



GRITT

The Problem

Barriers exist within adventure recreation and sports. Young people often don't have opportunities to access and learn in the outdoors. Costs are high, coaching is needed to excel, and there are few programs that operate on a grassroots level, while also mentoring athletes to an elite level.

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Who are we?

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Gritt is a crew of adventure athletes who are thankful for opportunities to experience the outdoors, develop passions, and take them to the world stage.

We're creating pathways into adventure sports, and fostering progression to the top. This is achieved through inspiration, coaching, mentorship, safety education, and financial support. Acting across this spectrum of needs and having repeating interactions with kids makes Gritt a unique program that can expand the accessibility of adventure sports.

The wider team features Olympic athletes & medallists, Freeride World Tour winners, and Enduro World Cup winners.

United by a shared love of the outdoors we want to pass on our knowledge to inspire more participation in outdoor sport.

Founders:

Craig Murray, Charlie Murray, Kenji Boekholt, Jamesa Hampton & Nick Pascoe



What motivates us?

"I think the prospect of success in sports could be broader, and part of working towards that is minimising disadvantages and barriers that youth face from different backgrounds. I see diverse perspectives in sport as crucial.

I believe that Gritt breeds a positive and open culture in our outdoor communities. Individuals can be confident and comfortable in who they are, and how they want to chase their dreams.

We live in a world where inspiration, knowledge, and information sharing can be instantaneous, so why not use this for youth who otherwise wouldn't have access to outdoor sport and older athletes"

- Craig Murray (Founder / Adventurer)



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"Our purpose? To inspire and enable youth from all walks of life to get into the outdoors."

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What did we achieve in 2024?

Impact 2024 - In Memory of Bretto Evans

300+ participants, 9 events, 2 grants, 1 mentoring program

Climb Camp by Arc'teryx

Kai Tiaki te Kura Tawhiti - April 2024

8 kids

1 day climbing at and caring for Castle Hill

4 local coaches

Learning through movement and guardianship

Backcountry Safety Camp by POC - July 2024

8 kids

ASC1 avalanche certification for each kid

2 days based out of Craigieburn Valley Ski Club

2 professional guides from Alpine Guides Ltd

2 coaches

Unique kids freeride focused backcountry course

Snow Camps by Arc'teryx - September 2024

2 days of ski and snowboard skills, 1 evening of learning sessions

Mt Olympus

30 kids

6 coaches

Harry Cookson, Henry and Tom Freeman, Ruby

Hewitt are all Gritt alumni who have progressed to coaching the next generation

Broken River

23 kids

7 coaches

Mari Henderson is a Gritt alumni coaching the next generation and taking on roles internally

Bike Camp at Cable Bay - December 2024

27 kids

5 coaches

Supported by Specialized NZ, Best Build, Cable Bay Adventure Park.

Community Freeride Days

Mt Hutt - September 2024

45 people

Skiing, snowboarding, and a BBQ for the crew.

Whistler - December 2024

40+ people

Community skiing at Canada's home of freeride.

Revelstoke - December 2024

25+ passionate skiers and snowboarders.

Reel Deal Video Event

September 2024

111 participants

Across 35 teams

100,000+ instagram impressions from Gritt's account alone.

Mentoring Pilot Year

6 pairs across ski and bike - top athletes helping motivated up and comers

Standout was the partnership between Sammie Maxwell and Maria Laurie

They had weekly calls advising on training, supporting race planning, and help however was needed

Positive feedback from both sides as Maria now wants to be a mentor too

The example set by Sammie and her processes will form the basis for the 2025 mentoring program focusing on bike

Grants

Supporting Gritt alumni attending freeride junior world championships.

\$500 each

Joe Cookson - Mt Olympus member, every year attendee of Mt O snow camp, 2024 backcountry camp attendee

Hamish Henderson - Broken River member, every year attendee of BR snow camp

Read more about our events and watch highlights on our website [here](#)

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What we do

Snow Camps

We run annual camps in the Selwyn clubfields, the camps originated 7 years ago when approached by the Mount Olympus club regarding the potential to provide freeride skills to the local youth.

The camps provide technical skills, safety, intro to rescue, competition mindsets, and many other topics such as media and sponsorship. Camps cater to 60+ skiers and snowboarders aged 10 - 18 every year. Each camp has its own respective film and imagery created.

We've been approached by further ski areas to expand our offerings including informal community days such as at Mt Hutt and Whistler.

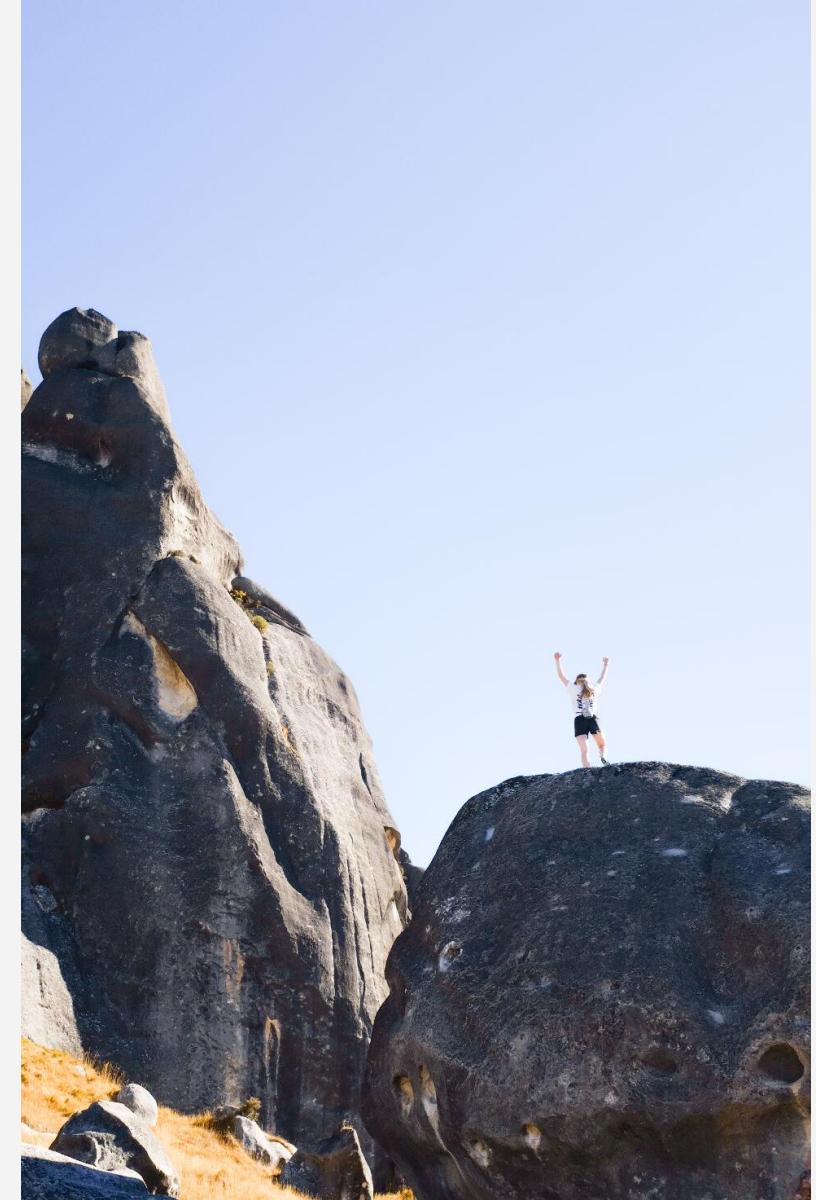
Avalanche & Backcountry Safety Education

Provides affordable access to world class training and education through a 3 day camp for teens taught by avalanche professionals and athletes. The content is relatable, relevant, and interesting with plenty of scope for future expansion.

Bike Camps

Working closely with bike clubs across the South Island, we bring together elite athletes across a range of disciplines to connect with youth and develop skills, facilitating growth in an already flourishing biking community.

We continue to be approached by clubs across New Zealand to facilitate these camps and are limited only by the high time commitments to bringing these events to life.



What we do

Climb Camps

Our climbing events provide an amazing opportunity in a sport growing in popularity. Camps support youth transitioning into outdoor climbing through development of technical skills and awareness of ethics to preserve the fragile climbing environment.

Mentoring

We're helping kids recognise and pursue career pathways in adventure sports through formal and informal mentoring.

Excelling in action sports is a complex pathway, especially for youth outside a standard sporting demographic. We are offering a mentoring program focusing on youth progression. Whether it's simply exposing them to the outdoors, getting them going in a sport, or taking their skills to the biggest stages in the world. We're connecting the best athletes with motivated up and comers to smooth out their journey and help the next generation succeed in not just their sport but also wider athlete life.

Pathways & Financial Support

We aim to directly support career pathways in adventure sports through avenues such as paying coaches, prize money for competitions like the Reel Deal, and grants/scholarships.

We want to bring more kids into adventure sports, increase the diversity, and reduce expenses as a barrier.

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What are our short & long term objectives?

Gritt 2025 Objectives

It takes a leader to create the momentum, it takes a vision to direct the momentum, it takes a massive action to build on the momentum, and it takes self-discipline to sustain the momentum.

Our main priority for 2025 is to build on the successes of 2024 year, this includes but is not limited to the following:

- Refine and expand our existing events.
- Seek to expand our offerings through community connections.
- Identify and connect with industry leaders in youth mentorship and education. (What can we do better? What are we not doing? How do we facilitate organisational growth?)
- Seek avenues to further reduce financial barriers and how to convey these to attendees.
- Refine media and prioritize content that is impactful.

Learning to involve the next generation at an operational level is important to not only secure the future of Gritt, but to provide sustained opportunities.

Media Mentoring & Pathways

This year we will introduce Gritt media mentoring. Award winning filmmakers and photographers will be paired at certain camps with a young aspiring creative. Media has always been a part of Gritt, so we decided why not replicate what is happening in front of the lens, behind it.



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Chamonix Camp Concept - 2025/26

All Girls

6-10 Participants

Aged 16-20

Subsidised Entry Fee

Route TBC

Informed by: Eli Gerritzen, Manon Loschi, Astrid Cheylus, Hedvig Wessel.

"Ladies Night"

Guided multi-day experience going hut to hut, providing natural progression of technical freeride and backcountry/safety skills in applied mountain settings. The trip will connect female athletes with established industry professionals to provide a stepping stone into the industry.

A parallel film will spotlight the participants and their stories, the fostering of connections and differences in their pathways and accessibility of resources. The film and trip will inform what the gaps are in accessibility and development which in turn will not only allow us to focus our resources to improving this but highlight these issues to a global audience.

Possible Arc'teryx Athletes: Silvia Moser, Coco Ballet Baz, Tonje Kivik.

Possible Arc'teryx Guides: Chamonix Ex or Stian & Paolo.

Key Focus Areas: Gear management and selection, trip planning, steep skiing and basic ski mountaineering skills, line and group management, and other core competencies.

Other Details: We would look to provide an opportunity for a New Zealand female to fly over and participate.



What are our short & long term objectives?

Gritt 2026 Objectives

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Accessibility For All:

Establish a program that includes kids from challenged backgrounds in the outdoors. These events will provide challenged youth with an escape, connect with the land, and as a safe outlet for positive growth and self expression. This can be through simple and local trail running, hiking and climbing events.

Alignment with paraplegic and disabled programs. These people continue to be a shining light and inspiration for us and finding ways to give back is core to our value of inclusivity.

Global Impact & Identity:

We want to continue our expansion of our global footprint and a big step could be the undertaking of the proposed film project with Arc'teryx global, with the concept focused on the celebration of the culture and community around Gritt.

Understanding our identity is key. While we continue to provide a range of offerings, we need to internally evaluate ourselves, thinking back to our core values, and where the biggest needs and opportunities are to make a long standing positive impact.

Make sure the coaching culture remains fun and that coaches have the skills and confidence to deliver.



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What are our short & long term objectives?

Gritt 2027 & Beyond Objectives

We Are Gritt - Our culture is unique and defined by us, our stories and our home.

Gritt Space: Location TBC

A place to call home, where people can connect, share stories and grow together. This will be the foundation for all people, whether that be people from lower socio-economic groups experiencing the outdoors for the first time, to high-performance athletes seeking to expand their skill set.

An Autonomous Entity:

Autonomy and being sustainable into the future is our focus, it's not just about delivering short term benefits but how can we influence generations.

Locked in 3-5 year event contracts. Whether that's us or other hobbits who present themselves worthy of holding the ring, getting the right people involved in key positions on the ground will ultimately create a wider impact.

A National Leader

We want to be a leader in providing accessible opportunities in the outdoors, working to support the next generation and our future.



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Testimonial

"My first camp, 7 years ago (2016), gave me a much needed boost as freeride coaching wasn't available for us in Canterbury at the time. The coaches have helped me lean into competitive skiing and start to follow the snow overseas.

Freeride, in Canterbury especially, is a huge part of my life, and the opportunity to give a little back means a lot - I'm also finding that I'm learning just as much as a coach as well."

Harry Cookson

*Past Gritt Camp Attendee
Current Coach
Future Leader*

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