

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



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ICONIC BELL TO KEEP RINGING AT SURF COAST'S RIP CURL PRO

The Allan Labor Government has locked in the iconic Rip Curl Pro Bells Beach until 2028 – attracting more visitors to Victoria's world-class Surf Coast region for years to come.

Minister for Tourism, Sport, and Major Events, Steve Dimopoulos today announced Victoria will remain the home of the world's longest running surfing competition - that has made Bells Beach a world-renowned surfing destination while injecting millions of dollars into the region.

With an impressive roll call of surfing legends winning the event and earning the right to 'ring the Bell,' including Stephanie Gilmore, Layne Beachley, Kelly Slater, and Mick Fanning, the Rip Curl Pro continues to attract some of the world's best athletes.

The Labor Government's support also maintains the Victorian wildcard entry in the men's and women's competitions - providing an invaluable opportunity for homegrown emerging talent to surf their local break against the world's best.

The much-loved event has been a mainstay of Victoria's packed calendar of major events for decades, helping to boost business in the region over Easter and the school holidays.

Support for the World Surf League event will not only draw visitors to the region but also provide a powerful platform to showcase world-class surf breaks to a global audience, with visuals of Bells Beach, the Surf Coast region, and the Great Ocean Road reaching millions of viewers around the world.

With the 2024 Rip Curl Pro currently underway, Torquay and the Surf Coast have been buzzing with surfing fans eager to see the best athletes from around the world, including Gabriel Medina, Johanne Defay, Lakey Peterson, and John John Florence.

The Rip Curl Pro joins the Cadel Evans Great Ocean Road Race and Amy's Great Ocean Road Gran Fondo as events that help showcase the region's tourism appeal thanks to support from the Labor Government.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"We're proud to be locking in the Rip Curl Pro Bells Beach for another four years - attracting thousands of visitors to the Surf Coast region and boosting local businesses and jobs."

Quote attributable to Visit Victoria CEO Brendan McClements

"The Rip Curl Pro puts Bells Beach and the Surf Coast region on the global stage and reminds viewers that the best major events can be found in Victoria."

Quote attributable to WSL APAC President Andrew Stark

"WSL is thrilled to secure the Rip Curl Pro Bells Beach until 2028, an iconic event on the WSL Championship Tour, and we sincerely thank the Victorian Government for their ongoing support, ensuring this tradition of ringing the Bell at Bells Beach endures."

Quote attributable to Member for Western Victoria Gayle Tierney

"We've secured Bells Beach as the ultimate surfing destination, ensuring visitors can enjoy the thrill of world-class competition on Victoria's Surf Coast while boosting the local economy for years to come."

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