



**From left: The newly elected NCAN committee; secretary Johan du Plooy, vice chairman Alex Ram, treasurer Wendy Nalson, chairman Andrew Bruton, public relations Alicia Deans, marketing Mike Smith and assistant secretary Nicholas Cröning.**

The North Coast Accommodation Network (NCAN) was re-launched last week and its new logo revealed at a function at the Meander Manor Guesthouse in Chaka's Rock.

It was formerly known as the Dolphin Coast Bed & Breakfast Association until 2002 when it changed its name to NCAN.

"We had our annual general meeting in early 2008 to decide whether to dissolve NCAN or carry on and it was decided to go forward with a new committee that was duly elected," said NCAN's new chairman Andrew Bruton.

Bruton and his new committee have already embarked on some projects that add value to members and also to the community.

Following on from the 2009 AGM held in January this year, the committee has started to get their teeth into some interesting projects.

"For starters we are going to renew the membership drive and charge membership fees, something the old NCAN did not do for many years as there were no projects that had to be driven. An organization like this must be adequately funded and what better way to do it than through membership fees, by the members, for the members?"

After spending the better half of 2008 drawing up a new and revamped rates proposal in consultation with role players and the local council, this proposal has been reworked between the various parties and a compromise has been reached.

"The rates issue is a major priority for us because the accommodation industry is the hardest hit. It is very seasonal and does not have a constant flow of clients as the council seems to believe. Further, a publicity association, as required by law, has not been operational for the past three years although there are now moves afoot to get that going again. We've been working with the KwaDukuza Council's Working Committee for the Hospitality Industry to draft the proposal and it has been taken to executive council (Exco). We are currently waiting for feedback from the Exco meeting," said Bruton.

The new committee consists of seven members with 150 years of experience in sales, marketing, legal and quality system between them and members are still very much-involved in these spheres.

NCAN is drawing up its strategy for new projects and many of these will have extensive community involvement. "To motivate establishments to join up as soon as possible, we have made a few prizes available. Of these, three lucky members who assist with the membership drive will win a free grading for your accommodation business and if you've already been graded NCAN will pay for a renewal," said Bruton.

There is also the further incentive of a trip sponsored on the luxury Elan yacht out of Durban for a sundowner cruise, for a lucky member and ten of their friends in the final draw at the end of June. This magnificent prize has been kindly sponsored by Alicia Deans of Ballito.Net. The rules of the competition will be posted on the NCAN website ([www.ncan.org.za](http://www.ncan.org.za)) on March 30.

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