

# Media Release

## **CASE STUDY – Prepared by: Gold Coast Convention and Exhibition Centre**

<b>Client:</b>	ASP
<b>Event:</b>	ASP (Australian Surfing Professionals) World Surfing Awards
<b>Attendees:</b>	620
<b>Days:</b>	1 night
<b>Date:</b>	Thursday 23 February 2012
<b>Budget:</b>	Undisclosed

### **THE EVENT:**

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The Gold Coast Convention and Exhibition Centre (GCCEC) was the recent venue of the 2012 ASP World Surfing Awards, the event officially recognising last season's best performers at the 2011 ASP World Championships. Showcasing the athletes of the professional surfing circuit, more than 600 guests gathered at the 'blue carpet' event to celebrate the ASP World Champions, runners-up, Rookie-of-the-Year and Breakthrough Performer. New accolades voted by the surfers featured for the first time, where fans were also allowed to participate in the selection process of four new publicly-voted awards. The ASP World Surfing Awards is the precursor to the Quiksilver and Roxy Pro, the Australian leg of the ASP World Tour at Snapper Rocks in Coolangatta.

The revamped event brought an exciting new format to the GCCEC in 2012 featuring enhanced production, live broadcast via YouTube and entertainment from Wolfmother and The Vernons. Emceed by TV personality Sal Masekela, fans were given the chance to celebrate at the awards alongside the world's greatest surfers by purchasing from a limited number of tickets available to the public. Kelly Slater and Carissa Moore took the spotlight as the ASP World and Women's World Champions at the event, which highlighted a number of pro-circuit competitors, up-and-coming champions ahead of the 2012 World Tour and surfing greats such as Larry Bertlemann who are widely celebrated as pioneers of the sport.

This year the Awards consumed two of the Centre's halls to accommodate for the larger numbers and enhanced production. To add to the fun and festivities of the night, a half-pipe was constructed alongside the main stage where screens either side showcased highlights from the 2011 World Tour and formal proceedings concluded with an after-party for the surfers, fans and industry professionals. The team at the GCCEC and their in-house audio-

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visual team Staging Connections worked with the Gemba Group who specialise in the sporting and entertainment industry to create the event.

GCCEC's General Manager Adrienne Readings said the Centre is proud to host local industry events such as the ASP World Surfing Awards which bring world-class athletes to the venue.

"In 2012 ASP returned to the GCCEC for its fourth year, which in conjunction with the World Tour supports local industry and puts the spotlight on the destination," she said.

"The Centre is extremely pleased to have once again been the host venue for the Awards in 2012 which offered a bigger event and a raised profile among industry professionals, fans and the general public."

Headquartered in Coolangatta, ASP is the foremost governing body in professional surfing dedicated to showcasing the world's best talent in the sport. Located between Surfers Paradise and Coolangatta, the home of the Quicksilver and Roxy Pro, the GCCEC is Australia's largest regional convention centre staging an array of business tourism and sporting events each year. As the black tie finale to the competitive surfing year and the event kick starting the next round of competition, the ASP World Surfing Awards celebrated the industry in a city where beach culture is synonymous with the local lifestyle.

## **ASP WORLD SURFING AWARD WINNERS**

ASP World Champion - Kelly Slater  
ASP Women's World Champion - Carissa Moore

ASP Men's World Longboard Champion - Taylor Jensen  
ASP Women's World Longboard Champion - Lindsay Steinriede  
ASP Men's World Junior Champion - Caio Ibelli  
ASP Women's World Junior Champion - Leila Hurst  
ASP World Masters Champion - Nathan Webster  
ASP World Grand Masters Champion - Iain Buchanan

Men's Runner Up - Joel Parkinson  
Women's Runner Up - Sally Fitzgibbons  
Men's Rookie Of The Year - Julian Wilson  
Women's Rookie Of The Year - Tyler Wright  
Peter Whittaker Award - Bethany Hamilton  
Men's Breakthrough Performer - Gabriel Medina

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Women's Breakthrough Performer - Courtney Conlogue

## **Voted for by surfers**

Men's Surfer's Surfer - Michel Bourez (PYF)

Men's Heat Of The Year - Julian Wilson (AUS) vs. Kai Otton (AUS) in Round 3 Rip Curl Pro Portugal

Men's Manoeuvre Of The Year - Kelly Slater full rotation slob aerial in Semifinals of Quiksilver Pro new York

Women's Surfer's Surfer - Sally Fitzgibbons (AUS)

Women's Heat Of The Year - Sally Fitzgibbons (AUS) vs. Carissa Moore (HAW) in Semifinals of Roxy Pro Gold Coast

Women's Manoeuvre Of The Year - Tyler Wright (AUS) last-minute barrel in Finals of Roxy Pro Gold Coast

ASP Life Member - Larry Bertlemann

## **Voted for by fans**

Male Entertainer Of The Year - Kelly Slater (USA)

Female Entertainer Of The Year - Carissa Moore (HAW)

Most Underrated Male Surfer - Gabriel Medina (BRA)

Most Underrated Female Surfer - Silvana Lima (BRA)

**ENDS**

*For more information please contact:*

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