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Minister for Trade and Industry

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MEDIA RELEASE

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NSW RIDING HIGH ON WAVE OF SURFING TOURISM

A new three-year partnership between the NSW Government and Surfing NSW will showcase the state's stunning coastline to the world through the NSW Pro Surf Series.

The series will see four World Surf League (WSL) Qualifying Series surf competitions held in Great Lakes, Port Stephens, Maroubra and the Central Coast from February to March starting in 2022. It was developed for Australian and International surfers to gain ranking points and prize money on the WSL Qualifying Series.

Minister for Jobs, Investment, Tourism and Western Sydney and Minister for Trade and Industry Stuart Ayres said the partnership with Surfing NSW cements the state's position as the premier destination for surf tourism in Australia.

"The NSW Pro Surf Series brings recreational tourism and economic benefits to our surfing communities by providing a coastal road trip for visiting surfers to explore the variety of breaks and experience NSW's unique surfing culture," Mr Ayres said.

"These competitions will provide \$1.48 million in visitor expenditure to NSW coastal communities at a time when they need it most, which makes this partnership with Surfing NSW another important step forward in the recovery of the state's regional tourism industry.

"We are incredibly blessed in NSW to have some of the most spectacular coastlines in the world to host world-class surfing events. Along with Surfest in Newcastle and the Sydney Surf Pro in Manly, which will return to Narrabeen in 2023, the NSW Pro Surf Series positions our state as the nation's premier surfing destination."

Minister for Sport, Multiculturalism, Seniors and Veterans Natalie Ward said this was a great opportunity to showcase surfing to an international, national and NSW audience and encourage more people to take to the waves.

"Enthusiasm for surfing has never been greater after the sport was introduced at this year's Olympics for the first time," Mrs Ward said.

"Today's announcement means some of the best surfers in the world will be showing their incredible skills right here in NSW, and it's fantastic that our aspiring young surfers will be able to see them in action."

Parliamentary Secretary for the Central Coast and Member for Terrigal Adam Crouch said he looked forward to seeing Avoca Beach packed with competitors and spectators again, after a tough few years.

“Having hundreds of competitors and spectators descend on Avoca Beach not only showcases our beautiful region to the world but injects significant tourism dollars into local businesses, accommodation providers, restaurants and retail,” Mr Crouch said.

“The Central Coast is the perfect location for this event and I look forward to seeing our beaches and incredible local Central Coast talent featured on the world stage once again.”

The NSW government has secured the 2022-2024 NSW Pro Surf Series through its tourism and major events agency Destination NSW. The 2022 series kicks off with the Great Lakes Pro on 22-25 February.

For more information on NSW surfing events visit www.surfingnsw.com.au and for inspiration on attractions and activities along the NSW coast go to www.visitnsw.com.

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