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GOWINGS PACIFIC TRADER



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FROM IDEA TO OCEAN:

ADVANCED MANUFACTURED TRAVEL SURFBOARD SET TO MAKE WAVES

Gowings Bros Ltd (Gowings) partners with Australian Government's Cooperative Research Centre to develop the latest technology in surfboard manufacturing.

Gowings is an Investment Company with a proud family heritage, based on the beautiful Mid-North Coast of NSW. Gowings brand portfolio consists of key players in the surf industry - FCS and Softech as well as Gowings Pacific Trader and Alvey.

Gowings are on a mission to drive surfing technology to enhance the sport and make it more accessible to more people. They are proud to announce that they are partnering with the ACM CRC to create a travel surfboard solution that requires minimal storage space, that surpasses current surfboard standards in functionality and performance.

This ACM CRC project will identify and develop advanced manufacturing techniques for increased

board laminating quality, and will adapt automated processes for core shaping, composite material deposition (glassing), and finishing, retaining the board's high quality while reducing manufacturing costs.

Gowings will lead the project, managing the design scope and drawing on essential market information. In addition, they will oversee compliance and standards testing, ensuring that the surfboard meets regulations and market expectations, even engaging surf athletes for field trials.

Lead research partner, the University of New South Wales, will also offer input into the technology-informed design, exploring the board's performance characteristics (flex, damping, rebound, "feel") so that they may be optimised. The extensive research capabilities of the University of Wollongong's Surf Flex Lab will also be leveraged, to encompass the entire surfing experience.

“These premium travel boards are an exciting potential for national and international markets, offering enhanced durability, performance, and sustainability,” said John Gowing who is the Executive Chairman of Gowings. “This means no more lugging around sizable, weighty boards for travelling surfers, including, potentially, our athletes.”

From Left to Right: Gurmesh Singh MP, Dr Steve Gower, James Davis, John Gowing, Garth Pearce and Ganga Prustry



“By infusing science and engineering into surfing, we’re not just catching waves; we’re changing the way surfers connect with their environment,” said Professor Marc in het Panhuis from the Surf Flex Lab.

On Tuesday 23 April, Mr Gowing was joined at his Harbour Drive office by Paul Amos, Mayor of Coffs Harbour, Shadow Minister for Tourism, Gurmesh Singh MP, and ACM CRC’s Dr Steve Gower (CEO), Professor David Currow (Deputy Vice-Chancellor Research and Sustainable Future) and Professor Ganga Prustry (Director of Research), to undergo a contract signing ceremony that made the project official.

“This is a very exciting project for the CRC – one that has great global potential for us, our partners, and for Australia as a nation, with the boards being designed and manufactured right here on our shores,” said Dr Gower, a keen surfer himself! “Australia needs to reposition its manufacturing and sovereign engineering capability to capture

emergent markets. This project presents a great place to start.”

Starting out in 1868, Gowings has always been a proudly Australian pioneer that continually strives to make advances in supporting local innovation, manufacturing, supply chain onshoring and regional job creation. Gowings has also established the Nautilus Lab for surf technology in Coffs Harbour. The Nautilus lab as described by John Gowing is “Gowing’s department of creative, cutting-edge modernisation, systematic programmed urgency, simplification, on-shoring, collaboration, teamwork and development of useful things that solve real-world tangible problems”

This further cements Gowings investment into the Mid North Coast.

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