



CRONULLA SURF FESTIVAL

IMPACT REPORT

COMMUNITY AND CONNTECTION

October 2025



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MESSAGE FROM US

This year, the Cronulla Surf Festival showed what happens when our community comes together. It wasn't just an event - it was a celebration of connection, creativity, and our love of the ocean.

Over the weekend, thousands came together to surf, paddle out, explore stalls, listen to music, volunteer and cheer each other on. The energy, joy and support we felt reminded us that **community is at the heart of everything we do** - and that we're stronger when we show up for each other.

The 2025 festival was pure unity. This Impact Report captures the spirit, resilience, and fun that made this year unforgettable. To everyone who came, helped, or cheered - you made it special.

We can't wait to do it again next year.
Together, we're unstoppable - and everyone deserves to feel awesome.

With love and so much gratitude,

BLAKE & LAUREN JOHNSTON



EXECUTIVE SUMMARY

The Cronulla Surf Festival

A VIBRANT, FAMILY-FRIENDLY CELEBRATION OF SURF CULTURE AND COMMUNITY SPIRIT.

The 2025 Cronulla Surf Festival was our biggest and most meaningful yet - a vibrant celebration that brought together **over 15,000** people to share in a day of surfing, music, culture, and connection. Now in its third year, the Festival has grown into more than just an event. It has become a true reflection of the Sutherland Shire's spirit, showcasing our love for the ocean, our pride in community, and our belief in the power of coming together.

At the heart of this year's program was the World's Biggest Paddle Out for youth mental health - a powerful moment where **1,027 people** linked arms in the ocean while thousands more cheered from the shore. Together, we didn't just make history; we **raised \$54,000** to fund vital wellbeing workshops in local schools, proving what's possible when a community unites around a cause.

The Festival also featured live music, surfboard demos, a vintage surfboard display, family-friendly activities, markets, and food trucks - creating a day that had something for everyone. **From surfers in the water to families on the sand, the energy was one of joy, unity, and celebration.**



“The Cronulla Surf Festival captures everything that's special about this community - the energy, the connection, and the way people show up for one another. It's more than a festival, it's a celebration of what it means to belong.
Jaz, local resident



The Cronulla Surf Festival has become a platform for pride, connection, and community spirit — an event that strengthens bonds, celebrates our surf culture, and contributes meaningfully to the local economy.

THE FESTIVAL DELIVERED REAL IMPACT FOR THE COMMUNITY:

Enhancing wellbeing

Fostering social connection, encouraging an active lifestyle, and raising crucial funds for youth mental health.

Supporting local businesses

Engaging dozens of vendors and partners, boosting local trade, and encouraging the community to shop local.

Showcasing the Shire

Attracting visitors from beyond our region, strengthening tourism, and celebrating our coastal lifestyle.

Building belonging

Uniting people of all ages and backgrounds, strengthening local pride, and celebrating our shared identity.

Delivering culture and entertainment

Offering an inclusive, diverse program that enriched the Shire's cultural and social fabric.

“Sitting out in that circle with over a thousand people, looking around and realising we were part of something bigger... it gave me goosebumps. You could feel the love and strength in the water.”

Summer, local student



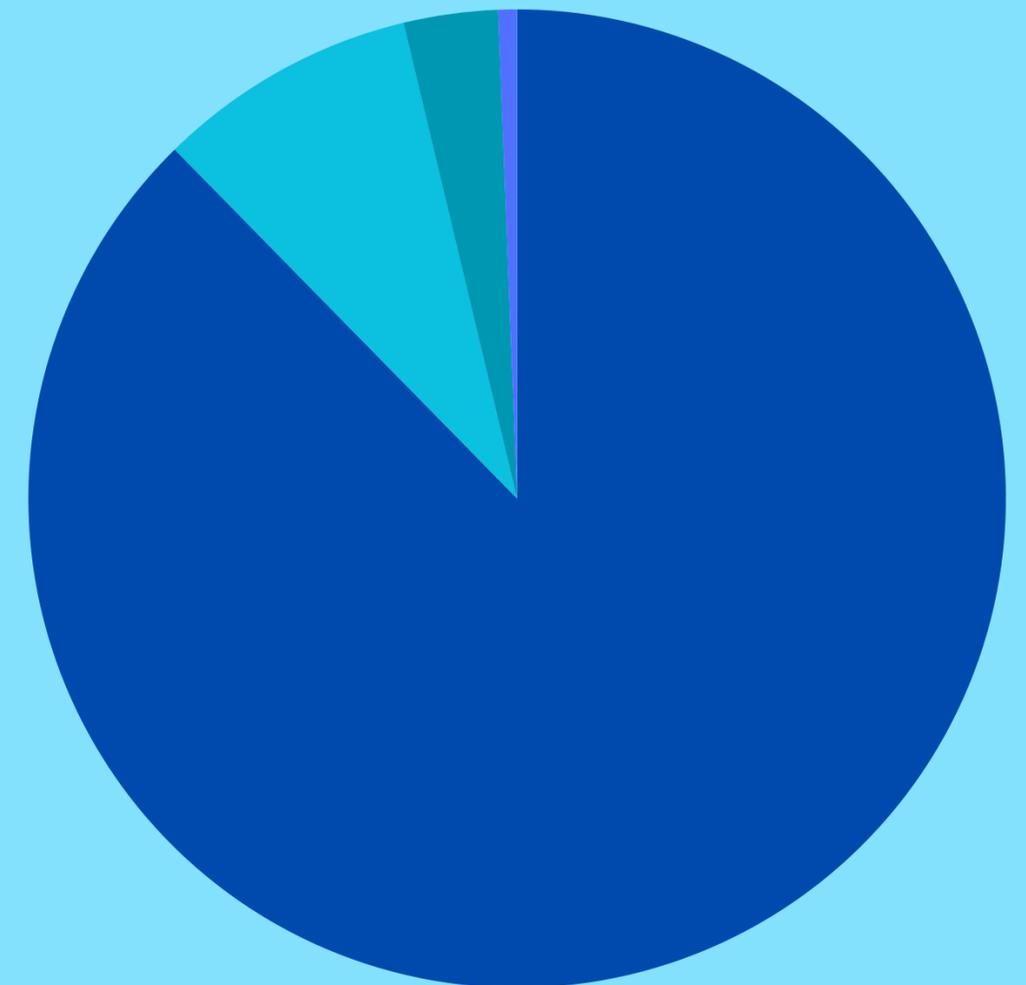
FESTIVAL ATTENDANCE & GEOGRAPHICAL REACH

Total attendance over **15,000 PEOPLE** across the event

INSIGHTS & KEY TAKEAWAYS

- The event has deep penetration into Cronulla & Sutherland Shire — indicating **strong local community engagement**.
- The spillover into wider Sydney shows **broader interest**.
- Having regional & interstate representation (though small) demonstrates **brand/event reach beyond just a local festival** which indicates great potential for growth and positioning in the future.

LOCATION OF VISITORS



EVENT REACH

Strong media coverage reaching a National audience of **5 MILLION+ PEOPLE**

Press & PR

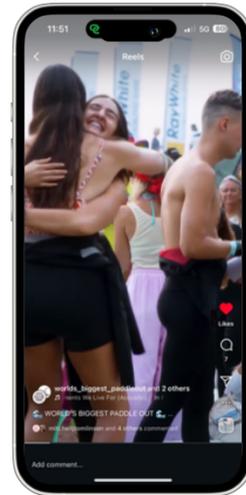


TV editorial reach = **4,495,000**

Radio reach = **689,000**

Combined Media Reach = 5,184,000

Social Media



Organic social post reach over **535k**

Over **950k** impressions

Direct Marketing



EDM open rate **64.80 %**

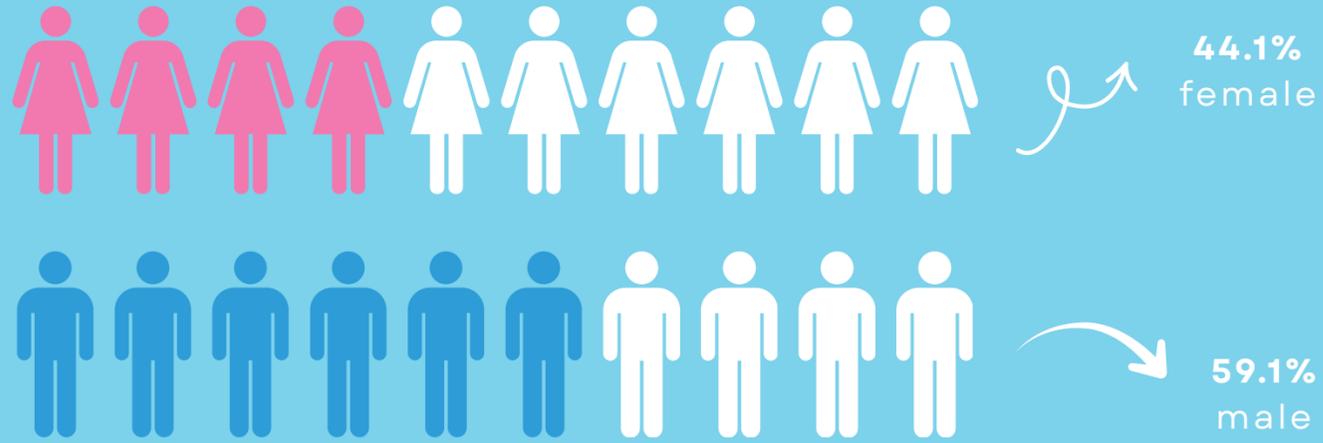
(industry average 21.5% to 35.63%)



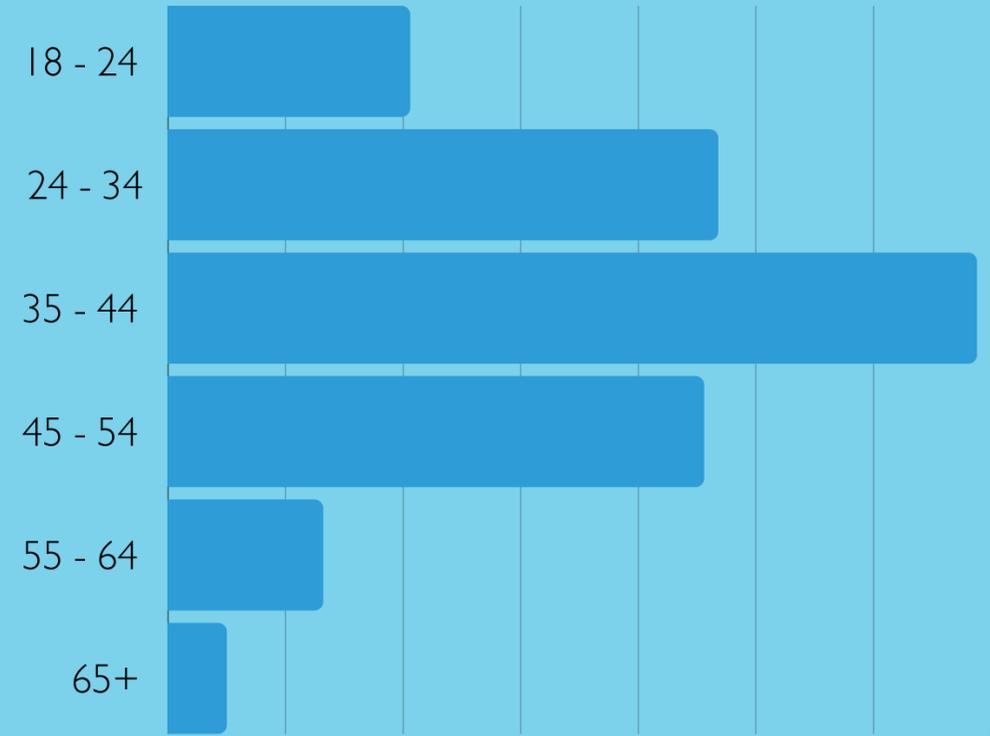


OUR AUDIENCE

Demographics by Gender



Demographics by Age Group 18+



FESTIVAL IMPACT AT A GLANCE

- **1,027 participants** in the World Record Paddle Out for youth mental health
- **\$54,000 raised** to fund mental health workshops in local Shutherland Shire schools
- **6000+ young people directly supported** through funded programs to date
- **96%** of attendees when asked, reported feeling **more connected to their community**
- **16 local vendors**, food trucks, and market stalls featured
- Showcasing a vast variety of **local business partnerships** with Sutherland Shire Council, Ray White Sutherland Shire, Westfield, Cronulla Sharks, Cronulla Surfing Academy, Cronulla RSL, Triple Bull, Hoyts, The Parc and Bobbys Cronulla.
- Surfboard demo day with **17 participating surf brands**
- **10** live music performances from **local and emerging artists**

“The Cronulla Surf Festival is more than just an event - it's a celebration of community, creativity, and the ocean lifestyle. Walking through the stalls, watching the paddle out, and seeing everyone come together, I felt such a strong sense of connection and belonging.”
Daryl Kent, local resident and festival attendee

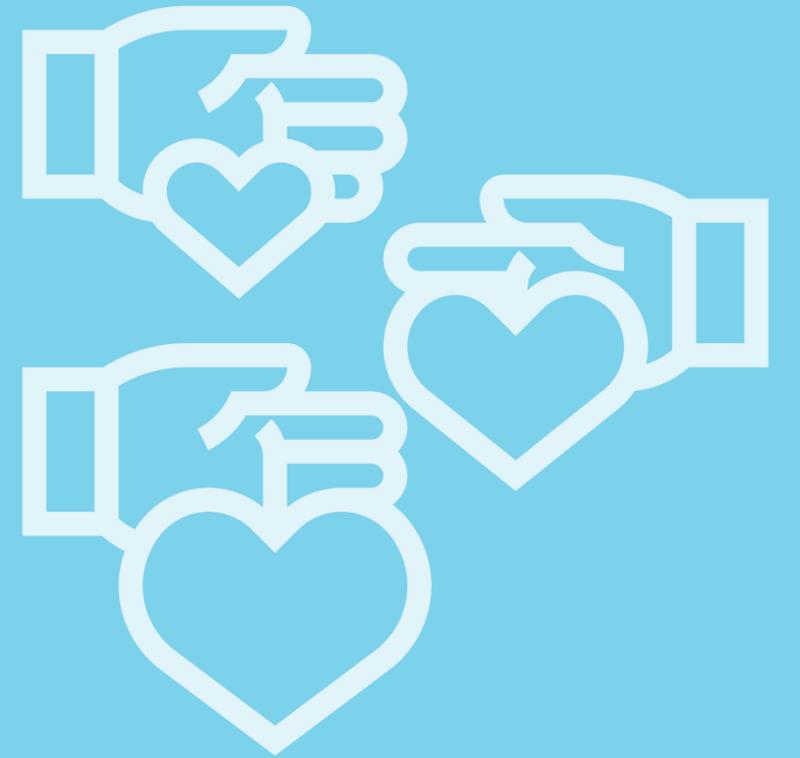


GIVING BACK

\$54,000 RAISED FOR YOUTH MENTAL HEALTH

This year, the Cronulla Surf Festival was about more than just connection for a day – it was about **creating lasting change in our community**. Together, with the support of our paddle out participants, festival-goers, partners, and local businesses, we **raised \$54,000** for our charity partners, One Wave and Find Ya Feet.

Both charities are deeply committed to **youth mental health and wellbeing**, and we are proud to stand alongside them. By working together, we ensured the energy and positivity of the festival stretched far beyond the beach, reaching thousands of young people across the Sutherland Shire.



WHERE DID THE MONEY GO?

MENTAL HEALTH WORKSHOPS IN LOCAL SCHOOLS

Thanks to the generosity of our community, the funds raised allowed One Wave and Find Ya Feet to deliver engaging and impactful mental health workshops in schools right across the Sutherland Shire.

These programs are designed to

- Provide students with practical coping mechanisms for stress and anxiety.
- Build resilience and self-confidence.
- Equip young people not just to survive life's challenges, but to truly thrive.

The Impact So Far

- 5,160 students reached in 2025
- 660 more students booked for early 2026

Every workshop delivered is another step toward a healthier, more resilient generation.

The Cronulla Surf Festival is proud to partner with these incredible charities to deliver real, tangible impacts to students across the Sutherland Shire.





“Year after year CSF brings our community together, celebrates our coastal lifestyle and creates unforgettable moments.

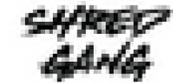
Gav Ottaway

Ray White Sutherland Shire

OUR PARTNERS



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THANK YOU

“Thank you to our incredible partners, collaborators and wonderful volunteers who helped make it possible for us to bring this event to life. We are stonger together and the future looks bright.

WE LOOK FORWARD TO ANOTHER FANTASTIC EVENT IN 2026!”

The Cronulla Surf Festival Team