

Hi Surfers

A brief snapshot of both my surfing and professional career background follows:

While I was born in New Zealand, my folks moved to the Gold Coast when I was 15 in 1974. My brothers and I immediately took to surfing. Wayne was a strong competitive surfer, winning the Australian junior amateur championship and finishing second to Tom Curren in the world amateur titles in France in 1980. He is now a shaper in Australia, making boards for among others Bede Durbidge and Paige Hareb. As an early member of the powerful North End Boardriders club on the Gold Coast, I was involved early in the competitive Australian club scene.

I returned to New Zealand in 1987 after training as a journalist during which time I regularly covered the international professional surfing circuit for the Gold Coast Bulletin. I was also Sports Editor of the Sunday News and Sunday Star-Times in the early 1990s. I then moved fulltime into sports administration, working for News Limited in Sydney on the Super League rebel sports competition in Australia.

After stints in the media department at Super League and the National Rugby League (NRL) through to the end of 1998, I became Chief Executive Officer of the Warriors for two years.

In early 2001, I took up a Wellington-based role at the New Zealand Rugby Union as General Manager, Commercial. This was a revenue-focussed management position including overseeing marketing.

In mid-2004, I moved to the Bay of Plenty for lifestyle reasons. I currently work for Fairfax Media – New Zealand's largest media and publishing company – as General Manager, Sport. I am Auckland-based during the working week.

At Fairfax, I oversee and manage Fairfax's sports strategy and its coverage of major international events like the Rugby World Cup and Olympics, am involved in various online projects including the creation of RugbyHeaven.co.nz and also do commercial work.

My interest in surfing has remained over the years. Via my brother I have also taken an interest in the career of Paige Hareb\*.

I have decided to stand for SNZ's board in the belief I have a background and skill set that can assist the organisation. With the current wave of young surfers New Zealand is producing, there is a unique opportunity to improve media exposure and commercial and corporate support of surfing.

I also support empowerment of clubs who have much to offer SNZ.

I thank Surfing Taranaki for its nomination of me.

Yours in surfing

Trevor McKewen

\* I provide free media and commercial advice to Paige Hareb and her parents in support of their quest for Paige to become NZ's first female WCT surfer.