



2010-2011 ANNUAL REPORT

Dear Members,

Over the past year, SANS has made a lot of progress in implementing our 5-Year Strategic Plan, which we adopted in 2010. A big part of the last year was spent making SANS function more effectively, so that we can better serve our members and the surf community at large. You'll see in this annual report that we've achieved quite a lot over the last year, from hosting/supporting lots of local surf events, to being recognized by Sport NS as a Provincial Sport Organization, to securing core funding for the next four years, to hiring our first-ever coordinator, to releasing our first newsletter....and the list goes on. All this was possible because of the efforts of not only a dedicated and active Board of Directors, but also a whole bunch of members, volunteers, and sponsors that stepped up and made things happen. So thanks to everyone that helped make this all possible.

As a member-based organization, one of the things that we focused on over the past year was to connect better with our members and the general surf community in a transparent way with open communication on SANS' progress, successes and challenges.

The high-profile O'Neill Coldwater Classic was a prime example of why being open and transparent is important for the future of SANS. As the story unfolded and was twisted by the media, SANS did its best to stay on the level and focus on providing up-to-date information on our website. Instead of picking sides, we worked to make sure that local surfers had a voice, whether they were for or against the CWC. Things like this can give you credibility as quick as it can take it away, and I think that SANS gained some credibility with the approach we took. For example, it quickly became apparent that that our webpage was a key source of information in our community with our posts on the CWC receiving hundreds of views. We certainly didn't ask to be put in the situation we found ourselves in, but I think we made the most of it.

Looking into the upcoming year, there's a lot of great stuff that SANS is involved in, with a longboard contest on the horizon, the second issue of our newsletter this summer, the September Storm Classic contest, and a community partnership for the second year in a row with the Canadian Surf Film Festival. We plan to continue with more successful events and contests this year, drawing on previous experience to make our events as inclusive, accessible and fun as possible.

We look forward to working with our membership and the broader surf community to make what is already a great surf scene, even better.

Justin Huston
SANS President

The Board of Directors is pleased to report on the following activities:

Membership Strategy

In February 2011, we officially launched the new membership strategy, hosting a party at The Seahorse. It was an excellent evening music and friends, with many people signing up for memberships. Unfortunately, poor weather acted as crowd control, keeping the turnout numbers lower than expected. Starting in May, you can now sign up for memberships on our website.

Contests & Events

In 2010-11, SANS hosted and/or supported the following local events

- “Why Can’t We All Get A Longboard” contest (August)
- One Life women’s contest (August)
- Point Michaud Surf Classic (August)
- Annual September Storm Classic contest (September)
- Canadian Surf Film Festival (October)
- “Surf Jam” party at The Seahorse, fundraiser/membership launch (February)
- Nor’Easter surf contest (April)
- World Ocean’s Day on the Halifax Waterfront (June)

Website

Drawing on success from previous years, the website saw more visitors than ever as contest coverage and event publicity improved. Most notably, coverage of the O’Neill Coldwater Classic was comprehensive, timely and provided the public with an uncensored approach to getting all of the facts out.

Reed Holmes added a contest sign-up section for the 2011 Nor’Easter contest, making it easier for surfers to add their name to the draw. With both “pay”, and “pay day of”, the online option provided more flexibility, and saved us from running around to surf shops, collecting names and fees. This will be common practice for all contests in the future.

You are now able to sign up for a membership online, with membership packages sent out by mail. This new system increases our reach, and allows surfers from any part of the province to become a member, and get involved.

**For more information, see examples at <http://www.surfns.com>*

Newsletter

We launched our first newsletter this year, which was made digitally available in April 2011. Content included contest reports, regional updates, events news, membership information and a profile of a local surfer who does interesting work outside of the water in our community. A “cover shot” photo contest brought more interest and participation into our first issue with more than a dozen images submitted and over 300 online views through the newsletter widget on the SANS website.

O'Neill Coldwater Classic: Our Response

It came as a surprise to many surfers when it was announced that there would be a 6-Star WQS event in Cow Bay this coming Fall. As the media played up an apparent "surf war", Justin Huston stuck to the Board's decision to stay neutral, take an arms length approach and focus efforts on ensuring that local surfers' had an opportunity to ask questions and raise their interests and concerns. For more detailed information, see our website or stay tuned to the Summer issue of our newsletter.

Costal Access Committee

The Costal Access Committee (CAC) received exciting news this year. This June, tender went out for the parking lot/boardwalk project at "Minutes" in Cow Bay. Ensuring access, and protecting this sensitive area has been a main focus for the CAC for a number of years.

CAC was instrumental in having the land purchased.

The buy a "Board" campaign will continue through Summer 2011 -- purchase a board, and have your name engraved in the boardwalk. All proceeds go to the project. Look for a more detailed report to follow on the SANS website, as well as in the summer issue of our newsletter.

Look for a completed project mid-September 2011.

Sport NS Membership – Funding for NS surfers to compete in Peru

As a recognized Provincial Sport Organization, we were able to work with Sport NS to ensure that seven NS surfers received \$1000 of funding towards their travel to compete in the World Surfing Games in Peru. As members of Sport NS, funding will be available in future years to SANS members that qualify to compete in the ISA World Surfing Games.

HPP Core Funding

In 2010-11, we received our first year of a 4-year core-funding grant from the NS Department of Health Promotion & Protection. This funding enabled us to hire a part-time coordinator, ensure annual costs like insurance are paid for, and it will provide us with a new level of financial stability for the years to come. Please see the financial report for more detail.

Coordinator

In February 2011, SANS hired its first-ever Coordinator, Joel Rudolph. This part-time position was made possible with core funding that we received from the Government of Nova Scotia. Joel works on average about 1 day a week and helps the Board to take care of all the day-to-day stuff that makes a non-profit tick (meeting minutes, responding to emails, administration, web updates, etc.). In addition, Joel has played an instrumental role in some of SANS' new initiatives, like the newsletter, which was Joel's brainchild. Having a go-to-person the Board can rely on has made a huge impact in SANS ability to serve its members.