

SURFACE EQUITY

COMMITTEE FOR EQUITY IN WOMEN'S SURFING

Founded February 2016

Mavericks Challenge 2018 / 2019

CEWS presentation for July 23, 2018 meeting with World Surf League



PAIGE ALMS

CEWS



KEALA KENNELLY

CEWS



ANDREA MOLLER

CEWS



BIANCA VALENTI

CEWS

Mavs Brotherhood

The Mavericks surf competition was founded in 1998.

Jeff Clark titled the inaugural event
“Men Who Ride Mountains.”

On February 17, 1999, the first
Mavericks surf competition was held.

Two decades later...

Women athletes have never competed
in the Mavericks event.

#SurfEquity

Women athletes should have an opportunity to compete for equal prize money in a multi-heat women's division. It will be good for women, for the Mavericks legacy, and it will ensure fair and equal access to coastal waters.

Proposal for the Inclusion of Women

Three Heats

A Women's Division means, no less than two qualifying heats with the top three winners advancing to a final heat to determine the Women's Division champion.

Both the Men's and the Women's Divisions should have heats that are of equal-length.

Three Heats

Women's Division Includes Ten Athletes

Two Semi-Finals

Five athletes in each semi-final

Top three in each semi-final qualify for final

One Final

Six athletes compete in final

Prize Money Gap

Equal prize money is the best way to achieve meaningful equity in competitive surfing.

Pe'ahi Challenge

The female winner earned 40% less than the male winner at the past two competitions.

In Nov 2016, Paige Alms made history as the first Woman Big Wave Champion at Pe'ahi. In Oct 2017, Alms successfully defended her title at Pe'ahi.

The WSL Big Wave Tour paid Alms \$15,000 in prize money per event. Her counterpart in the men's division received \$25,000 per event.



Photo: WSL

Paige Alms surfing 30-to-40 foot-plus conditions at the world famous Pe'ahi in Haiku, Maui, Hawaii



“Anyone that says they’re not scared of this place, I think they’re lying...I think it’s the most powerful and intimidating big wave anywhere in the world, by far.” —**Paige Alms**

End Gender-Based Inequity

Prize Money Gap

The 2018 Billabong Junior Series Ballito Pro Junior winners, Rio Waida (Indonesia) and Zoe Steyn (East London, SA) received unequal victory checks after surfing the same medium sized onshore conditions at Willard Beach, Ballito.



Zoe Steyn earned 50% less than Rio Waida.

SURFER | The WSL's Gender Prize Money Gap Sparks Controversy and Donations

July, 5, 2018

The event organizers and sponsor, Billabong, were quick to realize the public relations issue they had on their hands-and they were equally quick to toss that hot potato squarely into the WSL's hands.

"Billabong has always been actively invested in and supportive of women's surfing in South Africa," wrote Chad D Arcy, event license holder of the Billabong Junior Series in a statement. "We've proudly watched women's surfing grow over the years, in part thanks to the host of women's events we've run. For many years, we've sponsored a team of female athletes, nurturing their careers in surfing from an early age....In order for any professional surf event to be internationally accredited, it has to be sanctioned by the WSL. The WSL also determines the allocation of prize money and points for each event."

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Prize Money Gap

The 2018 Puerto Escondido Cup first place winner, Bianca Valenti earned \$1,750 while her counterpart in the men's division took home \$7,000.

Bianca Valenti earned
75% Less
than Lucas (Chumbo) Chianca
surfing the same wave on the same day.



Alta Mar

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CUP

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MEXICO

PUERTO
ESCONDIDO
CUP

WSL

BUNGALOWS
ZICATELA
SURFER'S HOME

PUERTO
ESCONDIDO
CUP

WSL

PUERTO
ESCONDIDO
CUP

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ENERGY

Selina
/ PUERTO ESCONDIDO /

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SURF OPEN LEAGUE
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ENERGY

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MEXICO

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ENERGY

Alta Mar

PUERTO
ESCONDIDO
CUP

BUNGALOWS
ZICATELA
SURFER'S HOME

PUERTO ESCONDIDO CUP
PAY TO THE ORDER OF
4th CUARDO LUGAR
RAQUEL HECKERT
USD \$500

PUERTO ESCONDIDO CUP
PAY TO THE ORDER OF
KEALA KENELLY
3rd TERCER LUGAR
USD \$500

PUERTO ESCONDIDO CUP
PAY TO THE ORDER OF
ISABEL LEONHARDT
2nd SEGUNDO LUGAR
USD \$500

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USD \$ 1,750.





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Prize Money Policy

A smaller female-to-male ratio is no excuse for gender-based discrimination.

Women competitors should receive prize money that is consistent with male competitors.

Prize Money Policy

Each female competitor must receive the exact same amount of money as the corresponding male competitor.

No total purse formula applied.

Prize Money Policy

Institute an equal prize policy and end gender-based discrimination.

Athlete Selection Policy

Institute a transparent athlete selection system.

Clarify criteria for qualifying.

Media Access

The following women writers, photographers, and filmmakers need access to Mavericks Challenge events.

Elizabeth Pepin Silva, Dayla Soul, Sachi Cunningham, Nico Sell, Sarah Makarewicz, Katie Zacarian, Kathleen Egan, Margaret Seelie, and Molly Lockwood.

Thank you

SurfEquity.org

SURFACE EQUITY

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Special Use Permit

(5-Year term: 2016/2017 through 2020/2021)

Permit Number: 2016-01

- 2.2 The term of this Permit shall be for Five (5) “seasons,” each “season” being defined as the period from November 1 through March 31, and specifically November 1, 2016 through March 31, 2017, November 1, 2017 through March 31, 2018, November 1, 2018 through March 31, 2019, November 1, 2019 through March 31, 2020, and November 1, 2020 through March 31, 2021.
- 2.3 Each Event will be a paddle-in event and will take place on one day. The exact date will be determined by Permittee but must be between November 1 and March 31 for each season, as defined in 2.2 above, and as set forth more fully in Section 4.10.
- 4.11 This Permit shall be the sole Permit issued for the purpose of using the Property in connection with holding a Surfing Event(s) at Mavericks surf break during the term of this Permit.