



MAKING
FEMALE
SURFERS
VISIBLE IN
EUROPE

LYNDSEY STOODLEY
Cardiff University

DANI ROBERTSON
Surf Senioritas

CARDIFF
UNIVERSITY

PRIFYSGOL
CAERDYDD



Courses

We offer a full range of undergraduate, postgraduate taught and postgraduate research courses.

[Undergraduate >](#)

[Postgraduate taught >](#)

[Postgraduate research >](#)



Research

We play an internationally leading role in research and academic inquiry associated with the development, management and sustainability of cities, regions and rural spaces.

[Groups >](#)

[Centres and institutes >](#)

[Impact >](#)



About us

We address the grand challenges faced by human societies and places in the twenty-first century: we apply critical thinking and practical knowledge in solving economic, environmental and social problems.



Events

We actively engage with a range of audiences and stakeholders, influencing the policy of international institutions, national government, local authorities, non-governmental and charity organisations.



Projects

We have been awarded funding for a range of geography and planning research projects.

News



Awards recognise student excellence

22 December 2016
School of Geography and Planning student awards for academic excellence

The new food politics

22 December 2016

Safe and reliable water access

22 November 2016

Regional Innovation Policies Conference



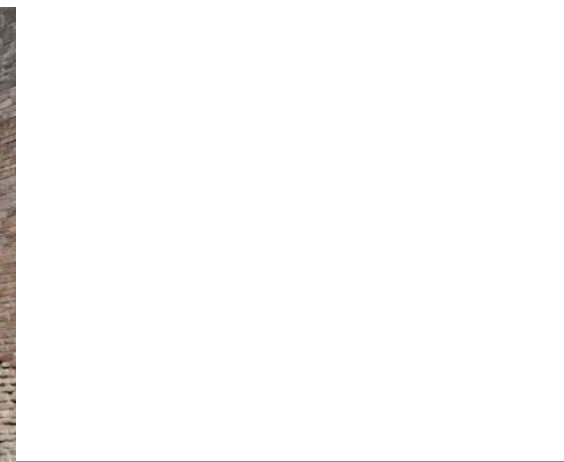
Postgraduate Goen Dav

Established 1883

A Russell Group University

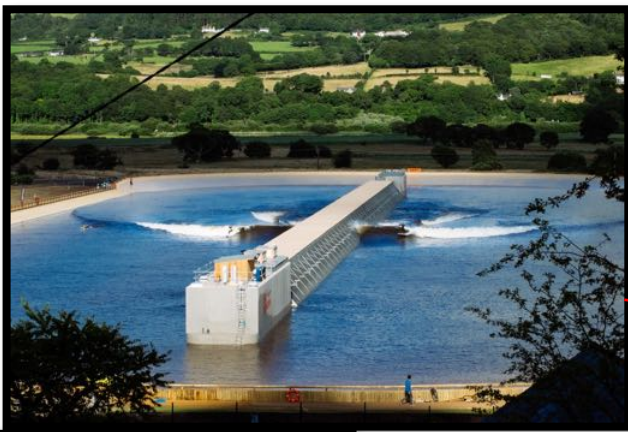
30,180 Students Currently enrolled

Images of Cardiff...



Images of Wales....



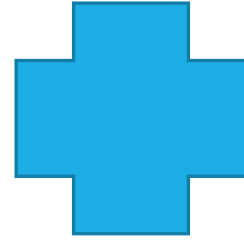




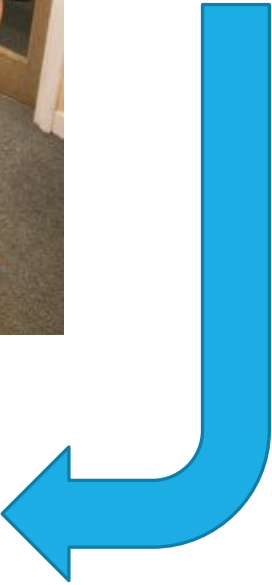
3000+ Members in women only group + 2500+ in a linked group that is open to all.

Platform for discussions, recommendations, rants and calls to arms.

Set up an affiliated surf academy; development sessions & competition training.



Institute for Women Surfers
Europe (Wales)





Institute for Women Surfers
Europe (Wales)

Launching IWS Europe

July 6-8, 2018

Cardiff University / Prifysgol Caerdydd / Wales, UK

IWS is grassroots educational initiative that brings together women surfers to create spaces of peer teaching, learning, and mutual aid. Our program is free. Please see the website for applications, information, and to learn about Skill Shares.

Our inaugural meeting will explore the topic of collaboration between women with emphasis on creating new and enduring bonds. Surf activists report that much surf work in the UK pits women surfers against one another. The gender climate creates competition between women for scarce resources, as women vie for acceptance in surf industry and surf media. "Collaboration" as a theme aims to build relationships and strengthen women's collective powers.

COLLABORATION

Workshops

#1 Collaboration Across Geographies

Krista Comer, Institute Director (US)
"Building Feminist Alliances"

Dani Robertson, Surf Senioritas (Wales)
"What European Women Surfers Need"

Martina Burtscher, U of Vienna (Austria)
"Rethinking Empowerment"

Skill-Shares

Surf Reserves / Language Tips for Travelers /
Plastics Activism / Surf First-Aid /
Surfers Against Sewage / Capoeira Angola /
Pregnant Surfing / Citizen Science / Sexual
Violence Recovery / Filmmakers /
Women Shapers

#2 Speak Out

Sophie Hellyer, Champion Surfer (ENG)
"Surf Feminism: Reclaiming the Water for Women"

Brender Wilmott, Surfing England (ENG)

Holly Sayce, The Wave Project (Wales)

Anne-Marie Minerva Gallagher (Wales)
Wahine Project UK

Discussion Topics

Why a Women's Institute?
Dropping in: what to do?
Mum surf time
Women's mental health and well being



Cardiff Bay Skyline, Wales

For More Information

instituteforwomensurfers.org



OOH!

Outcomes, opportunities and hopes.

DAUGHTERS OF THE SEA

COMING SOON

Daughters of the Sea is a zine inspired by the cold water women of Wales.



VICTORIA
derbyshire

she can surf

calling all female surfers* : we need you
atlantic hotel newquay - 8th august 2018 6-8pm

we're opening a safe platform to find out the obstacles facing women in surfing and we need your voices
drinks, snacks and a screening of *it aint pretty*
*sorry guys on this occasion its females only
find us on instagram for more info @stiecanosurf

UKPSA Atlantic Hotel surfgirl Europe Wales I heart



SWOTY Video

<https://twitter.com/thesundaytimes/status/1048885854020784128>

TRADITIONAL MEDIA



CLUBS



COMPETITIONS
EVENTS

SOCIAL MEDIA



VISIBILITY
BARRIERS

BRANDS



SPORTS ORGANISATIONS

ROLE MODELS

Competitions


Disconnect between

top and bottom

Brands

Beauty over ability



An aerial photograph of the ocean, showing a series of waves with white foam. The water is a deep teal color. The text is centered over the image.

Women need to be
visible in helping each
other - only then will
we see change.

Social Media

Use yours to promote women

Use it to mobilise

Use it to hold brands accountable

Infiltrate and take up online space



Traditional Media



- Send stories to news desks
- Promote what you're doing
- Share stories of women
- Request more women sport coverage
- Start your own!

Competitions

Enter womens comps

Watch them! Be seen

Start a team

Have your own competition

Demand equal opportunities

Clubs

Have policies in place to encourage women

Equal access to training opportunities

Female board members

Strong complaint procedures

Disparity of funds



Thank you

Any questions?