



Shire of Busselton Council

18th September 2009

Event Sponsorship Proposal
For the Yallingup Surf Film Festival by
Yallingup Surf Film Festival Inc.

We invite you to embrace the exciting opportunity to align with a new, unique, annual event as Festival Partner.

BRIEF HISTORY OF THE EVENT:

Yallingup (Western Australia) is located in one of the most isolated regions of the world. The Western Australian surf community has been longing for an event which celebrates and explores surf culture. The festival arose from the desire to attract diverse influences from around the world into our already rich local surf culture. Members of the Yallingup Surf Film Festival Inc. were brought together by a mutual desire to create an inspiring annual surf festival.

The Yallingup Surf Film Festival Inc. is a not for profit organisation. Its board members are predominantly local Dunsborough/Yallingup/Margaret River residents and some who reside in Perth and spend many weekends down south, all with a strong connection to the surf community. The Yallingup Surf Film Festival (YSF) aims to raise environmental and social awareness. The YSF has committed to donate all festival proceeds to SurfAid International. As surfers have a strong connection with the ocean and nature in general we aim to promote a clean environment and healthy living, by staging an event which will make every effort to reduce its carbon footprint.

From the support received state-wide, nationally and internationally, it is clear that YSF is a unique event in WA and has the great potential to become a truly iconic event.

DESCRIPTION OF THE EVENT

Surf films occupy a distinct niche in the arts arena. Part action sports, part-travelogue, part music video, part biography, part how-to, part epic journey, part beach lifestyle, part documentary, part heroic rite of passage...and sure, partly the same of wave-after-wave stuff, too.

The Yallingup Surf Film Festival's mission is to provide passionate filmmakers & artists from around the world with a forum for sharing their creativity.

Nature guides us at YSF; our love for the ocean drives our commitment to preserving our living environment. Our aim is to use this festival to lift social & environmental awareness.

The YSF strays from convention, encouraging filmmakers to explore new ideas and techniques. The YSF is immersed in the new art of surf-filmmaking. It aims to provide passionate filmmakers with a forum for sharing their diverse explorations of surf culture and performance with larger, more discriminating audiences in a celebration and exploration of global surf culture.

Screening under the stars over three consecutive summer nights, the festival will feature independent short and feature-length films, live music and a surf art exhibition. Filmmakers, artists, influential ocean riders and the public will take part in the event which promises to be a spectacle for all, as well as creating a forum to explore surf culture. The festival will feature Q&A sessions, panel discussions and talks by the filmmakers. Insights into the motivation, processes and philosophy behind each project will be explored.

Established, independent filmmakers from around the world are encouraged to submit their films, the best of which will be selected by a screening panel to be shown at the festival.

The Yallingup Surf Film Festival, held at Madfish Winery, is coupled with a variety of surf art exhibitions and a Discussion Forum with legendary surfers and film makers which will be held at Yallingup Hall.

What activities will take place?

1. Screenings of international feature and short films, which are selected by a screening panel.
2. Presentation of Awards for the Best Short and Feature length films and a People's Choice Award
3. Live Music every night
4. Interactive talks by the film makers
5. A Tribute to Australian legendary Surf filmmaker, Albert Falzon
6. Meet & Greet film makers and surf legends
7. SurfBoard Art Displays for Silent Auction at numerous public locations in Yallingup, Dunsborough, Margaret River and Cottesloe, mid December – mid January. These surf boards will be displayed at the festival 22 – 24 January 2010, at Madfish Winery
8. A mural art project at Yallingup Beach Carpark
9. International Surf Art Exhibition, curated by the Tungsten brothers, world renowned and award winning Perth based photographers
10. A Discussion Forum to explore various surf culture issues.
11. A Film makers forum to explore the art of surf filmmaking.

Where and When will activities take place and why was the date chosen?

Where:

Madfish Winery

Other events at Yallingup Beach Carpark; The Yallingup Hall, The Malt Bar (TBC)

When: The festival runs from **22 - 24 January 2010.**

The mural art project will run from 18 - 21 January 2010

The Surf Art Exhibition will run from 19 Dec 09 – 22 January 2010

The Surf Board Art Silent Auction – 15 December 2009 – 22 January 2010

Why: At the height of summer, when many people have time to travel and take holidays. Chance of rain is minimum, essential for this outdoor screen event. The local more mature community wanted an entertaining event for their age group. Surfers from Perth and as far Geraldton and the Eastern States will travel and have their holidays in the South West to attend the festival. Surfers from Europe and the USA are happy to visit the festival at a time when it is dark and drab winter time at home, and beautiful warm summer time in WA, at the end of their Christmas Break.

PROJECT TIMELINE

Film Submissions open: 01 June – 01 Oct. 2009
Screening Panel to assess film submissions 10 Oct – 15 Nov.
Program Launch 27th Nov 2009
Editorials surf, wine and lifestyle magazines and newspapers Oct '09- Jan '10
Radio interviews with panelists Nov '09 – Jan 2010
Surf Art Exhibition 08 – 24 January 2010
Film makers and Panellists arrive 17th – 21st January
Mural Art in Progress 17th – 21 January
21st January Filmmakers and panellists dinner
22 – 24 January Festival
25th January Volunteer Party, with remaining panelists and filmmakers
25 – 30 January Film makers and panelists return home.
25 Jan – 02 Feb Post event editorials
March 2010 Post event Report and Acquittals

FESTIVAL SCHEDULE

Thursday:

Filmmakers and screening panelists dinner at MALT Bar, Dunsborough. Invitation only.

Friday:

5.30pm – 7pm Opening Night Function VIPs
6pm Doors Open
7pm Band Play
7.45pm Formal Opening of Festival
- Speech Festival Organisers
- Principal Sponsor
7.55pm Talk by SurfAid International Founder Dr Dave Jenkins
8.15pm Short films start
8.30pm Intro Feature film 1
8.35pm Feature Film 1
9.20pm Q&A session film 1
9.30pm Break /sponsor advertising on screen
9.45pm Intro Film 2
9.50pm Film 2
11pm Q&A 2
11 15pm END

Saturday:

6pm Doors Open
7pm Band Play
7.45pm Welcome
7.50pm Talk by SurfAid International Founder Dr Dave Jenkins
8.05pm Tribute to Albert Falzon
8.35pm Intro Feature film 1

8.40pm Feature Film 1
9.30pm Q&A session film 1
9.40pm Break /sponsor advertising on screen
9.55pm Intro Film 2
10pm Film 2
11pm Q&A 2
11.30pm END

Sunday:

6pm Doors Open
7pm Band Play
7.45pm Welcome
7.50pm Tim Baker and Albert Falzon in discussion
8.05pm YSF Forum conclusions
8.15 pm Intro Feature film 1
8.20pm Feature Film 1
9.20pm Q&A session film 1
9.30pm Break /sponsor advertising on screen
9.40pm Intro Film 2
9.45pm Film 2
10.45pm Q&A 2
11pm Awards Presentation
11.15 END

Film schedules may vary according to the length of the selected films. The screening program will be announced on November 28th 2009. The Q&A sessions will be held by the facilitator and the attending film maker or, in case of film maker's absence, a representing screening panelist.

Saturday morning 10 – 12am at Yallingup Hall:
Filmmakers Forum Discussion – free entry - Open to the public

Sunday morning 10 – 12am at Yallingup Hall.
Surf Culture Forum – free entry – Open to the Public

EXPECTED OUTCOMES

The Festival will :

- Serve as an avenue for surf-filmmaking renaissance by screening independent surf film submissions and facilitating discussion on surf film making
- Celebrate and promote innovation through screening new quality projects.
- Share new surf film making techniques provided by talented screen practitioners with the audience and attending film makers and producers.
- Engage existing and new film audiences through new methods of inspiring storytelling.
- Build networks, promote understanding and enhance cooperation between independent surf filmmakers from Australia and around the world
- Strengthen the surf community identity and validate its cultural significance over the past 50 years and in today's WA and global communities.
- Offer direct economic gains/values to the people and businesses in Perth & Yallingup/Margaret River region – letters of support.
- Be a unique event in West Australia as well as in Australia as a whole.

Visitor Attendance Rate; – 2000 people are expected to attend the festival, with many thousands to visit the surf board art displays throughout the region.

The Madfish grounds hold a maximum audience of 800 per night. The popular Tropfest held at Madfish, in its 2nd year in 2009, was sold out on both screening nights for the same program. Madfish is committed and excited to make YSF as big a success as Tropfest and will promote the Yallingup Surf Film Festival through its database and its media contacts of many wine and lifestyle magazines.

There are two reputable surf film festivals in the world whose concept YSF follows.

1. The New York Surf Film Festival. www.nysurffilm.com It is held at Tribeca Cinemas, New York, in September. In its first year in 2008, it sold 2500 tickets, and had 50 media outlets in attendance.
2. The Surf Film Festival at San Sebastian, Spain has been running for 7 years. www.surffilmfestival.com . The festival is backed by local, regional and film government bodies as well as major corporates such as Amstel beer and Volkswagen.

YSF has received great support from the local surf community, regional surf organisations as well as individuals, and surf groups in Perth, Geraldton, and the East Coast as well as internationally. The vast majority of these supporters can be classified as 'surf veterans'. The YSF website has been well attended since its launch late May and to date it has had 10,000 unique visitors, of which 3,000 are from WA. On average each visitor has visited the website 6 times and browsed through most pages.

KEY BENEFITS TO THE SHIRE OF BUSSELTON:

Economic:

The Yallingup Region is promoted heavily through our online presence interstate and overseas (Coastal Watch, Surfers Village, Surfing World, Pacific Longboarders, Surfer's Path). The surfing community will have evening entertainment and purchase wine and wholesome food locally produced, at a winery which is usually closed at night.

The Yallingup Surf Film Festival is unique in Western Australia and will bring intrastate, interstate and overseas surf aficionados to the region, to enjoy the festival, the region's local produce and the well-known super surf breaks along the Yallingup coast.

At least 60% of festival patrons are expected to come from outside the Shire of Busselton. This would mean that **\$1,200,000 would be injected into the Shire**. The figure is based on an average daily spend of \$250 per person, including accommodation costs, over a 4 day period.

Social/Cultural

The surfing community forms a great part in the South West region of WA. A very high percentage of the population has a connection with surf culture. Occasionally there is a surf film, usually produced by Billabong or Ripcurl, which comes to Margaret River and Perth for 1 night, and promotion is minimal. The Yallingup Surf Film Festival aims to bring together the surf community, especially those aged over 30, and celebrate surf culture, providing a stage for the exploration into surf culture. The social aspect of sitting on the lawn and discussing the day's surf as well as watching the evening's independent artistic international surf films, exchanging surf stories, listening to music, and listening to film makers and surf legends share their stories, will inspire the surf community.

Members of the community will be invited to be involved at different levels:

- As volunteers

- As friends of the festival
- Attending the festival film screenings and live music
- Interacting with Surf film makers and Surf legends
- Participating in the Surf Discussion Forum
- Visit and participate in the production of a Surf Mural Art Piece
- Visit the Surf Board Art display placed in shops and cafes in Yallingup, Dunsborough. The boards will be up for a silent auction. Proceeds will be donated to charity organisation SurfAid International.

Educational:

Budding and aspiring surf film makers will have the opportunity to interact and learn tricks of the trade from some of the film makers present at the festival.

The independent quality surf films from around the world, not previously screened publicly in Western Australia, will inspire a new form of surf film making.

The Festival aims to increase environmental and social awareness. This year, the festival has teamed up with SurfAid International, and proceeds will be donated to this great charity organisation. Dr Dave Jenkins, founder of SurfAid International, will attend the festival and tell his story of SurfAid and how SurfAid is helping and educating the people of the Mentawai Islands. (Surf 'Mecca' for WA surfers in Indonesia).

The festival and the surfing community have a strong connection with the ocean and coastal environment. The aims to promote environmental practises and will take action to reduce its carbon footprint as much as possible, by using recycled and organic materials.

Sporting/Other:

The festival is a mix of sport and culture, quite unusual in our region. It is expected that surf aficionados, who no longer surf due to family commitments, will take up their sport again, inspired by the festival. Others who have been thinking of taking up the sport will most likely make that step, and book in with a surf school, being inspired by the surf films and film makers' stories.

WHO WILL BE INVOLVED IN THE DEVELOPMENT / PROJECT MANAGEMENT?

Festival Director – Jesca Maas: experience in events management: CinefestOZ 2008; Ironman Carnivale 2007 & 2008. Jesca holds a Postgraduate Certificate in Arts & Entertainment Management at Deakin University, Melbourne.

Creative Director – Justin Wallace: Justin Wallace is a brand and design consultant. Justin spent 7 years working as an international marketing & advertising manager for surf media in the UK and USA. He has extensive international network to promote the festival. Justin holds a Certificate in Film Production at New York University, USA

Exhibition Curators – Tungsten- Ian & Erick Regnard. World-renowned award winning surf culture photographers

Sponsorship Coordinator – Brooke Thomas – Marketing Manager GWN, Bunbury.

HOW DOES THE PROJECT CONNECT WITH OTHER MAJOR ECONOMIC SECTORS, PRIVATE INVESTORS AND GOVERNMENT DEPARTMENTS?

WA Surf Community:

Yallingup Boardriders – Luke Thomas; Advice & database
Yallingup and Margaret River Long Boarders – Mick Marlin & Bob Monkman; Advice & In-Kind sponsorship
Gnarabup Coastal residence Association – Clive Hodgson; Database
Surf Vintage – Yallingup – Tracey Simpson; Database
Mullaloo Long Boarders – Gary McCormick ; Database
Pacific Longboarders – John Brasen; Online Magazine editorial/press releases
Surfing WA – Billabong Small Fries Competition Database
Individual Yallingup Surf Veterans and Surf Legends - Kevin Merrifield, George Simpson, 'Loz', Mark Paterson, Bill Mitchell, Bob Monkman, Damon Eastaugh; Advice & Fundraising assistance.

International Surf Community

Australian Surfing Professionals - Database

Economic sectors:

AbaF – Henry Boston; Advice
Dunsborough-Yallingup Chamber of Commerce – John McCallum; Advice
Geographe Bay Tourism Association – Matt Walker; Partnership Leverage opportunities are being explored.
Surf Retailers such as Star Surf Perth, Mandurah and Country Waves Dunsborough; Ticket counter sales & Database.
Creatures of Leisure, surf accessories manufacturer – John Molloy; Database & In-kind support. Screening Panellist.
Yallingup Surfschool – Crystal Simpson; Advice & Database
Crystal Surf schools; Database
Geraldton Surf School – Crystal Simpson; Database
MALT Bar, Dunsborough – Terry Cornelius; In-Kind support
Samudra, Dunsborough – Sheridan Hammond; In-kind support, and on-line promotion under negotiation.

Education sectors

WA Screen Academy – Kathy Wheatley; Database
Edith Cowan University – Rob Holt; Database & Volunteers.

Charity Organisation

SurfAid International – Kirk Willcox; Database
- Dr Dave Jenkins; Speaker



Sponsorship Benefits to the Shire of Busselton

As Partner of YSF, for an investment of \$5000, The Shire of Busselton will receive the following benefits:

Acknowledgement on all printed advertising; Posters, flyers, newspapers
Acknowledgement on YSF website
Acknowledgement on all YSF e-newsletters
On-screen endorsement,
Programme endorsement
4 VIP festival passes, 4 kitbags
4 VIP Function tickets – Opening Night
Shire of Busselton Banner placement on location.

Partnership with YSF will give companies and government bodies the benefit of aligning with a lifestyle brand targeted towards ocean enthusiasts.

In view of the international involvement in this festival, organizations will invariably enjoy the best of media publicity

Partners will have their logo included in all promotional materials

It will offer Partners an affiliation with an environmentally and socially responsible organisation.

I thank you for your time and sincerely wish that you will consider this proposal for sponsorship as a great opportunity for the Shire to gain national and international exposure. Please see attached various of letters of support, received from various organisations and individuals.

Kind regards,

Jesca Maas.

Festival Director | Yallingup Surfilm Festival Inc.
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APPENDIX

Marketing and Promotional Strategies

A thorough knowledge and understanding of the WA surf culture and lifestyle as well as researched information through interviews with local and Perth metropolitan surfers of various age groups have provided the necessary information on which the mission, the target and possible influences and product are based.

MARKET SUMMARY

Target Markets

The niche – market involves those people who appreciate and are curious to explore surf culture, who belong to one or more of the following categories:

- Recreational
- Holiday
- Culture
- Arts
- Surf
- Film
- Ocean enthusiasts

Market Demographics

Geographics:

- South West – West Australia
- Perth- Metropolitan area
- Perth Affluent Coastal Suburbs
- National and International

Demographics:

Core market: 'Surf Veterans', aged 30 – 65 years old.

Sub markets: Surfing Teenagers, children of Surfing Veterans and their friends.

20 – 30 year olds who are exploring the renaissance of surf culture.

Many surf veterans, aged 30-65 years, have established themselves as successful businessmen and professionals, who enjoy a sophisticated lifestyle, incorporating surf culture. Their children have also adopted a 'surf' lifestyle. In the 1990s surfing grew rapidly as a lifestyle sport and art-form and is still expanding, nationally and globally; subsequently a renaissance of surf culture has emerged. Young surfers who prefer the hard core surf and music culture will not be targeted, yet many are expected to attend, to meet surf celebrities, watch surf films, and listen to the stories from the old surfing days.

Gender: 65% Male, 35% Female.

The ratio Male – Female Surfers in Australia is 80% - 20% (the median statistics of Australian surf magazine and website readers); the social and cultural aspect of the festival will attract women who like to join their partners for a night out.

Estimated Average Household Income:

< 45,000 = 20%

46,000 – 75,000 = 25%

76,000 – 125,000 = 40%
126,000 – 200,000 = 10%
210,000 + = 5%

This estimated average income is much higher than the average Australian income (ABS 2005) which is based on the fact that the region is visited by high income earners who stay in holiday homes and luxury accommodation.

(45% of private dwellings in the Yallingup region are holiday homes (Shire of Busselton 2009))

Age Range:

12 – 18 = 10%, all of whom are required to be accompanied by adults, due to liquor licensing

18 - 28 = 20%

28 – 65 = 65%

65+ = 5%

Behavioural Factors:

Festival patrons will be ocean enthusiasts who appreciate surf culture and/or screen culture; they:

- identify with the coast and the art of riding waves
- enjoy surf artists' and film makers' creations
- enjoy quality film
- appreciate good food and wine
- enjoy sharing new experiences with like minded friends
- seek new surf travel experiences
- immerse themselves in surf board design
- enjoy getting away for a weekend
- like to spend their summer holidays in the Yallingup/Margaret River region

Market Needs

The YSF target audience wants to:

- watch quality surf films.
- attend a social film night under the stars at the height of summer at a reputable winery.
- connect with the global surf scene.
- exchange and explore ideas of what surf culture is.
- attend a quality, well-organised event, targeted at the more mature audience.

MARKETING STRATEGY

Brand, audience development and database development as well as building an understanding of what the festival is, form the key aspects of the marketing focus for YSF 2010

Marketing Mix

Place & Time

Based on market research the venue must

- Have quality wines
- Have a scenic outdoor festival screening area.
- Have friendly and efficient staff
- Have a cellar-door with ambience
- Have a history of quality events

- Share YSF demographics
- Be clean and comfortable:
- Be easily accessible yet away from main roads, for outdoor film screening quality.
- Be supportive of surf culture
- Have excellent database and willing to share
- Have excellent car parking facilities

The festival date is set in the summer holiday season, when chances of rain are minimum, the nights are warm and many people spend time in the South West region. From 22 - 24 January, when no other events are held in the region, nestled between weekends of major events: the South Bound rock music weekend, and The Billabong Junior Small Fries Surf Competition.

➤ Product Experience

A unique, quality product appealing to the educated, inquisitive, culturally aware, mature surfing community, setting itself apart from competition by:

- Screening independent Australian and international surf films which are selected and judged by a team of reputable panellists.
- Exploring global surf culture by means of staging talks and forums with well known surf personalities, surf film makers and artists as well as respected social and environmental ambassadors.
- Actively involving the YSF Alliance: a festival partnership with sound environmental and social groups which aims to lift environmental and social awareness and donate festival proceeds to their cause.

➤ Price

The economic recession and the perceived comparative prices of cinema entertainment and Tropfest, a showcase of short films, guide the YSF ticket price. Although cinema and Tropfest are no competition, they do affect the audience's concept of value for money.

Cinema ticket \$16
Tropfest \$20

The international surf culture photo exhibition; the presence of and talks/ Q&A's by reputable filmmakers and surf culture writers; the film makers' Forum; and the live music will set the festival apart from a cinema visit or a Tropfest night. YSF will also heavily promote the fact that one festival night includes all different activities as mentioned above and several film screenings, including *at least* 1 feature film (averaging 50 minutes in length.)

Value for money perceived by a higher income earning core target audience, and a quality program, which is unique to Western Australia and Australia as a whole, have led to the following YSF ticket pricing:

| | |
|--------------------------|------------------|
| Single Ticket Adult | \$30 per day, |
| Single Ticket Under 16s | \$18.50 per day. |
| Two day pass | \$50 |
| Two day pass, under 16s | \$30 |
| Festival Pass Adult | \$80 |
| Festival Pass, under 16s | \$45 |

ADVERTISING & PROMOTION

Promotion:

Publicity and public relations: Due to the high cost of advertising, YSF will rely on publicity for the majority of its exposure in print, on radio and television, on-line and word-of-mouth. It is expected that the unique festival concept will attract much media attention. Word-of-mouth publicity will be very effective with the majority of the older veteran surfers who have a powerful inter-connected network.

Posters & Flyers to be distributed to:

All WA surf stores and surf schools
Regional visitor centres
Dunsborough & Margaret River: Shops, Galleries, Cafes,
Accommodation Houses, Service Stations.
Bunbury, Mandurah key Cafes and Service Stations on Perth
– Busselton Highway.
ECU (SurfScience) and WAAPA/WA Screen Academy, FTI,
Screenwest.

The YSF e-newsletter is distributed to numerous national and international networks, covering: (confirmed YSF supporters- SurfAid International, Association Surfing Professionals, Creatures of Leisure, Madfish & Surfer's Path, Margaret River Residents Association,)

22 countries

USA -20.000
South America - 3000
Europe – 5000
Australia – 10.000
Initial Press Release/ Newsletter calling for film submissions in June 2009.

MEDIA PARTNERS:

Coastal Watch, Surfing World Magazine, Busselton Dunsborough Times.

Confirmed Editorials and radio interviews with:

Various wine and lifestyle magazines
Coastal watch online
Surfing World Magazine. Sept and Dec issues. (attached Sept issue article)
Surfer's Path Magazine
Scoop Magazine – summer issue
The Box Magazine – summer issue
Busselton Dunsborough Times and AMR Times
West Australian Newspaper – December
ABC Radio South West
Hillsy's Surf report Nov/Dec/Jan, on Hot FM and Radio West

TV

GWN news: December and January
ABC 7.30 Report January; tbc.



Screening Panel

The screening panel is made up of individuals representing a cross section of the wider surf community. We are pleased to confirm the following panel members:

Albert Falzon

Albert Falzon surfs, meditates, grows flowers, makes films on festivals around the world and surfing films. He has filmed in the Sahara, Tibet, the Himalayas, the South Pacific and India and published magazines in Israel, Bali and Australia. He is currently living on his farm working with kangaroos and preparing other publishing works.

I flew to the mountain region of Rajasthan in India to make a film, with no story board or script, after arriving I asked the man who commissioned me what he wanted, he said, "Just make it beautiful". Make films that uplift people in their hearts - that's what's needed in the world today. - Albe

Damon Eastaugh

Damon Eastaugh is a two time winner of the Oakley ASL big wave awards and winemaker for Margaret River's Flying Fish Cove Winery.

"Filmmaking on surfing can transcend the experience beyond surfers and add to the experience for surfers - like Winton's novel Breath" - Damon

Dr Dave Jenkins

Dr Dave Jenkins is a physician who, while on a surfing trip to the remote islands off Sumatra, discovered many children were dying from preventable diseases in a land full of fruit, fish and abundance. Having established SurfAid, he is now obsessed with creating a model that can deliver the very best impact returns for both the communities and donors by creating lasting change at scale.

"A good surf film will transport, suspend, challenge, delight, release and leave us all better off." Dr Dave Jenkins

Drew Kampion

Drew Kampion is a former editor of Surfer, Surfing, and The Surfer's Path magazines and the author of several books on surfing and waves.

"Film is the artform of the age, and surf films have more art and form than most." - Drew

Rick Jakovich

Rick Jakovich is an internationally recognised cinematographer. His credits include Montaj, Secret Machine, Young Guns 1 and 2. He lives and surfs in the Margaret River/Yallingup region.

"Surf films are a journey through time reflecting people, events, & achievements" - Rick

Tim Baker

Tim Baker is the author of several surfing books, including High Surf, Occy, and Bustin' Down The Door, and a former editor of Tracks and Surfing Life magazines.

"Surf movies were once our great communal cultural experiences and hopefully they can be again." – Tim

