

Welcome to

A LIQUID FUTURE



SURF FOR GOOD



From passion comes possibility



2050 VISION

Eradication of poverty and protection of marine ecosystems across remote surfing communities worldwide.



ORGANISATION PURPOSE

Enable sustainable development of remote surfing communities with equitable community benefits and protection of marine ecosystems.



We started where the problem existed, when a remote coastal community in the Mentawai Islands, Indonesia asked our founder Lizzie Murray for help while she was on a surf trip there.

Surf tourism was impacting their lives and environment, but the community did not have the means to be a part of this while experiencing poverty, very low education standards and degradation of marine ecosystems.

Lizzie recognised that the passion locals had for surfing and surf tourism could be used to address the problems.



IDENTIFYING THE PROBLEMS

- 01 Policy-based conservation approaches implemented by outside teams of experts and that do not address root causes of poor education and health, and poverty.
- 02 Less than 15% of Indonesia's Marine Protected Areas are effective. By 2050, 90% of coral reefs will die globally. Indonesia is home to 16% of the world's coral reefs, second only to Australia.
- 03 Some of the lowest education standards in the world (OECD Report)
- 04 Inexperienced regency governments. Rapid infrastructural development.
- 05 An under representation of local inhabitants, especially women, engaged in the blue economy. More women and children die in tsunamis

SOLUTION:

OUR APPROACH



Use the passion communities have for surfing as initial engagement tool



Manage surf breaks as renewable resources with social, environmental and economic value.



Provide strategic programs, adaptive learning and the right resources.



Local community teams representing diversity, equity and inclusivity.



Networked organisation.

"Tell me and I forget, teach me and I may remember, involve me and I learn"

SOLUTION:

OUR PROJECTS

How we bring our solutions to life.



A LIQUID FUTURE / THE ASIAN SURFING COOPERATIVE

Our Future Waves - Surf Resource Education brings programs in Reef and Coastline Health and Surveys; Water Safety; and The Girls Group to surf clubs across Indonesia and Asia. The purpose of the program is to align the development of surfing and surf tourism with the values of sustainability, marine protection, gender equity and socio-economic benefit for local communities. Programs meet ISA standards.

A LIQUID FUTURE

Surfer Scientists provides technical training and science education to local communities. This is undertaken simultaneously with data collection required to assess the health of the marine environment which is shared on a central data base. It upskills communities, bringing modernisation through use of digital resources, and broadens the use of science.

SURF CLUB HUBS

These are home bases. They enable us to:

- Protect surf breaks
- Set up conservation initiatives
- Run education programmes
- Engage primary stakeholders across sectors
- Run collaborative projects
- Set up entrepreneurial initiatives

A LIQUID FUTURE

Theory of Change

Enable sustainable development of remote surfing communities with equitable community benefits and protection of marine ecosystems.

INPUT



ASSUMPTIONS

- All communities and voices are equal
- Surf breaks are renewable resources with social, environmental and economic value
- Education increases well-being
- Surfing and surf tourism are increasing globally

PRE-CONDITIONS

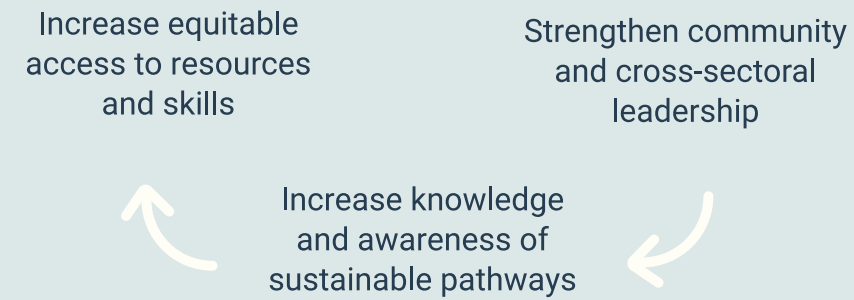
- Communities are willing to participate
- Local teams comprising community members led by women
- Home base established to operate from
- Government support

EMBEDDING SCALE + EQUITY PRINCIPLES

LONG-TERM OUTCOMES

Enable legal protection of surf break and marine ecosystem, and equitable community benefits.

SHORT-TERM OUTCOMES



IMPACT INDICATORS



CONDITIONS FOR SUCCESS

- Protected surf break
- Community well-being, knowledge, practices and mindset
- Governance, Engagement and Leadership

ACCELERATE TRANSFORMATION

2030 IMPACT

Activate Systems Change

2050 VISION

Eradication of poverty and the protection of marine ecosystems across remote surfing communities worldwide

IMPACT REPORTING FRAMEWORK

"Organisations that are capable of recognising their triumphs and failures are likely to be far more effective than those that aren't really sure what they are achieving."

THE GOOD ANALYST

INNOVATION / MEASUREMENT / MANAGEMENT

IMPACT STRATEGY

- Refinement of impact intentions and objectives
- Mapping of Theory of Change
- Stakeholder consultation and analysis
- Materiality assessment

EVIDENCE + DATA

- Definition of outcomes and KPIs
- Data collection
- Data framework, tools and processes
- Data quality review and analysis

CULTURE + TRANSFORMATION

- Trainings and guidelines to embed a culture of impact
- Team and board engagement
- Programme design and review

DIGITAL TOOLS

- Data software solution

COMMUNICATION + REPORTING

- Impact reports for key stakeholders
- Bespoke impact presentations and documents
- Story telling and case studies

We follow Global Reporting Initiative (GRI) templates to compile our impact reports.

STANDARDS OF

ENVIRONMENT, SOCIETY + GOVERNANCE

ALF Australia and Indonesia follow ESG standards which underlie the day-to-day operating of our organisations.



ENVIRONMENT

- From how staff travel, communicate and recycle.
- To our sustainably produced brand items made in the countries we operate in.
- Marine conservation programmes, coral reef mapping and ecological surf board repair.
- How we operate as an organisation mirrors our founding purpose.
- To develop sustainable livelihoods and protect marine ecosystems.



SOCIETY

- Our teams are led by women.
- We employ only locals to the communities we operate in.
- We work with some of the most marginalised and disadvantaged communities in the world.
- We enable equitable community benefits.
- We prioritise employee welfare.



GOVERNANCE

- Board diversity with Indonesian and Australian directors represented on both boards.
- Transparent accounting systems and financial reporting.
- 25 policies ratified by the Australian Council For International Development including child safety policy, conflict of interest and risk assessment.
- Shared online file storage and synchronisation platform enabling seamless collaboration, accountability and therefore impact between Australian and Indonesian teams.

OUR TEAM

Team members are passionate and courageous trailblazers, determined to innovate approaches to conservation and education in remote communities.



LIZZIE MURRAY

Founder / CEO

Founder and Chief Executive Officer Lizzie Murray has an Honours degree from University College London in Politics, Philosophy and Languages, has worked or travelled in over 100 countries, speaks five languages and lived alone with local communities in Indonesia for ten years creating A Liquid Future. She was made a fellow of the Royal Society For Arts, Manufactures and Commerce, in the UK in 2013 in recognition of what A Liquid Future has achieved. She is an avid surfer and skier.



JANIECE WALKER

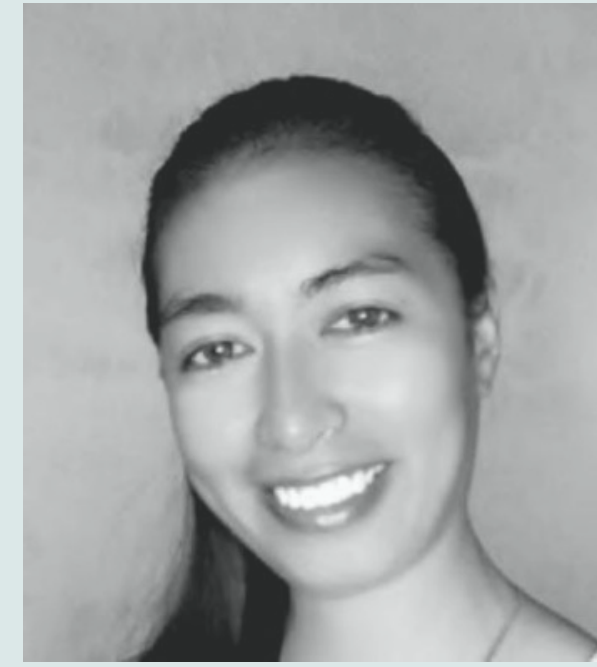
Director of Programmes

Director of programmes Janiece Walker has a Bachelor of Education in teaching and extensive experience living and working in remote communities of Australia, Indonesia, Sri Lanka and India. She helped run a non-for-profit prior to ALF, organising surf trips to remote locations around the world educating the visiting group about the impacts of surf tourism. She also competed in surfing in her younger years and has been a surf instructor for 10 years.

MARIA MEGAWATI MAAIL

National Director Indonesia

National director, Maria Megawati Maail is a local to Bido village in Morotai. She has a degree in English and previously was a high school teacher. A mother of three, Maria is passionate about seeing the younger generation lead their communities into a future of opportunities while protecting the marine environment they rely so heavily on as development arrives to their shores.



RICARDO WIYANA

Finance Manager

Finance Manager Ricardo Wiyana has a Bachelor's Degree in Business Administration from Canada. He now owns and runs the hotel and bar 'Bat and Arrow' in Padang. Ricardo frequently interacts with tourists and is thankful for tourism. He says, "Tourism and the surfing industry have a huge impact on me, therefore I wish to give back to the community of Mentawai through A Liquid Future



OUR IMPACT

3547 students engaged from A Liquid Futures Programs



12 surf clubs set up



3 surf club hubs run by local community teams



20 schools engaged



32 communities engaged



6 x international partnerships



Regency, Provincial and National Government partnerships



Programmes requested by Regency governments of neighbouring islands



Government investment in 2 surf centres, provision of waste disposal and collection services, and running surf training programs



3 x partnerships with Australian and Indonesian Universities



First girls ever from Mentawai and Morotai taught to surf

WHY OUR APPROACH WORKS



RELATABLE

UNIQUE

Our model is unique. It is developed from a shared, lived experience, in partnership with locals living next to surf breaks. It is relatable and therefore effective. Continually adapted and revised.

We build on the passion locals have for surfing. What you are passionate about you commit to for the long term. Our starting point is an activity that builds TRUST and treats us all as equals.

Registered as an Indonesian NGO means we do not rely on Memorandums of Understanding from the Indonesian Government to operate, and are viewed favourably by all levels of government.

Our teams comprise locals from the villages we work in, not experts brought in from larger cities of Indonesia. They are known and respected by communities which mean seamless operating.

EFFECTIVE

MINIMAL RISK

WHY INVEST IN US?

We are looking for long term investors who we can build fulfilling partnerships with and achieve mutually beneficial impact.



- We can help you achieve your Sustainable Development Goals
- We add shared value. We have an aligned brand and can give you exposure and positively influence your brand image through co-branding.
- Indonesia stands to be a significant trading partner of Australia into the future. We can help you build partnerships through our extensive network.
- We can offer your brand exposure through, for example our clothing range and our partner channels.
- You can work with our young, dynamic, innovative teams.
- Surfing and Surf Tourism are growing globally.



*We are registered with the Australian Council For International Development and the Australian Government as an International NGO and as an Indonesian NGO with the Indonesian Government.



A Liquid Future was created through the meeting of ideas, skills, knowledge and passion.

Ready to meet us there and reconfigure a better future underpinned by peace, equity and inclusion?

Let's do this!

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