

Supporting Information

KWA AGM 2025

13 November 2025

Gregory Gerhardt, President



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Introduction to the Supporting Infos

Dear KWA Member

I hope you've all launched into the season in full swing — it's shaping up to be an exciting one!

The world of wind-propelled water sports is evolving faster than ever. Many of us now face the enviable dilemma of choosing between a kite or a wing session — or perhaps adding a parawing to the downwind mix! At KWA, we are embracing this evolution head-on. Your volunteer Board and staff is hard at work reshaping the association to provide greater clarity, stronger member benefits, and a structure that fully reflects both our kiteboarding and wing-foiling communities.

With membership numbers having dipped by 28% over the past three years, we know that delivering tangible value — for schools, members, and partners alike — is the key to turning the tide. While we continue to strengthen our competitions and high-performance pathways for WA's top athletes, we're even more focused on rekindling the spirit of community — the gatherings, the laughter, and the simple joy of sharing the wind at social events.

This document serves a better understanding key topics, including the Board's rationale to rebrand to 'Kite & Wing Western Australia'. Join us on 13 November and contribute to the future of KWA.

Gregory Gerhardt, president ad-interim



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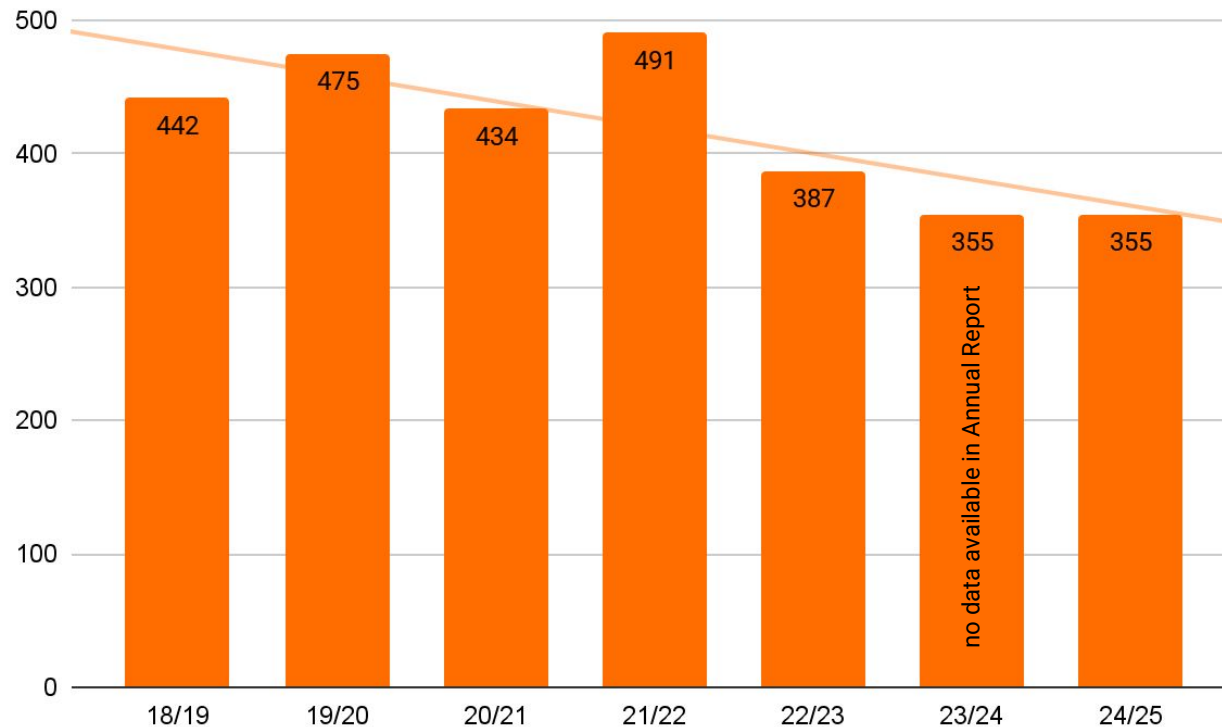
Quantitative Analysis

Financial Year 24/25



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Member Development and Status Quo



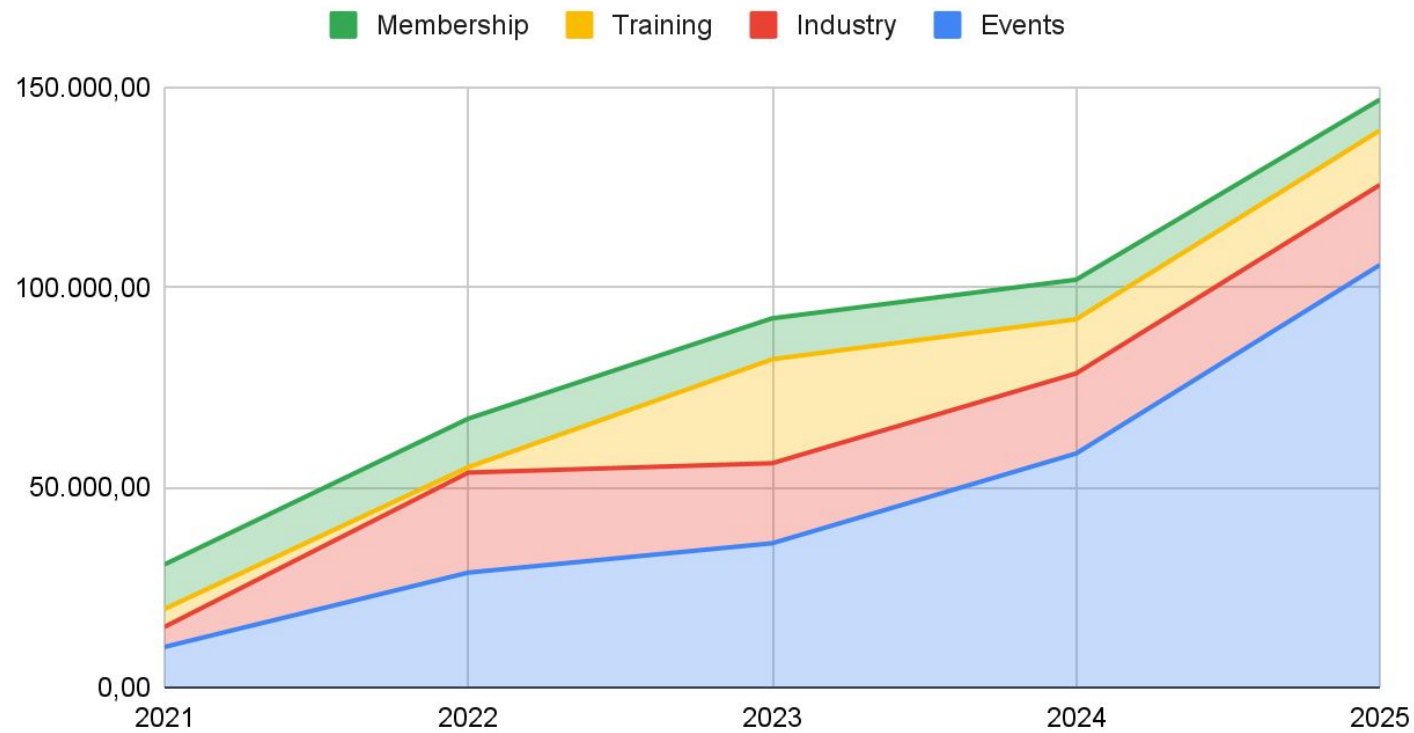
355	Total Members
79	Female
276	Male
22,25	Percent Female
77,75	Percent Male
18.12.1979	Median Birthday
44,56	Average Age
5	Median Membership (y)
4,43	Average Time with KWA

Over the last three years we experienced a drop in member numbers, i.e. 28% from 2022 to 2025, and 8% within the last year.

These numbers deviate from the annual report since they only consider full members, and exclude social, student and event memberships.

Financial Analysis

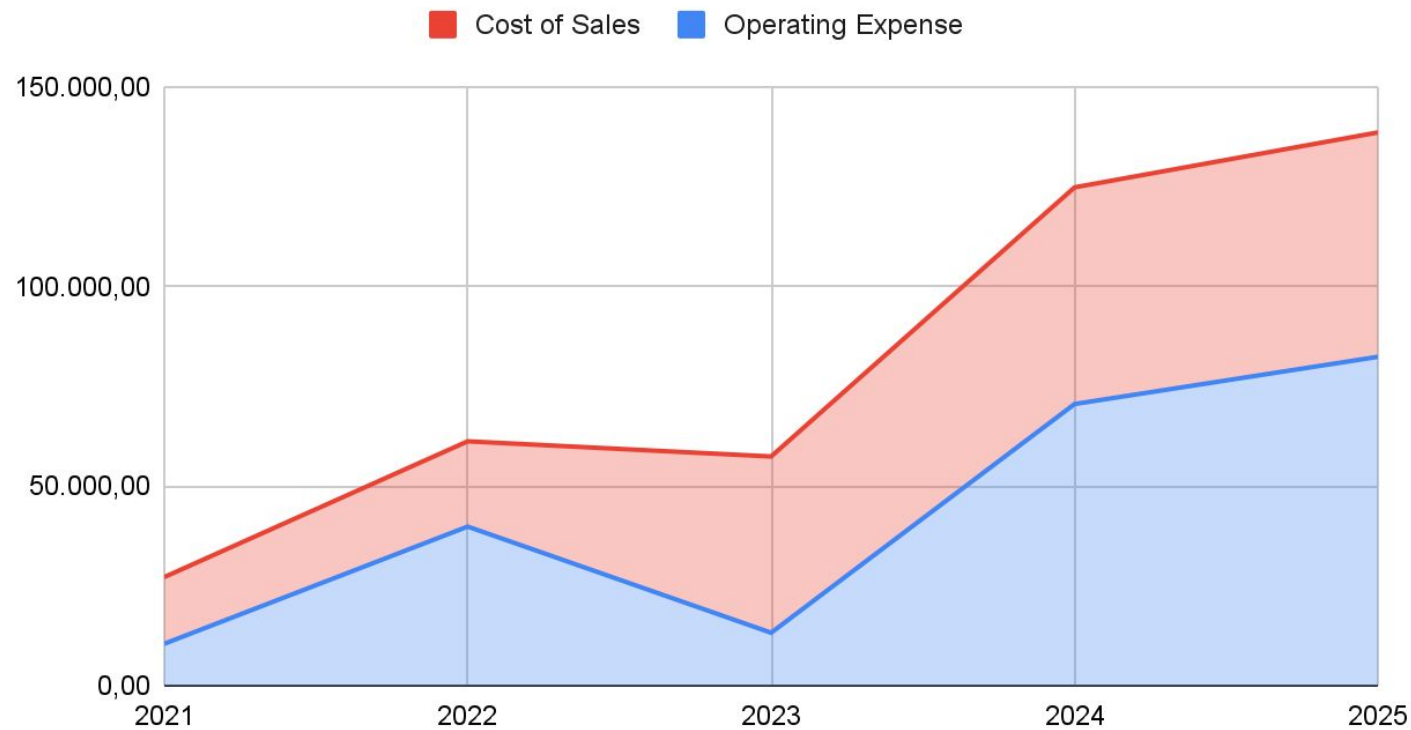
Revenue Streams by Destination



72% of revenues in the FY 24/25 were directed towards events, mainly in the form of public event grants.

Financial Analysis

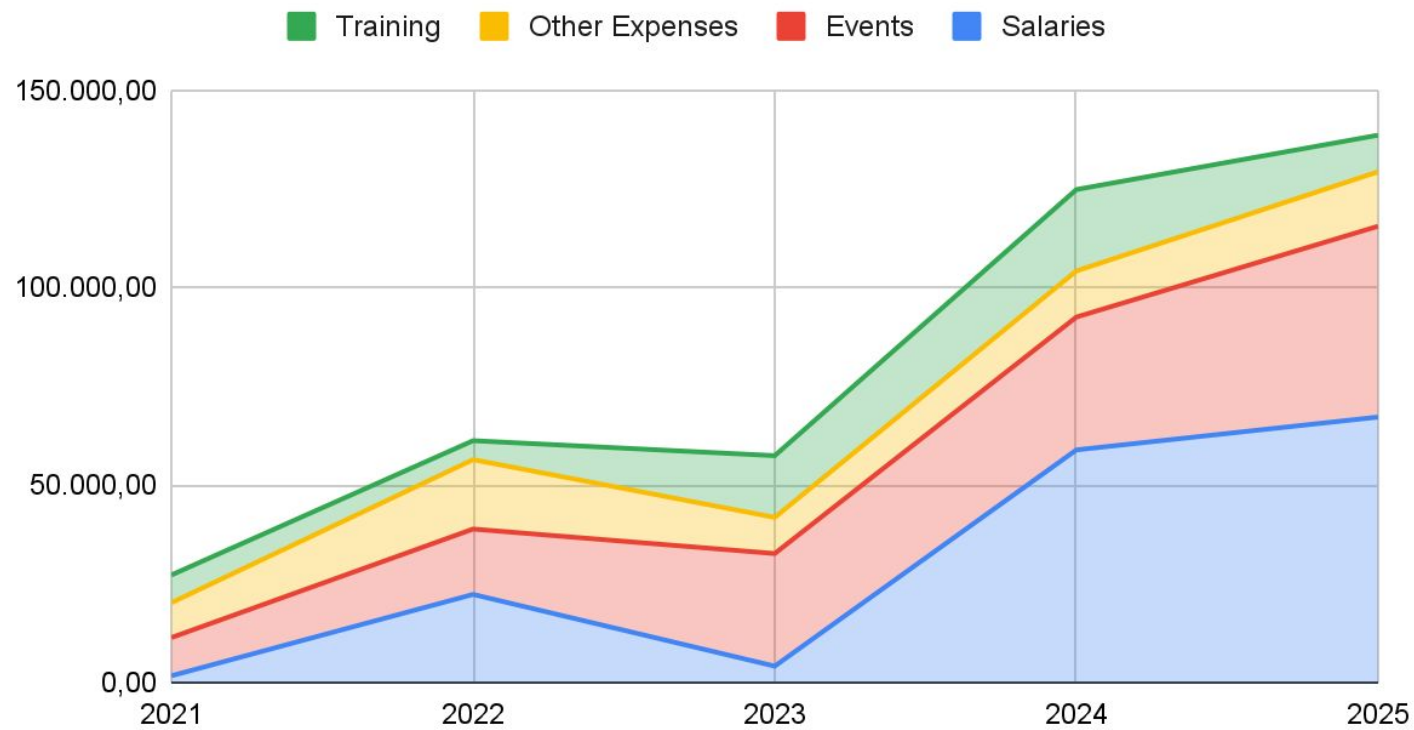
Operating Expense and Cost of Sales



Cost of Sales (approx 40%) are direct expenses that KWA incurs when delivering the member benefits such as training, events, merch, etc. OpEx (60%) comprises the recurring costs that KWA incurs running the daily operations including grant applications, etc.

Financial Analysis

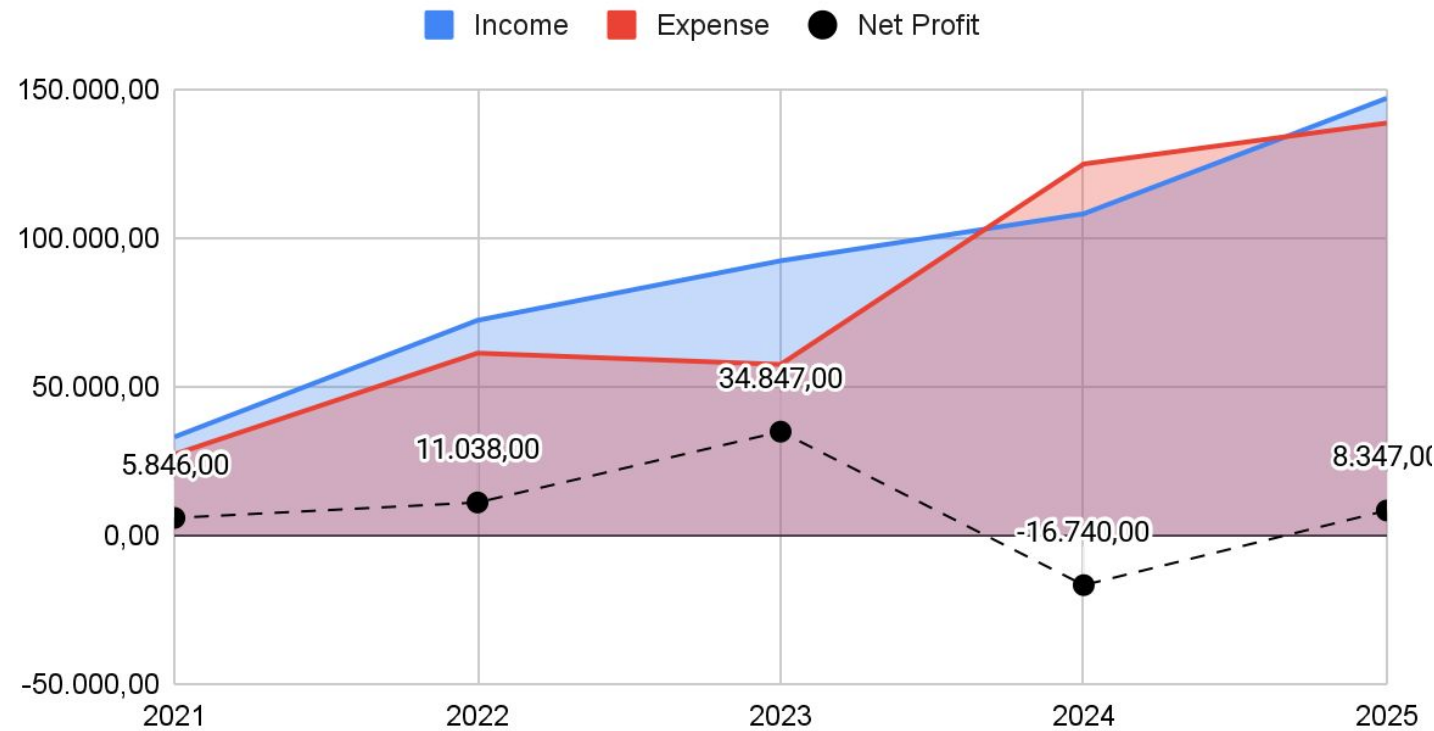
Cost by Destination



The biggest expense block (48%) in the FY 24/25 comprises employee salaries and consulting fees. 35% of expense is caused by events costs, 7% from training events, and 10% cover other costs such as hosting, storage, etc.

Financial Analysis

Income, Expense and Net Profit



Four of the last 5 years have been profitable reflecting the professional financial management of the organisation by Becky and Liam. KWA currently has a cash reserve of approx. 60'000 AUD.



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A Refined Structure for KWA

The Board policies have been adapted to empower sub-committees. The delegation of powers to smaller theme-specific working groups shall strengthen our organization with community and execution oriented teams, clear ownership and authority to act within the budgets that have been approved by the Board. This in turn shall improve the collaborative efficiency and delivery of benefits to our members.

Let us know if you would like to volunteer for one of the sub-committees as presented on the next slide!
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Execution & Member Oriented Structure





AGM



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Rebranding of KWA

'Kite & Wing Western Australia'



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Rationale & Proposition Rebranding of KWA

Growth of Wing Foiling

- Demand for wing foiling in WA, and the world, is rising for multiple reasons: Relative light gear, simple setup and launch, no extensive beach access required, fewer safety concerns than with kiteboarding, the relative softness of the sport on the musculoskeletal system (knees receiving most mentions), an exciting new 3D sensation ('flying through the water'), a new learning curve for many kiteboarders, the ability to operate in lighter or more varied wind conditions - especially in places like the Swan River, and last but not least the peer-pressure of fellow kiteboarders adding, - or fully changing to, a new sport.
- In Australia, wing foiling is already being recognised and supported by official bodies: Kiteboarding Australia plans to organise Wave and Freestyle Nationals. *Australian Sailing* has developed a Learn to Wing syllabus & program, and incorporated wing foil divisions into major regattas (e.g. Sail Melbourne, Sail Brisbane) and state youth sail events.
- The global equipment market for wing foiling is seeing strong growth, with major brands selling the same amount, or more, of wind foil gear as kiteboarding gear.

Rationale & Proposition Rebranding of KWA

Strategic Risk & Opportunity for KWA

- Risk of brand misalignment: The name “Kiteboarding Western Australia” may increasingly feel exclusive or outdated if a large portion of new wind-sports participants gravitate toward wing foiling and other foil based sports. Without recognition of wings in the name or identity, there is a risk of losing membership, relevance, and visibility.
- Opportunity to capture new markets: A rebrand to “Kite & Wing Western Australia” would signal inclusivity, attract newcomers to wing foiling, allow cross-promotion, expand events, and allow KWA to steward both kiteboarding and wing foiling growth rather than having wing foil activities migrate to other bodies or be less formally supported.
- Alignment with national trends: Since Kiteboarding Australia and Australian Sailing and other bodies are integrating wing foil programs, education/training and competition divisions, KWA risks being left behind in governance, funding, and representation if it does not formally embrace winging as part of its scope.

Rationale & Proposition Rebranding of KWA

Benefits of rebranding / expanding scope

- Reflects the realities of current and future participation; caters both to traditional kiteboarders and increasing numbers of wing foilers. Prevents other associations enterprises from owning the “wing foil” space in WA; retains KWA leadership.
- Broader participant base: Wing foilers who might otherwise affiliate with other associations, or no organisation, would have a natural home in KWA.
- Event and competition growth: Adding wing foiling events or divisions broadens event calendars, encourages innovation in event formats, and provides more value to members.

Adaptation of Constitution for Wing

- ☐ The AGM approves change of Art 1 and 3 of our Constitution and proposes the following special resolution to the AGM on 13 November 2025.

Art 1: *The name of the Association is 'Kite & Wing Western Australia Incorporated', hereinafter referred to as the Association.*

Art 3: *The object of the Association is the development and promotion of safe Kiting and Winging in Western Australia.*

- ☐ The AGM declines the constitutional change and suggests the maintenance of a kiteboarding focus.

- ✗ Special Resolution (Act Art. 51): Changing the association's constitution and rules, name and altering the association's objective: 75% support required: 21 days notice. -> Changes need to be lodged with commissioner with certification of one of the directors.
- ✗ The adaption of the constitution may be preceded by the following sub-steps, at the discretion of the Board.
 - 1) Changing Trading Name to 'Kite & Wing Western Australia' // Once completed and approved by Board:
 - 2) Replacement of 'Kiteboarding Western Australia' by 'Kite & Wing Western Australia' across all channels (e.g. letterheads, trailer, stickers, merchandise, ...).



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