



STRATEGIC PLAN 2010 – 2015

MISSION

Established in 1987, SANS is a community-based non-profit organization dedicated to building an inclusive, fun and respectful surf community; supporting recreational and amateur surfing; and promoting coastal stewardship.

STRATEGIC GOALS

- 1) Build an inclusive, fun and respectful surf community
- 2) Support recreational and amateur surfing
- 3) Promote coastal stewardship
- 4) Operate a well-run and effective organization

OBJECTIVES

Strategic Goal 1: Build an inclusive, fun and respectful surf community

Objective A: Strengthen SANS' relationship with members and community stakeholders.

Objective B: Promote surfing safety and etiquette.

Objective C: Promote Province-wide inclusiveness and representation among SANS membership.

Objective D: Develop opportunities for greater participation in surfing for youth, women and visible minorities.

Strategic Goal 2: Support recreational and amateur surfing

Objective A: Hold and support contests, which will be open to all SANS members and will focus on celebrating the NS surfing community and showcasing NS surfing talent.

Objective B: Support other surfing-related events and organizations that are consistent with the mission of SANS.

Objective C: Ensure that NS surfers have the opportunity to qualify for the ISA World Contest, and have the support and resources to participate.



Strategic Goal 3: Promote Coastal Stewardship

Objective A: Protect public access to the coast

Objective B: Build respectful relationships between the surfing community and local residents.

Objective C: Be a leader and innovator in running sustainable events.

Objective D: Work in partnership with other coastally-minded organizations to promote coastal stewardship.

Strategic Goal 4: Operate a well-run, effective organization

Objective A: Build and maintain an active membership

Objective B: Develop clear activities that define the scope of work that SANS will undertake each year.

Objective C: Ensure that the Board of Directors remains accountable to SANS Members.

Objective D: Develop and maintain a Terms of Reference that clearly outlines the roles and responsibilities of board members, committee chairs, and staff.