



## Bad break – Kirra business community misses the point

KIRRA has a new voice following the formation of the Kirra Business Group.

Business owners say they banded together to create the KBG in a bid to attract more visitors to the sleepy seaside suburb, which in recent years has suffered from the loss of the famous Kirra Point surf break.

One of the main aims of the group will be to form relationships with local, state and federal statutory authorities in addition to local business operators, and work closely with the recently created Kirra Point Committee (KPC) to

re-establish the world-renowned surfing amenity.

Spokesperson for the KBG, John Rankin, said the intention of the group was to enhance the reputation of Kirra 'by improving the recreational amenity of the suburb'.

"Kirra is a great place to visit with wonderful restaurants, cafes and retail outlets, but one of the major negative influences impacting on the area is the width of the beach," he said.

Neil Lazarow, of Griffith University's Centre for Coastal Management, said the importance of the Kirra surfing amen-

ity to the local economy should not be underestimated.

Expenditure by surfers alone on the Gold Coast is estimated to be between \$300 million to \$500 million a year.

"In reality Kirra is missing out on its slice of the pie, which has directly affected not only the surfers and the surfing industry but local business operators," said Mr Lazarow.

The foundation will be launched during this year's Quiksilver Pro, which begins later this month.