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c) If globalisation of surfing as a popular culture continues to increase in popularity as current trends have shown, the currently \$20 billion global market will inevitably increase. Currently in Australia, the surfing market is worth \$3 billion, which proves that globalisation has already extensively occurred. Increased access, if not in participation, then in consumption of paraphernalia will also surely occur. However this could fuel the already existing conflict between soul surfers and professionals and also between locals and tourists. Australia has accepted the surfing culture, over time as part of its identity which has also caused hostilities with Hawaii as its roots ~~originate~~ stem from there.

Globalisation will also cause the expansion and development of Transnational Corporations such as Quiksilver, Roxy, Billabong and Ripcurl which will in-turn increase production and

consumption of the pop. culture.

Understanding of surfing will also develop as a result of art and film and media which ~~portray~~ are portraying increasingly accurate accounts of what it's like to catch a wave throughout the world.

Technology, as an ever changing and developing concept will allow for new experimentations in technique and style as well as the shape and use of boards. even to the extent that boards/wetsuits can be customised to suit the unique waves and environment of each country.

As globalisation becomes more apparent, as does too the sponsorship of surfing events such as surf-fest and professional tournaments which will mean increased competitiveness and prize money. whether or not this changes the focus of surfing forever from a hobby or spiritual participation to a competitive sport and nothing more will be determined by the resistance of local and spiritual surfers to the mass production of their popular culture.

Additional writing space on back page.