

DRAFT Event Plan – Insert Name Surfing Reserve
“Insert Slogan”

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Version 1.0 – Insert date
Prepared by **Insert name**

1) Introduction

This Event Plan outlines an approach to the management of a major community celebration at **Insert location** on the **Insert location** coast.

Surfing is a rapidly expanding sport in Australia. The surfing industry is worth millions of dollars annually. Surf tourism is a growing industry and surfing companies are multi-million dollar, multi-national companies.

Crown lands along the coast of NSW offer some of the best surfing breaks in the world. Most of these surf breaks occur over Crown lands below Mean High Water Mark (MHWM) and their related beaches and foreshores are usually Crown reserves.

Many of these breaks attract international surfers to contest, are used to film for surf movies, are used as part of surfaris (commercial surfing bus tours).

In January 2007 and February 2008 the Department of Lands moved to declare legal reservations over Angourie and Lennox National Surfing Reserves – the first of their kind in Australia that encompasses both land and water.

This legal reservation offers a legal status, as well as protection for the future for this important coastal reserve.

Insert statement about your surfing reserve

Both the National Surfing Sites and Reserves Committee (NSSRC) and **Insert name** Council are fully supportive of the proposal.

Local Members, Mayors and Federal MPs (Peter Garrett) are also currently involved in promoting and supporting the declarations.

Formal reservation provides an opportunity for the local community and government to promote the protection and recognition of surfing sites on a local, national and international stage.

The surfing community around Australia and the world will be excited by this proposal and as such, a declaration ceremony is planned for the reserve. The event will include a formal announcement by the Minister for **Insert Name** and attendance by high profile surfing identities and personalities.

2) Event purpose

- A celebration of the announcement that **Insert name** as a protected surfing reserve in Australia.

3) Invitees

- Premier of NSW
- Minister for Lands
- Indigenous community
- Other government agencies – DPI (Fisheries), DECC, Mayor of **Insert name** Shire Council and various Councillors
- Surf Company reps (Rip Curl, Billabong, Quiksilver)
- Chair Surfrider Foundation
- Chair, **Insert name** Catchment Management Authority
- Local, national and international surfing community
- Local, national and international press
- Local, national and international radio
- Local, national and international TV
- National and international surf media
- Local residents
- Local, national and international tourism bodies
- Internal stakeholders- Directors, Regional Managers, staff
- Special interest groups- environmental, coastal, marine parks
- Other surfing reserve Steering Committees

4) Set up

Media event scheduled **Insert time**

Tables, chairs, PA system required and will be organised and provided by **Insert name**

There will be a small stage area organised by **Insert name**

Marque will be required and organised locally by **Insert name**

Food and drinks will/will not be provided

Traffic and safety will be managed by **Insert name**

Alternate weather venue is **Insert location**

Venue – **Insert location** and **Insert location** as the bad weather alternative.

Shuttle buses will be running from **insert location**. Buses will run every 15-20mins from **Insert time**.

No parking available at the event site (except VIP and media).

Photo opportunities onsite

5) Publicity

Insert name to provide information to facilitate the development of publicity materials (see Appendix 1)

Media (standard), Media (surfing)

Advertising – local papers, state papers, surfing magazines, surfrider, coastal management “waves”

Banners and signage

Fliers
Fact sheet - see Appendix 3

6) Invitations

Identify VIPs who will require an invitation

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7) PR materials

Run sheet
Media alert/ release
Speech notes
Radio and other announcements

8) Other

Commemorative plaque
Reserve sign
Poster in display board
Booklets
Safety plan
Traffic and parking plan
Event approval/consent

Appendix 1 – MEDIA Q&As:

Why a Surfing Reserve?	The dedication of the Insert name as a National Surfing Reserve is government recognition of the contribution surfing makes to the Australian lifestyle and the contribution this surf break has made to the development of surfing in Australia.
Why Lennox Head?	<p>The National Surfing Reserves and Sites National Reference Group was formed in February 2005 to address, identify, assess and process the dedication of surfing reserves and sites in Australia.</p> <p>To date, some 24 sites of surfing significance along Australia's 37,000km coastline have been identified for dedication, with Insert number already declared (Angourie, Maroubra, Lennox). Insert name is insert number dedication, and the insert number legally protected surfing reserve in insert state.</p>
What does the reserve do?	<p>National surfing reserves recognise sites of environmental, cultural and historic significance in Australian surf culture.</p> <p>The status of a national surfing reserve signifies the cultural and historical importance to Australian surfing and helps raise awareness about the importance of protecting our precious coastal environment.</p> <p>The Insert Government supports the National Surfing Reserve initiative and has been working in partnership with the community and the National Surfing Reserves Committee to create this reserve under the Crown Lands Act.</p> <p>This offers legal protection to the National Surfing Reserve Declaration and highlights the significance of the Crown estate in the surfing culture and Australian lifestyle.</p>
What can/can't I do in a surfing reserve?	<p>The surfing reserve won't limit current public enjoyment of the area in any way.</p> <p>Reserving the land for surfing is a reflection of its main use but other uses, such as swimming and fishing, will continue.</p>
What happens now?	Now the Department has reserved the site, it is possible for the community to become involved in guiding the future management of the land. There are many unique and valuable Crown reserves across NSW that are managed by the community.
What if I don't surf?	The reserve is there for everyone to enjoy, as it always has been, whether they paddle out for a surf or not. The Government has protected the site and peoples right to use it through this initiative.
What about surf rage?	The values the community have come up with are written on the plaque. "Share, respect, preserve". This is a great message for all who want to enjoy a surf at Insert name .
The community strongly opposes surfing competitions	Reserving the land provides the opportunity for the local community to guide the government in the management of issues such as this as Reserve Trust Managers.

Appendix 2- DRAFT MEDIA RELEASE:

DATE: