

Andy Joyce

"My dream of a more water filled life was realised through passion, hard work and vision. My role is supporting others to achieve theirs' too!"

21 Lynton Crescent
Christchurch
BH23 2SD

(+44) 7941 508531
andy@surfsteps.co.uk

EXPERIENCE

International Surfing Association (ISA), - Development Officer

JANUARY 2023 - PRESENT (remote, part-time)

- Advise and inform organisations on sports development globally, coordinated with the ISA HQ, USA
- Shape and coordinate ISA Sports development strategy and planning.

International Surfing Association (ISA), - Regional Development Advisor for Europe, Africa, and West Asia

JANUARY 2021 – JANUARY 2023 (remote, part-time)

- Advise and inform Surf and SUP organisations on sports development within the region, coordinated with the ISA HQ, USA

Surf Steps, Bournemouth - Director

MARCH 2005 - PRESENT

- SUP and surfing Development coaching and guidance.
- Developing new business, including coordination and management of projects.
- Marketing and developing water sports activities.
- National and International ISA Coach and Judge trainer/assessor.
- Liaison and networking with councils, education authorities and other stakeholders.

Just Add Water, Bournemouth - Head Surf Coach/Water sports trainer.

SEPTEMBER 2003 - MARCH 2005

- Responsible for the day-to-day running of the company's BSA approved surf school, including teaching lessons and school administration, adherence to rules and regulations pertaining to the school.
- Training shop staff in the technical aspects of water sports equipment (wake, kite, surf, including all repairs) in 16 shops in the south of England.



COMPUTER SKILLS

Daily emailing
MS Office
Word Press
Xero
Social Media Platforms

LANGUAGES

Intermediate fluency in:

- Spanish
- French
- Bahasa Indonesian

ELITE INDIVIDUALS COACHED

Miles Lee-Hargreaves

2004 - 2011

(British Junior Champion, 3 times British Schools Champion, British Junior Team Captain, 4th Men's Open 2022).

Charlotte Banfield

2017 - PRESENT

2x Silver, 1 Bronze and Copper at World Para Surf Championships

Melissa Reid

2017 - PRESENT

3 x Gold at World Para Surf Championships (VI)

Hannah Dines

2021

Copper at 2021 Para Surf World Championships

Contract Engineering Technician. Various sites in U.K. Europe and New Zealand - *Predominantly Aircraft mechanical.*

SEPTEMBER 1988 - SEPTEMBER 2003

- RNZAF apprenticeship and service till 1993
- All aspects of maintenance and production including Structures, propulsions, drive and control systems.
- Computer use for administration and stores procurement, including windows, word, and office.
- Modification, fault finding and Testing of components and systems.

QUALIFICATIONS

Bournemouth University,

2007 - 2010

Foundation Degree in Coach and Athlete development (Distinction)

International Surfing Association (ISA),

2002 - PRESENT

Surf and SUP coach - Level One

Surf and SUP coach - Level Two

OW Water SUP

Surf SUP

Open Ocean SUP

Level 3 (Head) Judge

SUP officials' course

ILS Instructor Aquatic Safety and Rescue

(Trainer Assessor for all the above)

Surf Life Saving Great Britain (SLSGB),

2002 - PRESENT

Qualified Surf Lifeguard

Trainer and assessor

1st 4 Sport,

NVQ Level 3 certificate in Tutoring and Assessment Practice in Sport

Christchurch Boys High School, Christchurch, New Zealand

1983 - 1987

University Entrance Accredited

HIGHLIGHTS AS A COMPETITIVE ATHLETE

2021 - 2nd - Surf SUP finals Tynemouth Open

2020 - 4th - Veterans, English National Champs

2017 - 2nd - Men's Open, Momentum competition, Pease Bay.

<http://thessf.com/2017/03/21/momentum-20th-anniversary-open/>

2016 - 1st - 12'6" Masters, British SUP Club Championships.

2015 - UKSUP National Champion 2015, 12'6" Division.

2015 - Team GB (15th) ISA World Paddleboard Champs: Sayulita, Mexico.

23rd Technical and

34th Distance,

2015 - Fastest Male, Head of the Dart SUP race.

2014 - 1st - 12'6" in UK SUP Club's race series (Masters) and

3rd - 12'6" overall in UK SUP Club's race series.

2011 - Winner of the SUP UK National race series, Summer Sizzler.

HIGHLIGHTS AS A SPORTS COACH, TRAINER, AND MANAGER

2022 - Team Coach (replacement), Scottish Junior Team

EuroSurf Junior Championships, Portugal July 2022.

2021 – Winner, UK Coaching Awards

[UK coaching awards for the "Changing Lives" category.](#)

2017 to 2021 - Manager, Head Coach and water support, English Para Surf

National and World Para Championships – USA and UK

2011 to present – ISA Surf and SUP coaching and Sports Developer

With various surfing organisations and governing bodies worldwide.

2009 - Manager and Coach, Bournemouth Juniors

Surf training in Fuerteventura.

2009 - Manager and Coach, Bournemouth Juniors

7th overall, British Schools U18 Champs (1st U14, 2nd U18 Body Board).

2008 - Surf Relief coach and centre manager

<https://www.youtube.com/watch?v=ohNadyH40zE>

2008 - Manager and Coach, Bournemouth Juniors

3rd overall, British Schools U18 Champs (1st U12, 2nd U18 Body Board).

2007 - BSA Coaching Committee.

2007 - Manager and Coach, Bournemouth Juniors

5th overall, British Schools U18 Champs (1st and 2nd U18 Body Board).

2006 - Trainer/Assessor

Level 1 Surf Coaches (British Surfing Association).

2005/6 - Manager/Coach, Bournemouth Juniors

4th Overall (both years) in British National U14 Team champs