

IRISH SURFING



Irish Surfing Digital Transformation



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IRISH 
SURFING

Irish Surfing

Irish Surfing serves as the National Governing Body for the sport of surfing across the island of Ireland.

We are dedicated to the development, representation, and regulation of surfing. The organisation is governed by a voluntary board of seven directors and supported by a small team of five employees, along with a network of voluntary officers. Our membership includes ten voluntary surf clubs and affiliated groups, more than 2,000 individual members, and 60 commercial operators and surf schools. Collectively, we represent a wider surfing community of approximately 250,000 people.

We are recognised & supported by Sports Ireland and Sport NI; and members of International surfing association (World governing body), European surfing federation (European governing body), Olympic Federation of Ireland, Federation of Irish Sport.

Purpose, Vision & Mission

SALTWATER & SOUL

PURPOSE

Sharing the stoke of safe and inclusive surfing in harmony with nature.

VISION

More people enjoying surfing, achieving excellence and connecting with Irish Surfing.

MISSION

Deliver supports, structures, and resources to fulfil the needs of a diverse surfing community, with safety and inclusion central.



Strategic Goals

THE BIG PICTURE

- 1. GROW:** Grow organisational capacity to improve our performance and increase our power to achieve our goals and mission.
- 2. PARTICIPATE:** Increase active and social participation and greater connection and engagement with the surfing community.
- 3. COMPETE:** Create and support opportunities to compete and excel.
- 4. COACH:** Design and deliver quality training.
- 5. RESPONSIBLE SURFING:** Focus on safety, surfer health and wellbeing; and harness our love for the sea to inspire the surfing community to actively care for our surfing environment.





Our Activities

Surf Club Development
Domestic & International Competition
Surf Skills Training & Coaching
Inclusive Surfing
Rescue, Volunteer & Coach/ Instructor Training Courses
Surf school/ Commercial Operator Regulation
Safe Surfing & Etiquette
Surfer Health
Caring for surfing environment
Safeguarding Young People
Facility Development
Communication & Marketing
Health & Safety
Governance & Compliance



IRISH SURFING

2025 ISA WORLD JUNIOR SURFING CHAMPIONSHIP PUNTA ROCAS PERU



IRISH SURFING
International Surfing Association

INSTITUTO
PERUANO
DEL DEPORTE



Organisational Development

Established in 1966, Irish Surfing has overseen the steady development of surfing in Ireland for over five decades. A significant growth phase emerged in the early-1990s, leading to the establishment of a national headquarters in Easkey, Co. Sligo in 1995 and the appointment of a full-time employee, marking a key step in the organisation's professionalisation.

In 2012 we started a process of restructuring the organisation, strengthened governance, systems, and accountability, culminating in the formal adoption of the Governance Code for Sport in 2021.

During the Covid 19 pandemic as Ireland took to the outdoors, there was a surge in growth in surfing. Unprecedented numbers took to the sport. While this put strain on our already stretch resources, it presented an opportunity to expand and capitalise on growth.

In response, increased funding in 2022 enabled Irish Surfing to expand its staffing capacity from one to three roles. This investment accelerated participation and organisational capacity, underpinning ongoing success to 2025.



IRISH SURFING



Embracing Digital

We recognise the value of digital transformation and have adopted a range of digital tools over time, our approach has been largely reactive rather than strategic.

As a result, we lack a unified digital strategy, leading to fragmented processes, duplicated work, and barriers to efficient day-to-day operations. Missing other digital opportunities.

This has also led to missed opportunities to leverage digital solutions that could strengthen our organisation and support the wider surfing community.



Active Digital Systems

Microsoft Office & Microsoft 365

Microsoft Teams & Zoom

Jotform

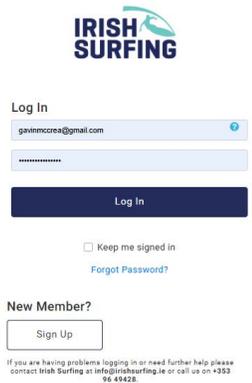
JustGo Membership Management

Sage Business Cloud Accounting & Payroll

[integrated with AIB online banking and Stripe]

Refresh Judging & Live Streaming

Dmac-managed website



Key Challenges

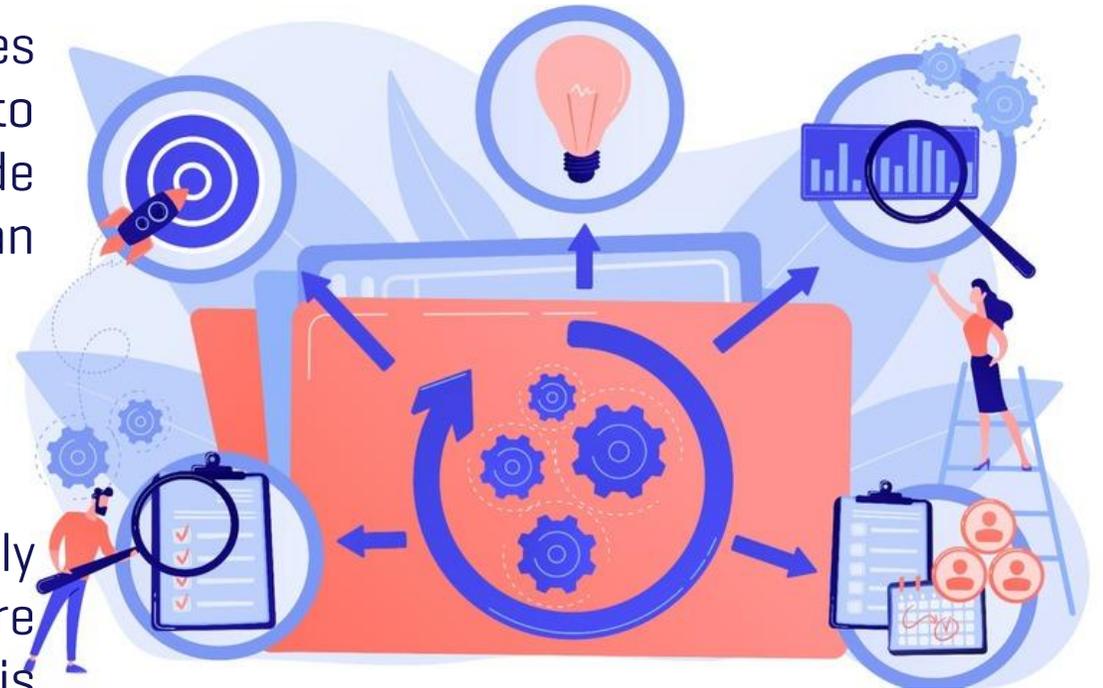
1. Systems and Training.

Our team uses a range of different systems, which makes information-sharing and collaboration difficult. We need to consolidate our tools, improve integration, and provide appropriate training and IT support so our small team can work more efficiently.

2. Procurement.

Our procurement and payment approval process currently relies on manually completed Word forms, which are emailed to the CEO and Board for authorisation. This process is slow, inefficient, and hard to track.

Approvals depend on individual email responses, resulting in delays, inconsistent records, and limited visibility across the organisation. A streamlined, digital approval workflow is required.



Key Challenges

3. Management Systems (Membership, HR, and Health & Safety)

We currently use the JustGo Membership Management System, which has improved some internal administrative processes. However, the system presents significant challenges for our members. The interface is not intuitive, the sign-up and payment journey is cumbersome, and the platform is not optimised for mobile devices, leading to a poor overall user experience.

In parallel, we have explored options for HR and Health & Safety management systems to support functions such as policy and document management, scheduled reviews, risk assessments, accident and incident reporting, training records, and staff hours and leave management.

Given these overlapping requirements, it is worth considering whether a single, custom-built, integrated system could effectively meet the organisation's needs across membership management, HR, and Health & Safety, while also delivering a significantly improved user experience for members and staff.



Conclusion

As a volunteer-led organisation, our time is precious. By embracing digital technology, we modernise how we work, drive innovation, streamline processes, cut costs, and collaborate more effectively — freeing time to focus on developing our sport.