



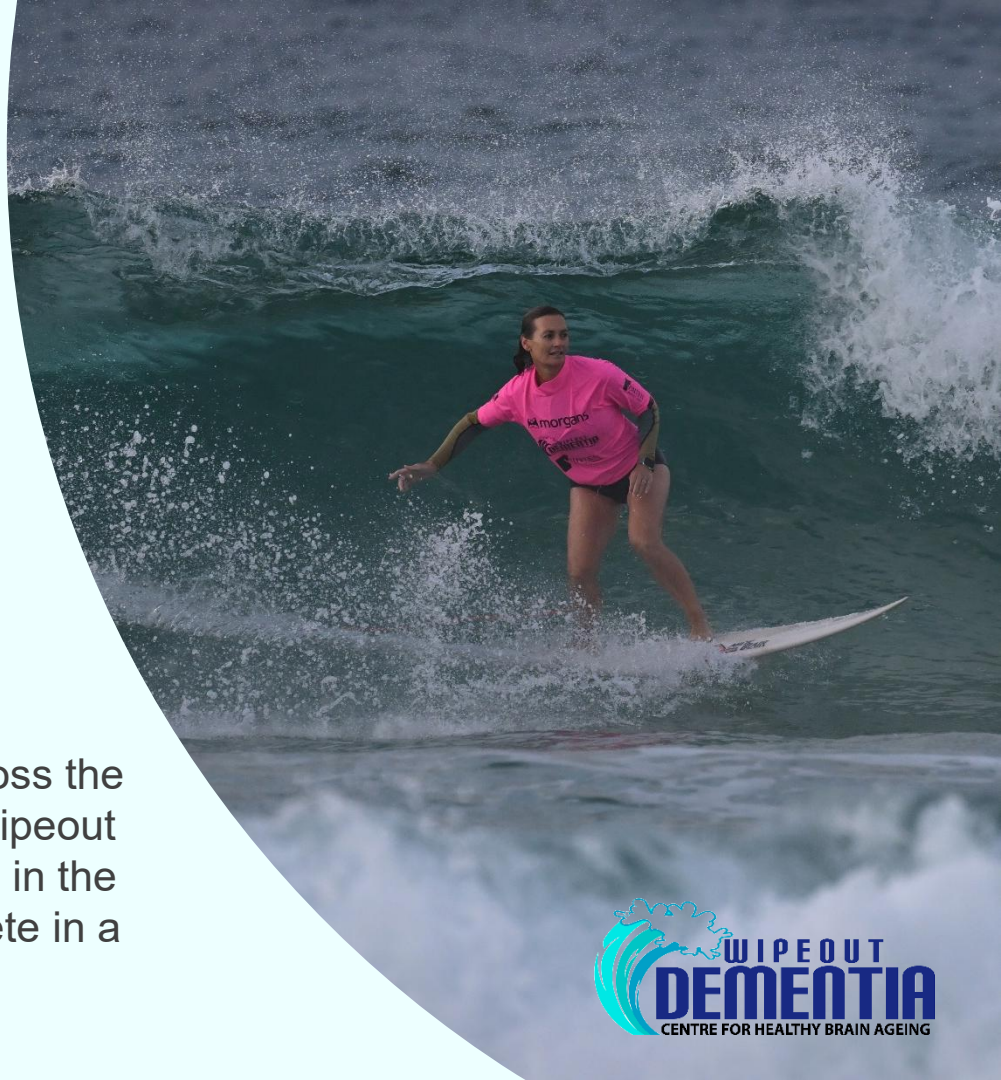
[cheba.unsw.edu.au/wipeout-dementia](http://cheba.unsw.edu.au/wipeout-dementia)

# What is Wipeout Dementia?

**Dementia is one of the biggest global public health challenges in history.** With no cure, the answer lies only in research.

Wipeout Dementia is a key fundraising event of the Centre for Healthy Brain Ageing (CHeBA), with all funds raised going directly to innovative research into the prevention and treatment of Alzheimer's disease and other dementias.

The campaign brings together teams from across the property industry, captained by experienced Wipeout Dementia surfers. All team members fundraise in the weeks leading up to the event and then compete in a surf off on event day.



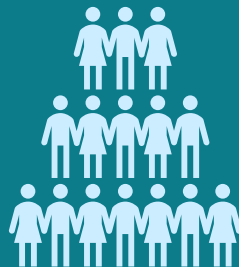
# Celebrating 10 Years of Wipeout Dementia in 2025



**Established  
in 2015 –**  
13 events have  
been held



Over  
**\$2.6 million**  
has been raised



**190 surfers**  
have been  
involved



Traditionally held at  
beaches across  
Sydney, the **10 Year**  
event will see a  
**new format**

# Wipeout Dementia Ambassadors



WAYNE 'RABBIT'  
BARTHOLOMEW AM

1978 World Champion



MARK 'OCCY'  
OCCHILUPO

1999 ASP World Champion



OWEN WRIGHT

Olympic Bronze Medalist



FELICITY 'FLICK'  
PALMATEER

Big Wave Surfer

# Staggering Statistics

It is estimated that  
**433,300 Australians**  
live with dementia.

2025

**433,300**  
Australians

2054

**812,500**  
Australians

This number is expected  
to increase to over  
**812,500 by 2054.**



Dementia is the **second**  
**leading cause of death**  
of all Australians and the  
leading cause of death  
among women.



More than **57 million people**  
have dementia worldwide.



# CHeBA & Wipeout Dementia

CHeBA is an international centre of excellence in multidisciplinary research into the ageing brain, with a vision of achieving, through research, healthier brain ageing and better clinical care of Alzheimer's disease and other dementias.

Research shows physical exercise has positive and protective effects on brain function, not only reducing risk of cognitive decline, but also increasing neuroplasticity. Wipeout Dementia surfers are seen as advocates of healthy brain ageing.

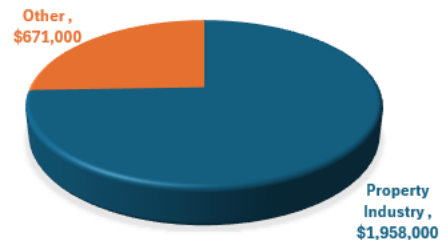
With the possibility of dementia affecting over 1.1 million Australians cumulatively by 2056, an increased investment in research is the best hope we have for the development of interventions to delay, stop, reverse or ameliorate the diseases that lead to dementia.



## Funds raised

**Wipeout Dementia** has raised over **\$2.6 million** for CHeBA in 10 years of the event

PROPERTY INDUSTRY PORTION OF  
TOTAL FUNDS RAISED



UNSW  
SYDNEY





# Historical Sponsors and Supporters



# Property Industry Engagement

Colliers

UBS

Ziff Davis

Kennards Hire

Diageo

Hindmarsh

Buildcorp

Fugen

Cornerstone

Morgans

HDI

Wentworth Capital

Lendlease

Avenor

Haigs

Mirvac

AWM

SBC Plumbing

Winten Property Group

Leftfield

Moxham Commercial

TSA Riley

SHAPE

Total Construction

Charter Hall

Sense Projects

Newquest Property

Richardson & Wrench

LJ Hooker

SBA

## Our surfers

**Over 190 surfers  
involved to date**

**In 2024, of 56  
surfers, 52% were  
executive level**



**UNSW**  
SYDNEY



# Corporate Opportunities



## Sponsor

Sponsor a team to ensure every dollar raised goes to dementia research



## Captain a Team

Captain a team of eight surfers on event day, and to support their fundraising efforts



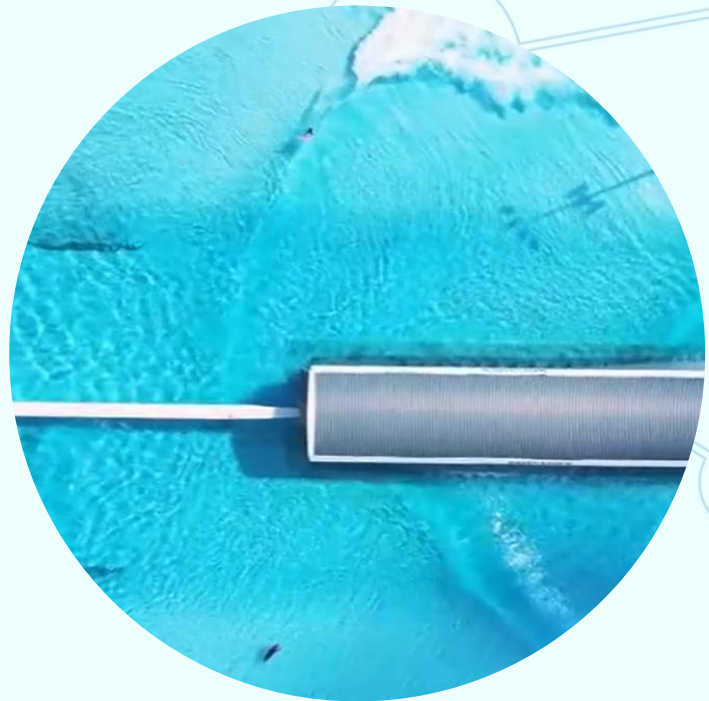
## Surf

Compete in the URBNSURF Sydney event day in October 2025

# New Horizons

We are excited to announce the 10 year anniversary of Wipeout Dementia will be held on **Friday 24 October 2025**.

Having been held at Bondi Beach and Queenscliff over the last decade, 2025 will see a new format with an exclusive event at **URBNSURF Sydney** with a half day event from 9am.





# Interested in sponsorship or surfing?

Contact Heidi | Team Lead – Innovations & Communications

[h.douglass@unsw.edu.au](mailto:h.douglass@unsw.edu.au) or 0435 579 202

or Janelle | Engagement and Projects Officer

[janelle.burns@unsw.edu.au](mailto:janelle.burns@unsw.edu.au) or 0422 764 302



Centre  
for Healthy  
Brain Ageing



[linkedin.com/showcase/unsw-cheba](https://www.linkedin.com/showcase/unsw-cheba)



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