



Push to revive famous Kirra beach

Surf back on map

By **PETER BARNES**

KIRRA'S worldwide fame as a surfing destination will be used as ammunition to preserve the area's identity.

The newly-formed Kirra Business Group is aiming to work with the Kirra Point Committee to secure the unique character of what was once one of the world's most famous surfing breaks.

Group spokesman John Rankin said visitor numbers had declined since the Kirra Point break was lost because of the Tweed River sand

bypass.

He said Kirra's surfing brand image was famous worldwide, yet even Gold Coasters found it difficult to define exactly where it was.

"They think it's part of Bilinga or Coolangatta," he said.

Mr Rankin said a masterplan, similar to a successful Sunshine Coast one at Mooloolaba, would work for Kirra.

He said the group would work closely with the committee, of which he was the business representative, to rejuvenate surfing.

"Kirra's a great place

to visit, with wonderful restaurants, cafés and retail outlets, but the width of the beach because of sand pumping is a major negative influence," he said.

"In contrast, during the 90s Kirra beach suffered from erosion.

"So we need to find the right balance."

Committee member Neil Lazarow, of Griffith University's Centre for Coastal Management, said the loss of Kirra as a southern Gold Coast recreational asset and one of the world's premier surfing breaks had significantly affected

both the economy and the community.

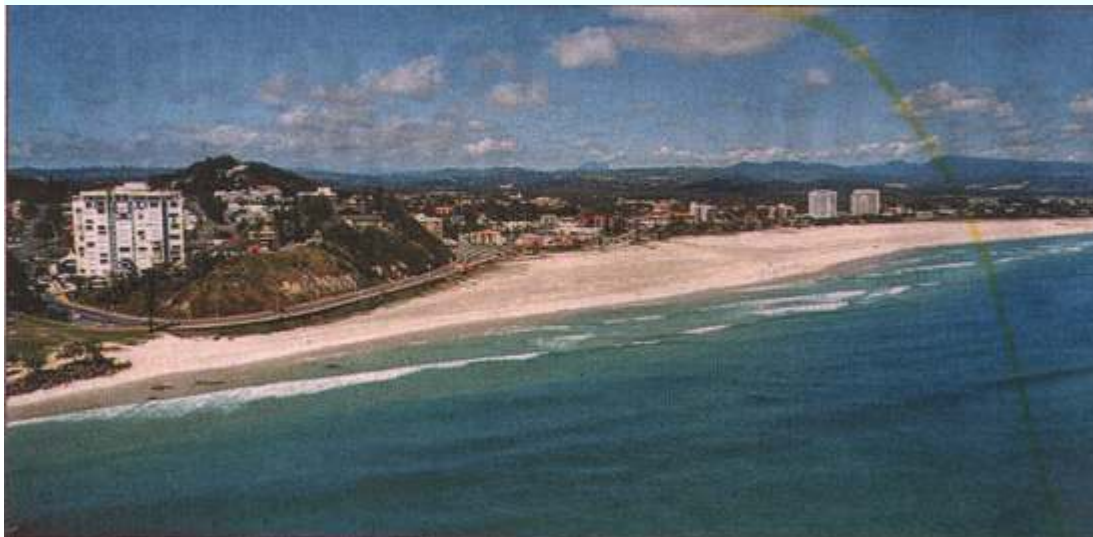
He said local and visiting surfers had pumped an estimated \$300 to \$500 million a year into the Gold Coast.

The business group will hold a public function next Wednesday at Café Fresh from 7pm.

Surfing celebrities, including Wayne Batholomew, will attend.

Money raised on the night will help fund a documentary on Kirra that is being made by Mr Lazarow.

Call 5536 1010 for details.



FORMER GLORY ... there are moves to restore the allure of Kirra's world-renowned surfing break.



Gold Coast Sun
Wednesday 20/2/2008

Page: 11

Section: Regional Changes - South

Region: Gold Coast QLD Circulation: 143,011

Type: Regional

Size: 280.46 sq.cms.

Published: --W----

Brief: MHUNT_RDL
Page 2 of 2

Kirra famed worldwide

THE suburb may not have its own postcode, but the name Kirra does have worldwide recognition, says area councillor Chris Robbins.

She welcomed moves by the newly formed Kirra Point Committee and Kirra Business Group to bring back the world-famous Kirra Point break.

“There’s no doubt the name-brand Kirra has world recognition,” said Cr Robbins.

“Any time the name Kirra comes up, I get phone calls from media around the world.”

The area’s reputation was closely linked to the iconic headland and surfing, she said.