



# nudie SurfGroms Core Values

*This is what it means to be a good surfer*

nudie SurfGroms is not only a quality surfing development experience, but also has relevant values that are integrated into the program as well. It is with this belief, that surfing is not just about your skill level or status, but who you are and what you do as a part of the surfing community. Four core values have been identified, which when combined with the already existing nudie SurfGroms program, provide groms and surfers of the future with a true connection to the surfing culture which they encounter in and out of the water. Each of these values is briefly explained below.

**OCEAN ADVOCACY** - *Being grateful for our incredible coastline & learning how best to protect it*



Ocean advocacy is about showing how much we love the ocean and the surfing experience it gives us. This can be expressed by simply appreciating it with another person, by participating in activities to protect it, or getting involved with groups that are already doing amazing work. By incorporating this into the nudie SurfGroms programs, we can do our bit at giving back to the coast that gives us so much to be grateful for.

**KINDNESS & RESPECT** - *Taking care of each other and finding ways to give back*



Kindness & respect are not only about surfing, but about being individuals that strive to be the best we can be for ourselves and those around us. Integrating this value into the nudie SurfGroms program encourages each grom to participate in acts of kindness, giving back and ensuring good surf etiquette. By doing this, they will get to experience the joy of giving, the reward of receiving and the all-round value that respect in the water brings.

**FAMILY & COMMUNITY** - *Bringing communities together through surfing*



'Family & community' is about bringing people together through their love of surfing, no matter their differences. This value can help groms to understand the concepts of including everyone, appreciating the differences we all have and the opportunities that surfing provides to allow these boundaries to disappear. By bringing this value to life with nudie SurfGroms it allows increased community engagement, connection and culture.

**SHARING THE STOKE** - *What it means to be a true surfer & sharing that stoke with everyone*



Sharing the stoke for nudie SurfGroms is about establishing the connection surfers of all levels have with the environment they surf in and sharing that with those around them. This allows for the experience that each grom has, to be shared with positivity, enhancing and reinforcing their own stoke, whilst spreading contagiously to those around them. This value allows surfing and its stoke to be strengthened even more!