



Preparing Your National Surfing Reserve Booklet

Each National Surfing Reserve has its own unique waves and history. That is what makes them special to those people who surf, live near and visit them.

Local Steering Committees have the enviable task of trying to capture the characteristics, events and people that define a particular surfing reserve. It is a fun and challenging task that requires thorough research, careful word-smithing and a keen understanding of reserve and its links to the community.

No single person is capable of producing a surfing reserve booklet. It requires contribution from many community members, including non-surfers such as photographers, historians, indigenous communities, sporting clubs and naturalists. In fact the booklet will present a greater picture of what a surfing reserve means if it includes the widest range of people.

Steps

Photo collections & Artworks

It is important to start collecting photos for your booklet as early as possible. This task requires making contact with a wide range of people. It is amazing how many people have captured special moments and have them tucked away in photo albums and on film.

It is very likely that you will receive many more photos than you are likely to use so it is important that you catalogue your photos in a logical manner, either by subject or chronologically.

Take care of peoples photos. They have been generous enough to part with them. As people's photos are very important to them it is also essential that you keep a careful record of photos and their owners. This will avoid photos being misplaced or lost.

Not all photos are useable. Photos must be in a format suitable for reproduction in print. That requires clear pictures at a particular resolution. At minimum photos must be scanned and saved at a resolution of 300dpi.

The photographer holds the copyright for a photo. You should obtain the written consent of people to use their photos. Never use photos if you do not have the written consent of the photographer.

All booklets to date have included a local artwork that depicts the surfing reserve. This adds a special touch to the booklet. If you plan to use an artwork, have it scanned at minimum resolution of 300dpi and returned to the artist as soon as possible. You should also obtain the written consent of the artist and owner to use the work.

It is best if you assign primary care for photos and artworks to one responsible person. Others can help to locate the works but a single person should be in charge of catalogue and return of works.

You should try and use images that capture what you are describing in the text of the booklet.

Text

Most of the booklets have followed a chronological order in the arrangement of text. It will be important for the author to be competent with a computer, have a strong grasp of grammar and some creative flair.

A suggested format for the booklet is as follows:

Welcome – this could be written by your Mayor or other profile person. It should be concise and capture the importance of the reserve to a broad range of people in the community.

Contents – This page gives the contents of the booklet including page numbers

Natural Environment – This section should describe the physical area in and around the reserve, its beaches and dunes, marine life, rock points and sandy beaches. You could include some description of environmental commitment like the work of local Dunecare Groups in this section.

Aboriginal Heritage – It is advisable to ask the local indigenous community to write this section of the booklet.

Early Years – This section should capture the local area before surfing became a major part of the community.

First Surfers – If you are lucky enough to be able to verify who surfed in the area first then this should be included. It is not always possible to be sure about the first surfers so very careful research should be undertaken. There are often conflicting claims as to who was first so if you are unable to confirm it then it may be best to leave this out and talk about the first surfers in a more general sense.

Surfing 60s & 70s – This era was iconic in most locations as it represents the first wave of surfing growth. The 60s and 70s had a lot of colourful characters and events to capture and usually provides interesting reading!

Modern Day – This section focuses on the modern sport of surfing in your area. It includes aspects such as surfing contests and new trends such as body boards and tow-in surfing.

Chairman's Statement – The Chairman of National Surfing Reserves (NSR) Australia will contribute this section. You should ask your NSR representative to make contact with the Chairman for a statement.

Picture of Plaque – You should include the design of your plaque.

Map of the Reserve – You should include a map of the reserve so that readers can identify with its area. The Department of Lands can provide a map of the reserve in a format suitable for printing.

First Edits

Once a draft has been written you will need to edit the document. The LSC should undertake at least 2 edits of the text before photos are included.

It is prudent to ask someone outside the LSC to edit the document also to make sure it is a product that will appeal to everyone.

You should have your first edits complete at least 2 months before dedication day.

Layout

Once you have prepared a draft of your text and it has been edited well, it is important for the LSC to agree on a draft layout. This will require selection of many more photos than will ultimately be used. You will need alternate photos as some will not be useable because of scale, quality or even the “feel” of the booklet.

Once you have agreed on a rough layout you will need to make contact with a professional or someone that has specialist skills in graphic art to assist in finalising the layout of your booklet. You should allow sufficient time and creative licence for the person to make changes to the document to suit printing.

Once your graphic artist has done a draft layout, the LSC should meet to agree or request final changes. This should happen only once and then the document should be returned to the artists for final changes and preparation for printing.

Final layout should be completed at least 6 weeks before dedication day!

The booklet is now ready for printing.

Printing

Once your booklet is ready for printing you should make contact with your NSR representative and they can arrange for printing. Printers will require at least 1 month to print your booklet.

You will need to explain the layout format (eg A5 landscape) and print and paper quality desired.

Your NSR rep will obtain 3 quotes from printing companies and contract a reliable and reputable company to produce your booklet. You will need to be clear with the printers when and where you will need delivery of the product.

Always allow sufficient time to ensure you can get another print run done in case of emergency.