

RE-IMAG(IN)ING SURFING ?

OR

RE-IMAG(IN)ING SURFACTIVISM AS A
NETWORK (IN OCEANIA)

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IWSOceania 2019

ACKNOWLEDGEMENT OF COUNTRY



I wish to acknowledge the Boonwurrung people on whose land we are gathered today.

I pay our respects to their Elders, past and present and ask you to do the same with an intention to work towards reconciliation, justice and healing.



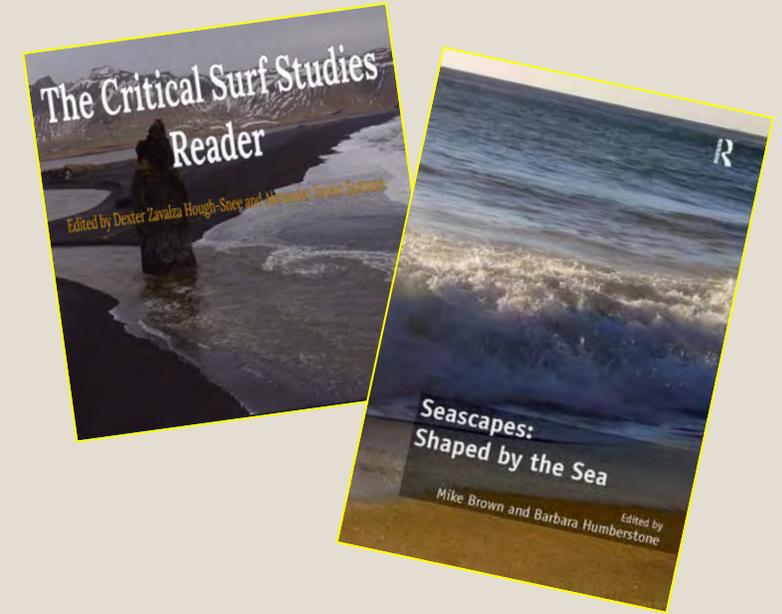
Conxn



Introduction



- Why do people do what they do?



lisahunter. (2018). Sensory autoethnography: surfing approaches for understanding and communicating 'seaspacetimes'. In M. Brown & K. Peters (Eds.), *Living with the sea* (pp. 100-113). Abingdon: Routledge.

Ways of seeing

- Perception
- Recognition
 - Quality
 - Quantity
- Positioning – how, how often, where, when, why, who?
- Legitimation...with value

- Representation
- Erasure
- Revealing
- Challenging
- Countering

Images of the past - possibilities

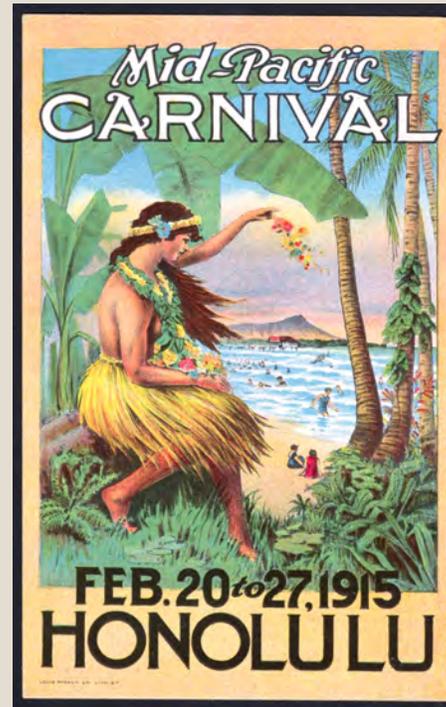
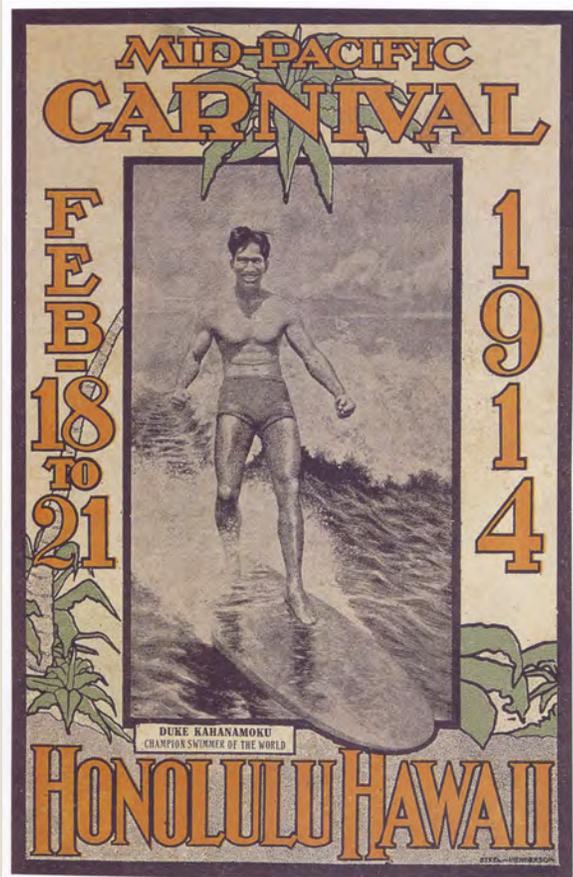


Maids on the wave by
Wallace Mackay 1874

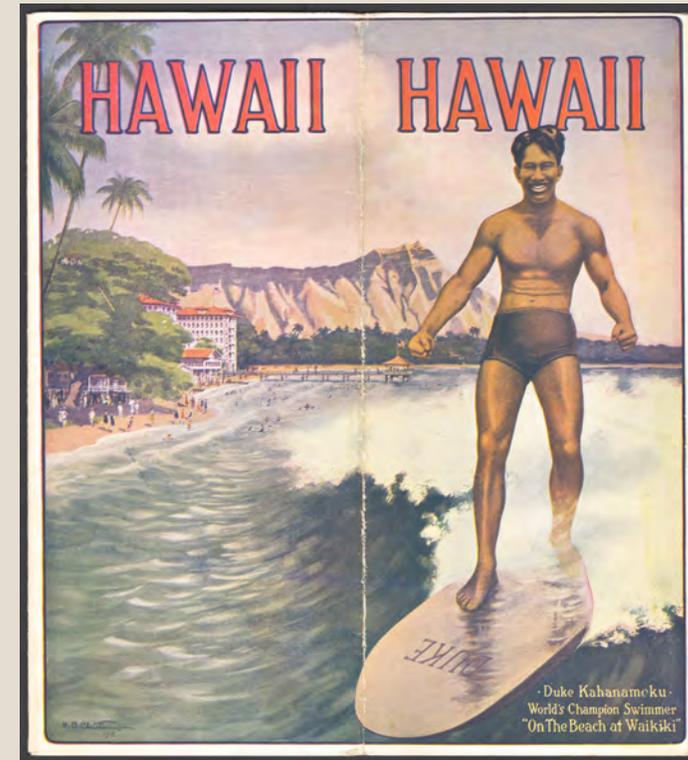
erased and reviewed



Imaging contemporary then record of the past - possibilities



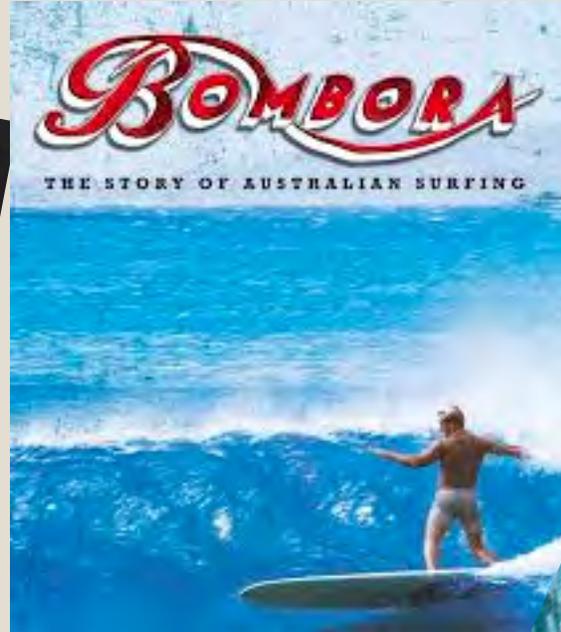
1915 Mid Pacific Carnival Postcard.



Travel brochure printed and distributed by Paradise of the Pacific, circa 1920s.

The 1914 Mid Pacific Carnival poster, featuring Duke Kahanamoku surfing. Reproduced from *Finding Paradise – Island Art in Private Collections*.

Seeing is believing? Whose view?



Becoming seen

- Surf schools
- Competition
- More breaks
- Commercially active
- Active actors

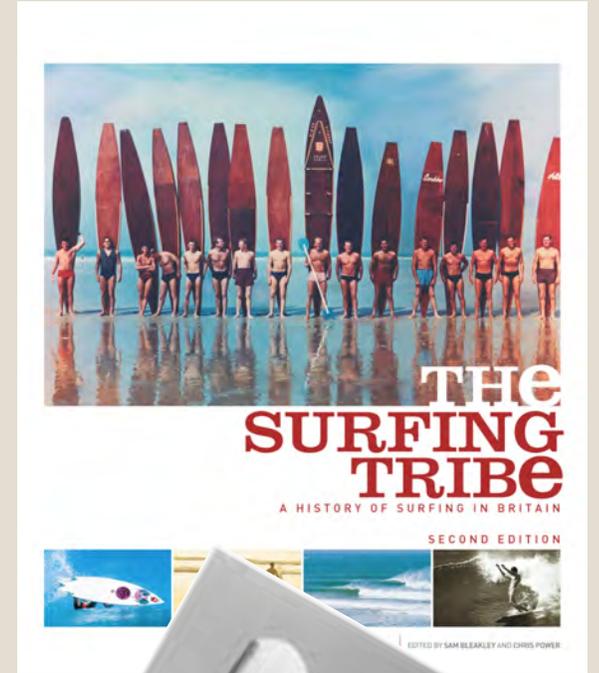


New waves of female visibility

- Sportsmedia stereotypes
- Cameras down
- Active representations



Presence, frequency, representation



Magazines
Books
Films
(Internet)

Memorialization



Female history-Australia



Aotearoa New Zealand
Pioneer Female Surfers



Female history-Hawai'i

Festivals participation representation



Celebrating 25 years of Pure Stoke



surfshirts.com.au



Surfing's (hetero)sexy spaces

'It's a very exotic sport': Pro surfer Ellie-Jean Coffey says Instagram bikini shots and being 'a little bit sexy' are just part of her athletic lifestyle

By DAILY MAIL REPORTER

PUBLISHED: 02:45 GMT, 11 March 2014 | UPDATED: 14:50 GMT, 11 March 2014



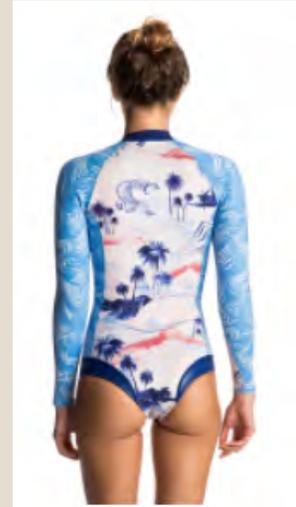
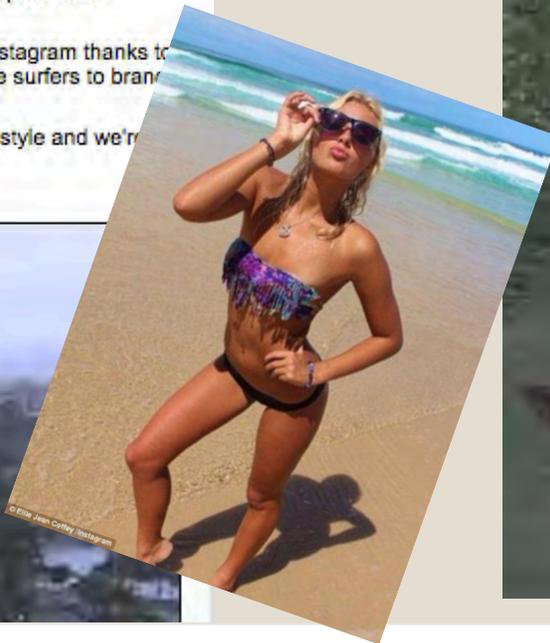
16
View comments

Australian pro surfer Ellie-Jean Coffey says surfing is an 'exotic sport' and posting pictures of herself in bikinis online is just part of her life as an athlete.

The 19-year-old from the Gold Coast, who has more than 234,000 followers on Instagram thanks to the flirtatious pictures she constantly posts online, says it's an easy way for female surfers to brand themselves.

'As much as we're competitive and we're athletes, we're also promoting a healthy lifestyle and we're, you know, a little bit sexy,' Ms Coffey told *Sunrise* on Tuesday morning.

SCROLL DOWN FOR VIDEO...



Who's memory/image makes a past?

- Patriocolonial
(male, white, young,
explorer/frontiers, entitled)
- Individual
- Power/speed
 - Historicized
 - Sportization
 - Commodification
 - Equality



Female 'market(ization)

Appearance performance
Performance appearance



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MONYCA ELEOGRAM Professional Surfer | #ROXYREADY

Take me to the Sea

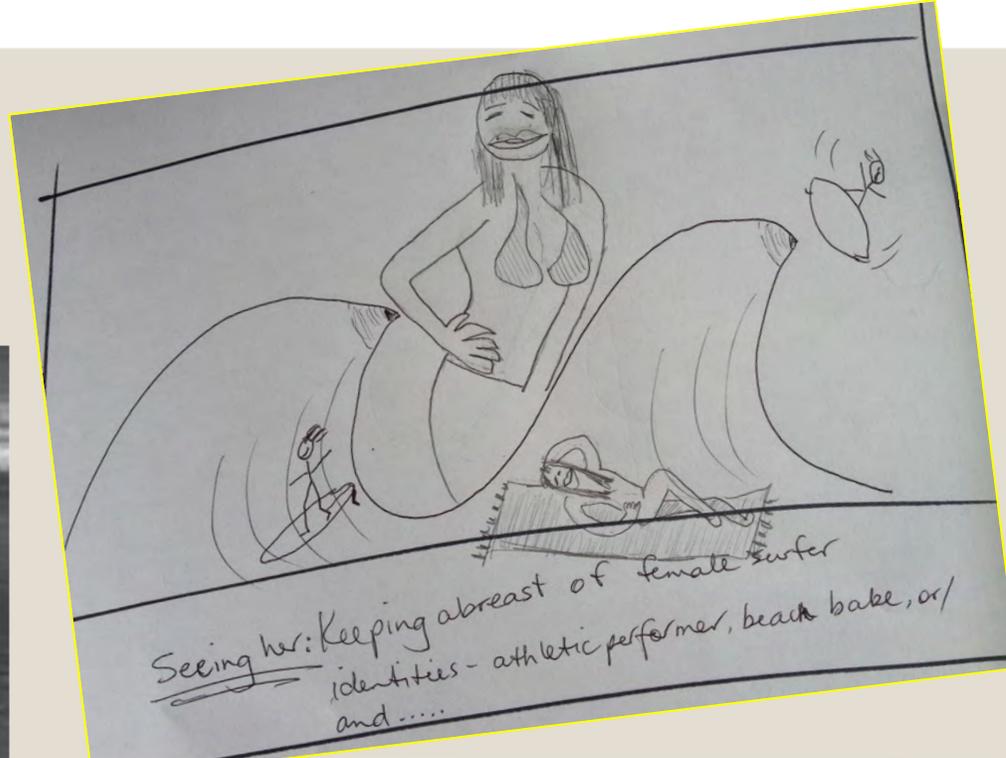
SHOP SWIM

Illusion: Fitting the 'babe' image

- Sex sells...but what?
- Modern surfing state
- The look
- Surf porn



Witnessing



I lift, press, compress, colour, salt, cool, tumble,
challenge, support, listen, watch, move and expand her
Her joy and sadness lives through me
Her emotions I play with
Her experiences are with and of me from everywhere
He told her to fuck off
They expected her to be a he
I am with her living and dying
Moving stillness
She is in me and I am in her
I show her different ways of being and knowing
I change her
We stay connected when she is away
Interlocking through the lunar rhythm
Our waters unite us
She is me

The sea has given
so much to the Me
shaped by the sea

Misrecognition

- Not good for business
- Untapped talent

Rip Curl Pro at Bells Beach finally realises sexism is bad for business

April 23, 2014
Bronwyn Adcock

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Carissa Moore of Hawaii prepares for her round 1 heat at the Rip Curl Pro Bells Beach on April 16, 2014 in Bells Beach, Australia. Photo: Kirstin Scholtz

Womomentum: Rethinking the Women's Movement

TUESDAY JULY 5, 2011



Isaiah Walker
Professor | Author | Surfer

64

0

PLUS

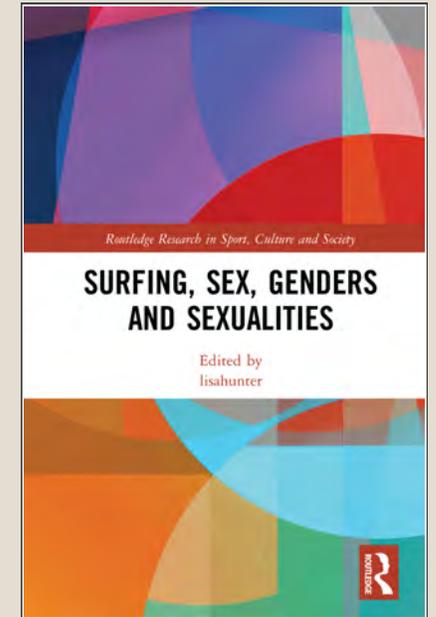
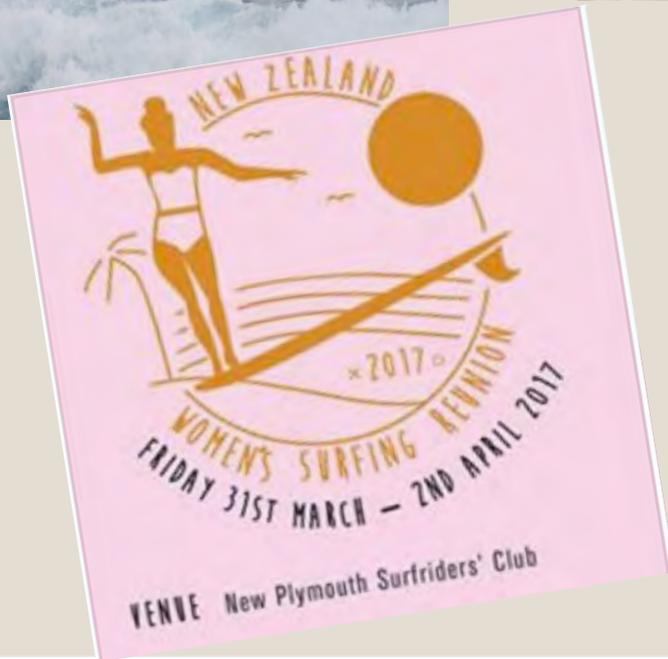
2



In many ways, this new cohort of talented female surfers is drawing us closer to surfing's roots and identity, one where women surfers were more dominant. Photo: Nike 6.0/Kenworthy (L), Maids on the Wave by Wallace Mackay (R)

Disparity of opportunity (Ros Franklin, 2013)
Whose business? (Krista Comer, 2010)

Making more 'visible'



Making difference visible

Chapter 9

Queering surfing from its heteronormative malaise

Public visual pedagogy of circa 2014

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- Sex
- Normalised heteronormative homosociality
- Cisgenderism
- Queer presence/queer turn
 - Challenging norms
 - Gay surfers
 - 'Transgender' work
 - Queering surfing

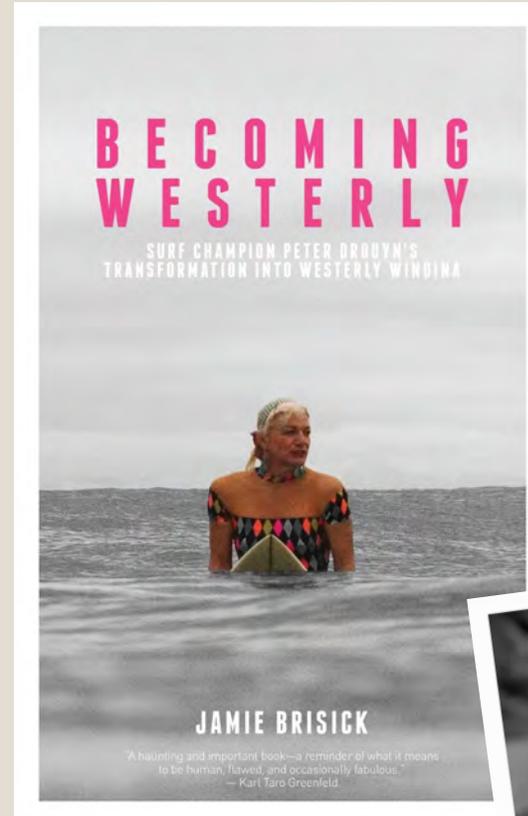
Introduc

Surfing's
establishe
research
oral hist
practic
in relation
(2016) notes:

Surfers often wrote in the magazine to wave as a type of sex act. This association reinforced and contributed to the normalization of the masculine. In some cases the surfboard acted as a larger, surrogate phallus for male surfers who described the ocean and waves using sexual language. Male surfers highlighted the fact that the ride within waves and barrels on their surfboard was like "a sexual orgasm".

(pp. 263–264)

...ual relations are the
... subject other,



Revealing new forms of violence and success

Chapter 11

(Counter)cultural changes in surfing and surfing scholarship

Towards diverse, intersectional, liminal, complex and queer activism dialogues

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Many other authors who are not in this collection, including some of the earlier scholars in sgs work, were approached to contribute. Their work covers issues associated with other identity intersections including age and (dis)ability, indigeneity, masculinities, geopolitical spaces such as China and Papua New Guinea, tourism, localism, emerging surfing spaces such as lakes and big wave surfing, media representation, other sgs identities, surfing organisations such as surf schools and boardrider clubs, other board types and other erasures in history. With many good reasons behind why they did not contribute it is important to nevertheless acknowledge the critical questions are being explored in relation to the challenges as

Bay of Plenty Times

Bay of Plenty Times

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Bay of Plenty Times
17 March 2017 · 🌐

How hard is it for women to get a fair deal?



NZHERALD.CO.NZ

Top female surfer unhappy no women's division at Mount surf festival - Bay of Plenty Times - Bay of Plenty Times...

Like Comment Share

👍👎👤 28

Oldest ▾

4 shares

17 comments

View 1 more comment



Bisman Gavin I think Ruth should work on her investigative journalism skills.. Is this a news story or a [Mischa Davis](#) opinion piece? It's a pity one narrow minded person tries to spoil an event that is for everyone to enjoy. It's inclusive & equal for all. It's not about one person & their agenda. It's for surfers, for fun, for community and it's disappointing that's been diminished by someone's narcissistic tendencies.

Like · Reply · 1y

👍 10

↩ 8 Replies



Michael Wheeler Leave the negative comments and shit vibes back up in piha! This contest was a fun day last year everyone had a great time male or female. Run your own fun day if you don't like this one!

Like · Reply · 1y · Edited

👍 9

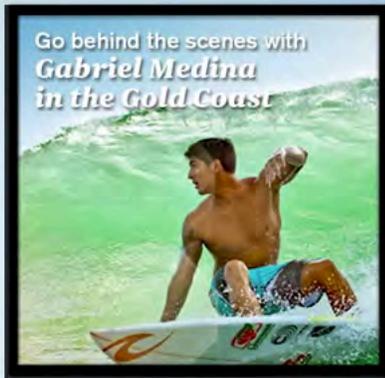
Seeing below the 'surface'

Air New Zealand's Safety Safari #AirNZSafetyVideo



AIR NEW ZEALAND 

To book your own journey with Air New Zealand, [click here.](#)



4:45 / 4:55



Seeing differently...but has the
'gaze' /game changed?



How might we....

Image-in

Re-image-in

Re-vision-ing

Surfing

Insert your logo here

New perspectives



New participants-Hannah Bennett



New producers



Come and enjoy the movie premiere of

DELAMA WARRI

Celebrating the spirit of female surfing in Wadawurrung Country featuring local artists and surfers

5-9PM 08.02.2019

**SOUTHCOAST SURFBOARDS
1C BAINES CRES, TORQUAY**

5-6pm happy hour (all food and drink supplied by Monkeys Uncle Cafe). Followed by welcome to country ceremony, women's surf art exhibition and movie screening

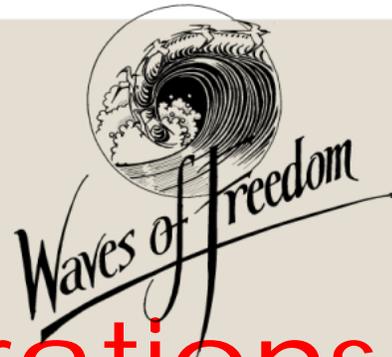
For more information contact Sam - 0428827568



'New' participants recognized



SURFBREAK
PROTECTION SOCIETY

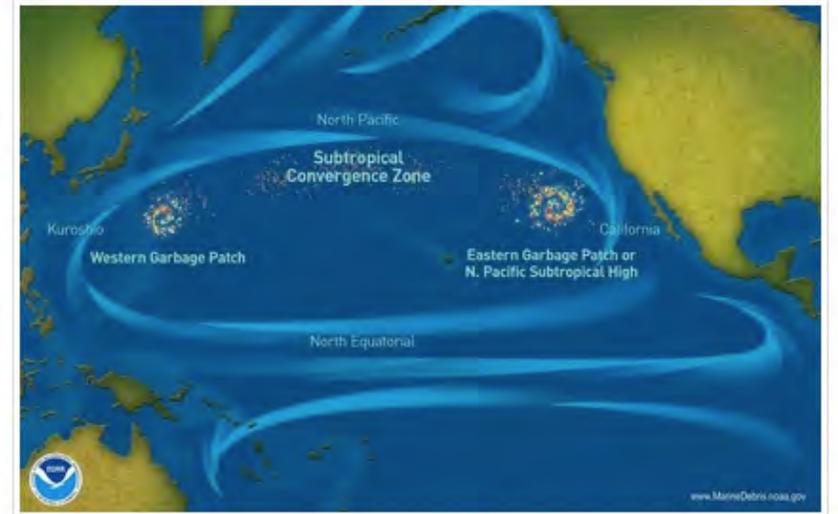


Activist collaborations

Great Pacific Garbage Patch

Pacific Trash Vortex

National Geographic.com



PROJECT JONAH

NEW ZEALAND

SEABED MINING SUCKS

www.blacksands.org.nz

kiwis against seabed mining



Actions As human...

Lesbian Studies, 17:329-343, 2013
© Taylor & Francis Group, LLC
1160 print / 1540-3548 online
DOI:10.894160.2013.731873



Women in Wetsuits: Revolting Bodies in Lesbian Surf Culture

GEORGINA ROY

for Sport Research, Chelsea School, University of Brighton, UK

...picks the notion of lesbian bodies as revolting through
of how "women in wetsuits" are experienced as both
d desirable by lesbian surfers. Based on ethnographic
ed out within British surf culture, I consider how
bodies come to be experienced and embodied as
variable, and revolting. Informed by interview data
lections I suggest that the affective power of lesbian
r ways in which to disrupt the cultural processes
and in doing so enable surfing bodies to revolt.

...uality, surfing, lesbian, sport, bodies, Deleuze,



Global Wave Conference

Cornwall & London, October 2015



THE FILM NEWS PRESS SCREENINGS DVD / DOWNLOAD / SHOP EDUCATION



Surfing Social Hui Challenging surfing identities and spaces

PUKA PROGRAM

Hosted by the University of Waikato Te Whare Wānanga o Waikato,
Solscape, Whaingaroa Raglan, Aotearoa New Zealand
Feb 9-12, 2016



Elizabeth Pepin Silva Helped Pioneer Women's Surfing

The Surf Channel gets up close and personal with professional surf photographer and filmmaker, Elizabeth Pepin Silva.

Unlike many other photographers that chase pro surfers on the world tour to climb the social branches of the industry, Elizabeth enjoys photographing regular women surfing. This ranges from women in their 30's that children, manage their household, and somehow make the time to surf on a regular basis. To her, these are modern day superheroes.



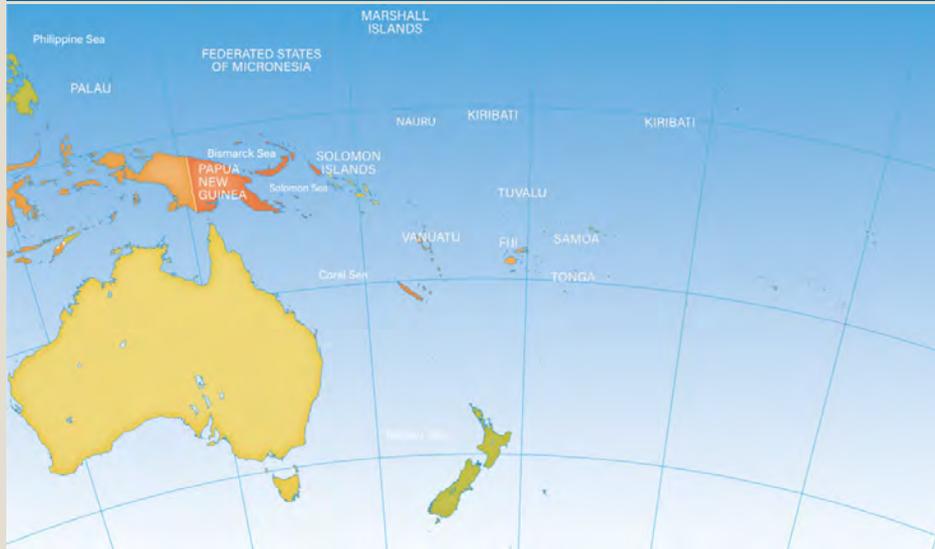
Institute for Women Surfers

New collaborations and support

LAUNCHING...
February 1-3, 2019
Monash University, Frankston
Victoria, Australia



Institute for Women Surfers
Oceania



Feminist ways of seeing count!

Re-imag(in)ing surfactivism as a network (in Oceania)

lisahunter. (2016). Becoming visible. Visual narratives of 'female' as a political position: The history, perpetuation, and disruption of patriocolonial pedagogies?

Questions??? lisahunter@monash.edu

