

BELLS GOLD is the new exhibition recently launched by SurfWorld Museum Torquay to coincide with the 50th Anniversary of the Bells Beach Easter Rally and Rip Curl Pro. The exhibition opened on April 16, 2011 and celebrates 50 years of surfing contests at the iconic Bells Beach on Victoria's rugged south-west coast. The contest, started in 1962 by Torquay surfers and good mates Peter Troy and Vic Tantau, has grown to become the longest continuous running surfing competition in the world now known as the Rip Curl Pro.



From those humble beginnings in 1962 the contest was shifted to the Easter weekend and slowly grew into a major sporting event attracting competitors from New South Wales, Queensland and eventually overseas. As the contest grew so did its reputation and rich history. Today the Bells trophy is one of the surfing world's most sought after and revered sporting icons. As the saying goes, "A kook has never won Bells."



Many of surfing's greatest champions have triumphed at Bells with a select few, like ten time world surfing champion Kelly Slater, becoming multiple winners. Slater, MP, MR, Simon Anderson, Tom Carroll, Sunny Garcia, Stephanie Gilmore, Layne Beachley, Gail Couper, Joel Parkinson and other Bells champions are showcased in Bells Gold.

Bells Beach has a reputation for big waves. In 1965 and 1981 the surf was huge as competitors struggled with six metre waves and the urgent need to find suitable big wave riding boards. Rarely seen movies and photographs of some of the biggest waves ever to have rolled through Bells Beach are on display as part of Bells Gold accompanied by video interviews with Mark Richards, Adam Robertson, Wayne Lynch and others describing what it is like to surf 'BIG' Bells.



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