be found on the ISA website at this [link](#)

## Statement of Financial Position 2021 through December 2024

	31/12/24	%	31/12/23	%	31/12/22	%	31/12/21	%
<b>ASSETS</b>	<b>\$ 2.738.604</b>	<b>100%</b>	<b>\$ 4.312.357</b>	<b>100%</b>	<b>\$ 3.402.915</b>	<b>100%</b>	<b>\$ 2.329.977</b>	<b>100%</b>
<b>Current Assets</b>	<b>\$ 2.615.642</b>	<b>96%</b>	<b>\$ 4.191.279</b>	<b>97%</b>	<b>\$ 3.283.799</b>	<b>96%</b>	<b>\$ 2.221.172</b>	<b>95%</b>
Checking/Savings	\$ 2.098.861	77%	\$ 3.471.188	80%	\$ 2.540.622	75%	\$ 1.735.672	74%
Account Receivables	\$ 217.568	8%	\$ 640.861	15%	\$ 497.502	15%	\$ 436.185	19%
Other Current Assets	\$ 299.213	11%	\$ 79.230	2%	\$ 245.675	7%	\$ 49.315	2%
<b>Fixed Assets</b>	<b>\$ 10.459</b>	<b>0%</b>	<b>\$ 8.575</b>	<b>0%</b>	<b>\$ 19.116</b>	<b>1%</b>	<b>\$ 8.805</b>	<b>0%</b>
<b>Other Assets: APP World Tour</b>	<b>\$ 112.503</b>	<b>4%</b>	<b>\$ 112.503</b>	<b>3%</b>	<b>\$ 100.000</b>	<b>3%</b>	<b>\$ 100.000</b>	<b>4%</b>
<b>LIABILITY &amp; EQUITY</b>	<b>\$ 2.738.604</b>	<b>100%</b>	<b>\$ 4.312.356</b>	<b>100%</b>	<b>\$ 3.402.915</b>	<b>100%</b>	<b>\$ 2.329.977</b>	<b>100%</b>
<b>Current Liabilities</b>	<b>\$ 587.068</b>	<b>21%</b>	<b>\$ 2.191.620</b>	<b>51%</b>	<b>\$ 1.232.989</b>	<b>36%</b>	<b>\$ 178.928</b>	<b>8%</b>
Accounts Payable	\$ 145.429	5%	\$ 111.049	3%	\$ 388.830	11%	\$ 163.893	7%
Accrued Expenses	\$	0%	\$ -	0%	\$ 49.446	1%	\$ 6.251	0%
Deposit Events	\$ 65.000	2%	\$ 129.980	3%	\$ 40.000	1%	\$ 5.000	0%
Other Current Liabilities	\$ 376.639	14%	\$ 245.918	6%	\$ 254.714	7%	\$ 3.784	
Deferred Revenue	\$	0%	\$ 1.704.673	40%	\$ 500.000	15%	\$ -	0%
<b>Equity</b>	<b>\$ 2.151.536</b>	<b>79%</b>	<b>\$ 2.120.737</b>	<b>49%</b>	<b>\$ 2.169.925</b>	<b>64%</b>	<b>\$ 2.151.049</b>	<b>92%</b>
Unrestricted Net Assets	\$ 1.967.483	72%	\$ 2.041.928	47%	\$ 2.047.612	60%	\$ 1.456.562	63%
Net Income	\$ 184.054	7%	\$ 78.809	2%	\$ 122.313	4%	\$ 694.488	30%

## SOCIAL RESPONSIBILITY INITIATIVES

As the world's governing authority for surfing, the ISA recognizes its responsibility to protect the oceans and coastal communities that sustain our sport. In 2024, the ISA intensified its commitment to environmental stewardship, beginning with its continued participation in the UN Sports for Climate Action Framework. By measuring its carbon footprint and identifying areas for improvement, the ISA set in motion a carbon reduction plan designed to mitigate the environmental impact of large-scale events.

Additionally, the ISA joined the International Union for Conservation of Nature (IUCN) Sports for Nature Framework, pledging to prioritize biodiversity conservation and habitat preservation. These commitments materialized at various competitions throughout the year.

“As surfers, but also as citizens of the world, we strongly believe in the need for a clean and healthy ocean. Few other sports have as much direct contact with the ocean environment as we do, so it is part of our life and duty to do anything we can to preserve and protect this cherished part of our earth.”

- ISA President Fernando Aguerre

## ISA Sustainability Initiatives – 2024 Event Activations

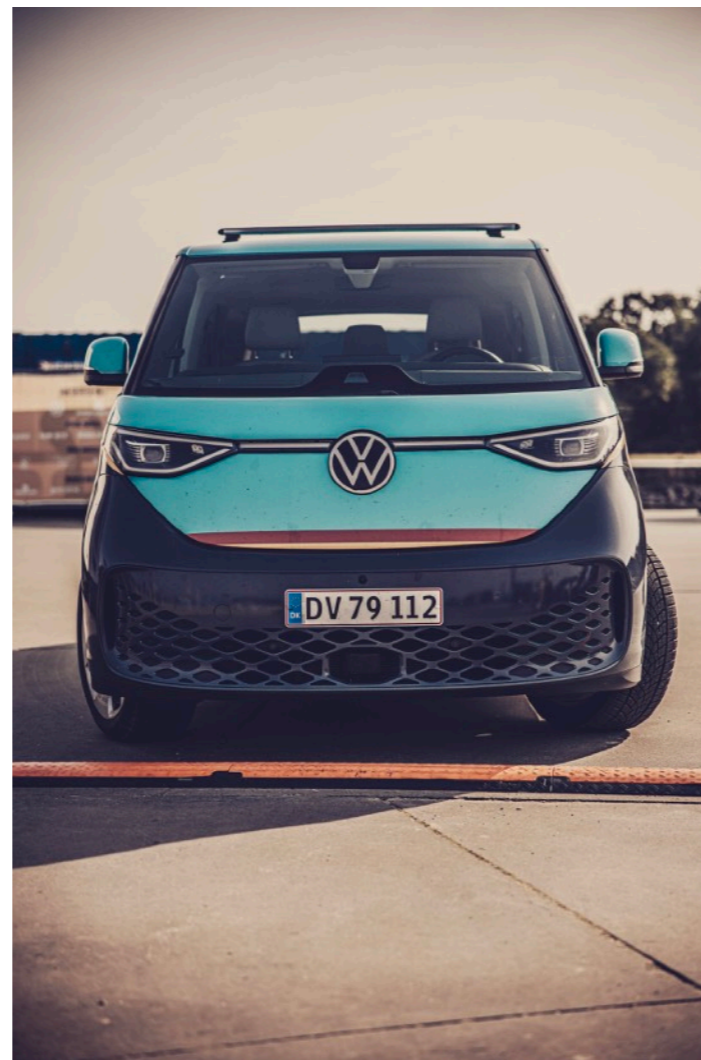
### ISA World Surfing Games

In Puerto Rico, the ISA worked alongside the Surfrider Foundation on a mangrove restoration project, where volunteers, athletes, and local community members replanted mangrove saplings to protect shorelines from erosion.



### ISA World SUP and Paddleboard Championship

In Copenhagen, the ISA World SUP and Paddleboard Championship featured a Sustainable Event Village, complete with educational displays on waste reduction and ocean conservation.



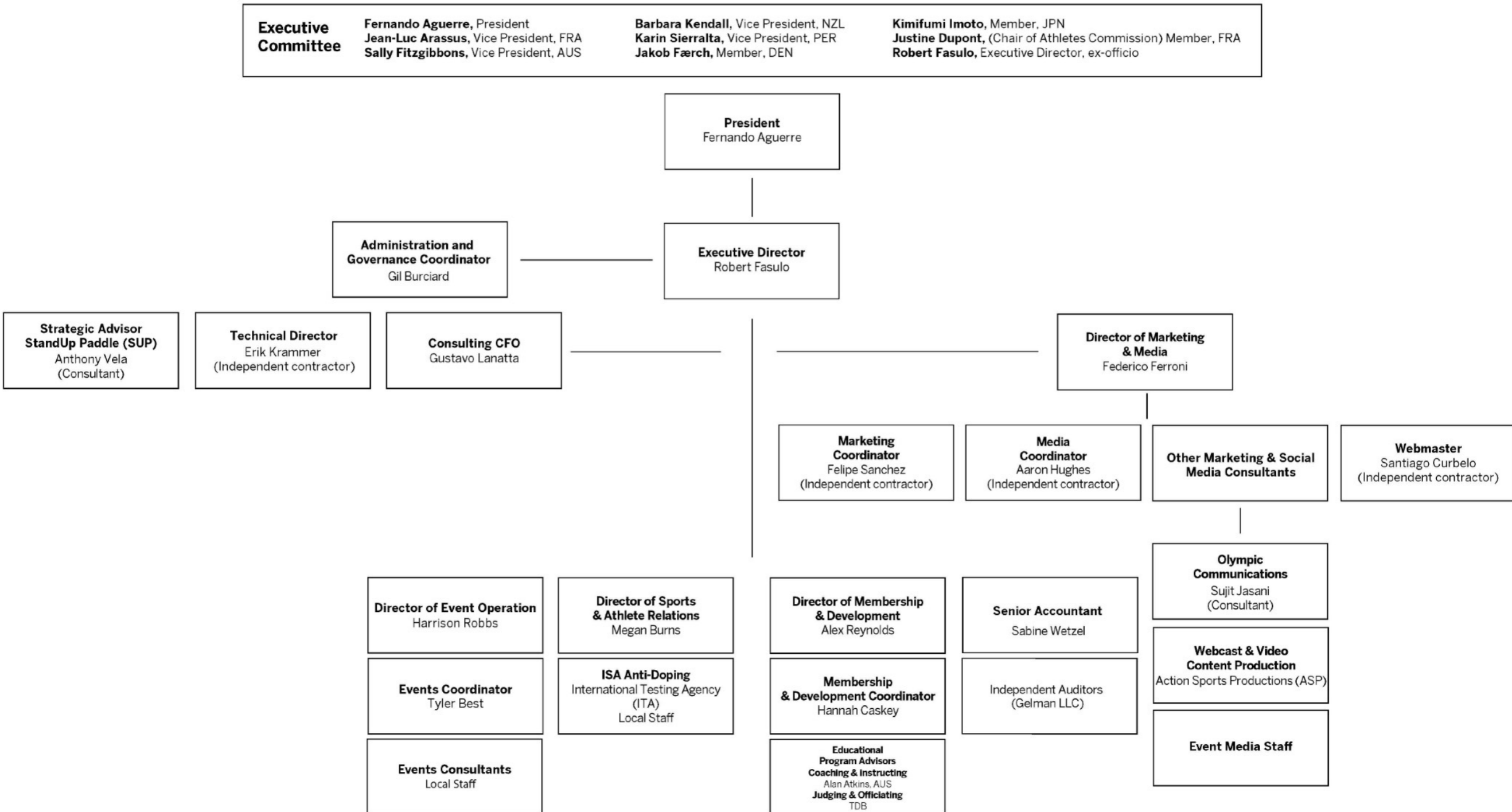
### ISA World Para Surfing Championship

In Huntington Beach, California, the ISA spotlighted wetsuit recycling initiatives and hosted a wetlands conservation event to safeguard local wildlife habitats.

Internally, the ISA has adopted policies that reduce the use of single-use plastics and encourage Local Organizing Committees to develop sustainable event plans. All new ISA-certified instructors now complete a sustainability education module, ensuring that environmental awareness is ingrained in the foundation of surfing instruction. The ISA remains dedicated to continually evaluating and refining its practices to ensure that surfing not only brings joy to participants but also protects the ecosystems on which the sport depends.



# ISA ORGANIZATION



# CONCLUSION



2024 was a landmark year for surfing and the ISA, reinforcing our global commitment to the sport's growth, inclusivity, and Olympic future. The success of our events, governance advancements, and sustainability initiatives set a strong foundation for the years ahead. As we move toward LA28, we remain dedicated to strengthening our global community, advocating for ocean health, and inspiring the next generation of surfers.

