

NZ SNOW INDUSTRIES FEDERATION INC
MINUTES OF THE EXECUTIVE MEETING HELD ON TUESDAY 20 NOVEMBER 2007
AT THE SUDIMA HOTEL CNR ORCHARD RD AND MEMORIAL AVE CHRISTCHURCH
AT 10.30AM

1. PRESENT:

Roland Kuhn President
Martin Schnelle
Rob Janssen
Miles Davidson Secretariat

2. APOLOGIES:

Steve Schikker
Adrian Farnsworth
Koenraad Groot

3. MINUTES OF MEETING 8/10/07

Moved: M Schnelle

Seconded: R Kuhn

That the Minutes of the meeting held on Monday 8 October 2007 in Palmerston North, as previously circulated, be approved as a true and correct record.

CARRIED

4. MATTERS ARISING:

a) NZSC Future – The recommendation in the paper presented at the last Executive Meeting and AGM about the future of the NZSC was agreed to. It was presented at the recent SAANZ meeting and SAANZ also agreed with the following recommendation.

Recommendation: The NZSC continues to exist for the following on going initiatives and is positioned to take advantage of opportunities where the NZSC is best suited to be involved on behalf of the NZSIF and SAANZ collectively.

- Liaise with the media -
- Contract with ACC and coordinate Snow Safety Group activities
- Represent snow sports on SFRITO
- Select Contribution to Snow Sports Award annually
- Affiliate to TIA and NZ Mountain Safety Council

Awards – The recipient of the Contribution to Snow Sports Award this year is Shaun Gilbertson. The trophy was presented to Shaun at the SAANZ Conference dinner on 30 October in Christchurch.

b) Injury Prevention Programme – The programme included the following initiatives:

- Injury reporting through the National Incident Database
- Promotion of wrist guards to snowboarders and helmets for all snowsports participants
- Produced point of sale material: wallet card (distributed with season passes)
- Snow responsibility code posters
- Launch of the new Sport Smart Website – this site includes snow smart.
- IPC local promotions - Distributed car windscreen scrapers with safe driving messages printed on them

The major new initiative this year was the launch of the Sport Smart website. Access to the site allows participants to design plans for pre season conditioning programmes, fitness and nutrition and warm up exercises.

In addition research was commissioned through Brenda Costa Course of AUT. The objective of the research is to complete a critical review of ski binding standards and related research. The specific questions to be addressed are: What international standards currently exist in relation to setting and adjusting ski bindings? What are the key similarities and differences between these standards? What practical measures and equipment are required by ski rental outlets and ski equipment retailers to meet such standards? What

impact has the implementation of international standards for ski binding setting and adjustment had on the occurrence/prevention of knee injuries in alpine skiers?

The Snow Safety Group met on Monday 7 November and met Brenda Costa Course who gave a progress report. M Schnelle reported that he felt that the AUT research was going in the right direction. M Davidson added that the Snow Safety Group will be concentrating on planning more accurate and timely research in the future and there will be some work done next year in regard to the National Incident Database operated by the NZ Mountain Safety Council.

The merits of calibrating bindings was discussed and it is noted that Browns Ski Shop in Queenstown is the only rental operator using a calibration machine.

c) Mt Ruapehu Movie A Tribute to our Pioneers – John Ball provided a report to the NZSIF about the movie including a letter and media coverage. A DVD has been sent to each Executive member earlier in the year. The report was tabled at the meeting.

d) Constitution Review – The Notice of Motion was passed at the AGM. The Constitution will be amended and lodged with the Registrar of Incorporated Societies. The new rules will come into effect in 2008.

e) NZSIA Membership Card – Based on the new membership card the NZSIA (Instructors Alliance) will be responding to snow sports retailers and wholesalers about the marketing opportunities associated with the card and website. One retailer and wholesaler have approached the NZSIA about promoting specials through its website.

5. FINANCE: a) Budget 2007/08 –

| INCOME | 2007/2008 BUDGET | | |
|---------------------------------------|--------------------|----------------------|--------------------|
| | 2008 BUDGET | 2007 BUDGET | 2007 ACTUAL |
| Subscriptions | 25,000.00 | 25,000.00 | 26,180.00 |
| Interest | 8,000.00 | 8,000.00 | 7,873.00 |
| Trade Fair Surplus | 28,958.24 | (679.00) | 36,804.00 |
| NZSIA Membership | 8,400.00 | 9,450.00 | 8,400.00 |
| TOTAL | \$70,358.24 | \$41,771.00 | \$79,257.00 |
| EXPENDITURE | | | |
| Audit/Accounting | 980.00 | 600.00 | 1,450.00 |
| Admin Contract (Sep-Aug 08) | 26,000.00 | 26,000.00 | 26,000.00 |
| Meeting Expenses | 5,000.00 | 5,000.00 | 5,095.00 |
| Disbursements | 4,000.00 | 4,000.00 | 4,054.00 |
| Bank Fees | 50.00 | 100.00 | 50.00 |
| Awards | 0.00 | 1,000.00 | 1,000.00 |
| Consultancy/Publications/Website | 1,000.00 | 500.00 | 1,000.00 |
| Trade Fair Space Rebates | 0.00 | 0.00 | 0.00 |
| Credit card Commissions | 1,000.00 | 1,500.00 | 3,015.00 |
| Printing & Stationery | 0.00 | 0.00 | 1,373.00 |
| Taxation Adjustment | 1,200.00 | 0.00 | 1,268.00 |
| Carpet Depreciation | 12,233.00 | 0.00 | 12,233.00 |
| NZSIA Membership | 14,000.00 | 15,750.00 | 14,000.00 |
| TOTAL | \$65,463.00 | \$54,450.00 | \$70,538.00 |
| Excess Income over Expenditure | \$4,895.24 | \$(12,679.00) | \$8,719.00 |
| Marketing Fund | | | |
| INCOME TOTAL | \$20,000.00 | \$22,500.00 | \$22,800.00 |
| EXPENDITURE | | | |
| PR Campaign | 20,000.00 | 20,000.00 | 18,847.00 |
| Ruapehu Movie | 0.00 | 2,500.00 | 2,500.00 |
| TOTAL | 20,000.00 | \$22,500.00 | \$21,347.00 |
| Excess Income over Expenditure | 0.00 | 0.00 | \$1,453.00 |

M Davidson went through the budget for 2007/2008.

Moved: R Kuhn

Seconded: M Schnelle

That the administration budget above be approved as a working budget including the Admin Contract with M Davidson.

CARRIED

6. MEMBERSHIP:

a) Membership Report – 63 members paid the 06/07 subscription.

A list of financial members is below.

Membership List (63):

| | |
|----------------------------------|--------------------------------|
| ADVENTURE EXTREME NZ | ADVENTURE SPORTS SOUTH PACIFIC |
| ALLSPORTS DISTRIBUTION LTD | ALPINE & LEISURE |
| BASE | BEATTIE MATHESON |
| BOBO PRODUCTS | BOCARA (HELLY HANSEN) |
| BOLLE | BRANDEX ADVENTURE SPORTS LTD |
| BRONCOS | BROWNS |
| CANTERBURY SNOWSPORTS SPECIALIST | COLORADO TRADERS LTD |
| COMPOSITE DEVELOPMENTS (NZ) LTD | EDGE TO EDGE |
| EIVINS | FREERIDE DISTRIBUTION LTD |
| FRUITION | GOOD SPORTS |
| GORDONS OUTDOOR EQUIPMENT | GRAVITY SPORTS |
| H & J SMITH - ELEMENT | H & J SMITH OUTDOOR WORLD |
| HEAD NZ | INCA LTD |
| JONES BROS LTD | K SPORTS LTD |
| MARVELOX ADVENTURE | MEIER SPORTS |
| MOMENTUM SPORTS | MOUNTAIN WEAR |
| NORTH SHORE INTERNATIONAL LTD | ONE STOP SKI SHOP |
| ORIGIN SOUTH SPORTS | OUTSIDE SPORTS |
| PROSOURCE | PYRAMID DISTRIBUTION LTD |
| R & R SPORT (QUEENSTOWN) | R & R SPORTS (DUNEDIN) |
| R & R SPORTS (AUCKLAND) | R & R SPORTS (HAMILTON) |
| R & R SPORTS (CHRISTCHURCH) | R T SPORTS |
| RACERS EDGE PLANET SNOW | ROY TURNER SKI & BOARD SHOP |
| SNOW AND SURF LTD | SNOW CENTRE LIMITED |
| SNOW CENTRE OHAKUNE | SNOWORLD LTD |
| SOUTHERN APPROACH | SPORTCO LTD |
| SPORTIVE NZ LTD | STATION LODGE |
| SUN & SNOW | TARANAKI RUBBER CO LTD |
| THE SKI SHACK | TOKAANU SKI SHOP LTD |
| TURANGI SKI HIRE | VERTICAL @ WHAKAPAPA |
| W H WORRALL & CO LTD | WILLIAM P WALKER & SON LTD |
| WOMBATS | |

Resignations: Weft Industries, Dragon Optical, Snow Connect, Outdoor Performance, Beggs Ski Shop, Peak XV, Motor Accessories Ltd, Coronet Peak

b) Group Membership – It is recommended that a group membership subscription be set for members with more than one outlet. Currently 3 members have more than one outlet.

Browns (2)

R & R Sports (5)

Snow Centre (3)

| | | |
|-----|---------------|----------|
| Sub | One outlet | \$545.00 |
| | Second outlet | \$395.00 |
| | Third outlet | \$345.00 |
| | Fourth outlet | \$245.00 |
| | Fifth outlet | \$145.00 |

Marketing Levy – According to scale set for turnover applying to each outlet

NZSIA/NZRA – One sub only – the principal outlet would be a member

Moved: R Janssen

Seconded: M Schnelle

That the Group Membership subscriptions be approved.

CARRIED

8. TRADE FAIR:

a) Budget Report –

2007 Trade Fair Income and Expenditure –

| | <i>INCOME</i> | 2007 ACTUAL | 2007 BUDGET | 2006 ACTUAL | 2006 BUDGET |
|---|--------------------|------------------------|------------------------|------------------------|------------------------|
| Sales sq mts @ \$40 (member) | | 60,380.80 | 65,000.00 | 64,575.00 | 69,000.00 |
| Sales sq mts @ \$50 (non mbr) | | 8,987.00 | 4,500.00 | 4,455.00 | 6,310.00 |
| Sales sq mts @ \$5 Carpet levy | | 0.00 | 10,000.00 | 9,720.00 | 12,000.00 |
| Booking fees | | 7,000.00 | 8,000.00 | 8,400.00 | 9,200.00 |
| Catalogue Sales | | 195.56 | 200.00 | 337.78 | 200.00 |
| Functions | | 0.00 | 0.00 | 0.00 | 0.00 |
| Sponsorship | | 0.00 | 0.00 | 0.00 | 0.00 |
| Non member Booking Fee | | 3,160.00 | 2,370.00 | 2,370.00 | 2,370.00 |
| TOTAL INCOME | | 79,723.36 | 90,070.00 | 89,852.78 | 99,080.00 |
| | <i>EXPENDITURE</i> | | | | |
| Venue | | 11,280.00 | 15,000.00 | 12,827.00 | 13,000.00 |
| Panels | | 11,162.00 | 15,000.00 | 12,447.60 | 13,000.00 |
| Security | | 1,960.00 | 1,700.00 | 1,700.00 | 1,900.00 |
| Reception | | 0.00 | 0.00 | 0.00 | 0.00 |
| Stationery | | 0.00 | 100.00 | 16.00 | 100.00 |
| Photocopying | | 0.00 | 60.00 | 57.24 | 60.00 |
| Catalogue | | 1,901.00 | 2,500.00 | 2,010.00 | 2,000.00 |
| Passes | | 456.00 | 800.00 | 513.04 | 800.00 |
| Insurance | | 615.00 | 500.00 | 477.00 | 500.00 |
| Sundries | | 0.00 | 500.00 | 244.63 | 500.00 |
| Management fee | | 16,200.00 | 16,200.00 | 15,000.00 | 15,000.00 |
| Functions | | 7,191.12 | 10,000.00 | 8,279.56 | 10,000.00 |
| Space Rebates | | 0.00 | 0.00 | 0.00 | 0.00 |
| Carpet | | 0.00 | 0.00 | 36,960.00 | 35,000.00 |
| TOTAL EXPENDITURE | | 50,765.12 | 62,360.00 | 90,532.07 | 91,860.00 |
| EXCESS INCOME OVER EXPENDITURE | | 28,958.24 | 27,710.00 | - 679.29 | 7,220.00 |

b) 2008 Trade Fair -

Dates: Tuesday 14 Oct – Thursday 16 Oct - Set up day Monday 13 Oct

Venues:

| North Island Venues: | City | Size | Cost |
|-----------------------------|------------------|---------------|-------------|
| Arena Manawatu | Palmerston North | 3,200 sq mtrs | \$11,500 |
| Energy Events Ctr | Rotorua | 3,565 sq mtrs | \$21,000 |
| Events Ctr | Taupo | 2,000 sq mtrs | \$6,000 |
| TSB Arena | Wellington | 2,186 sq mtrs | \$26,250 |
| South Island Venues | | | |
| A & P Showgrounds | Christchurch | | |
| Addington Events Ctr | Christchurch | 1,500 sq mtrs | \$11,500 |
| Convention Centre | Christchurch | 1,864 sq mtrs | \$23,280 |
| Pioneer Stadium | Christchurch | 2,150 sq mtrs | \$9,360 |
| Events Ctr | Queenstown | 1,621 sq mtrs | \$11,700 |
| Airport Hangar | Wanaka | 2,000 sq mtrs | \$5,000 |

Recommendations for 2008:

Investigate South Island venues - move the trade fair to the South Island and introduce a rotational system between the two islands

Retailers prefer the show open days to be Tuesday-Thursday

Programme – Organise one official function and AGM breakfast

Include a copy centre – charge to cover costs of hireage and paper

Have a recycling centre

Enlarge the café meeting zone – not in aisles

Try to liven it up – no atmosphere this year

Length of each day be reviewed

Compile a members' only CD with suppliers' brands, prices and order form.

It was recommended at this year's trade fair that the Executive consider moving the trade fair to the South Island. The A & P Showgrounds, Addington Events Centre and the Convention Centre in Christchurch were discounted due to size and cost.

The Events Centre in Queenstown is not available in 2008.

This leaves the Airport Hangar at Wanaka Airport and the Pioneer Stadium in Christchurch. It was agreed that the Executive will visit the Pioneer Stadium after the meeting today.

Discussions were held with S Schikker by phone regarding the airport hangar. Photographs will also be sent via email prior to the end of the meeting.

It was agreed that Wanaka be the first option, followed by Pioneer Stadium. In the event that the trade fair stays in the North Island Taupo is the preferred venue.

As a result of the discussions with S Schikker and photographs the Executive can see no reason why the trade fair could not be held at the Wanaka Airport. The owner of the venue advised that a further 1000 sqm mtrs will be added to the existing building this summer. The museum items will be stored outside while the trade fair is on. It was reported that the airport hangar will cost \$5,000 approx. to hold the trade fair there in 2008. This is considerably cheaper than other venues which will allow for additional costs such as transporting the NZSIF's carpet and paying for panel freight with either Displayways or Peak.

R Kuhn reported that the K Groot supports the move to Wanaka providing the venue is suitable.

It was agreed that M Schnelle travel to Wanaka as soon as possible to measure the venue and ensure that it is suitable to house the trade fair in its present form. It is felt that 2000 sqm metres will be sufficient however the additional 1000 metres will be a bonus. M Schnelle is to report back to the Executive once he is familiar with the venue.

While in Wanaka M Schnelle was asked to visit Oakridge to discuss accommodation, functions, and the AGM Breakfast at this venue.

Another consideration will be coach transfers between the airport and Wanaka as well as transfers from Queenstown airport to Wanaka depending on numbers, flight arrivals and demand.

M Schnelle is to consider whether or not the carpet will be required on the polished concrete floor. The carpet will have to be transported to Wanaka and the NZSIF may have to look at storage options in the South Island.

The Executive will look at the rotational system in the future. However, M Davidson advised that he has received feedback from industry members regarding a one-year rotation between the North and South Islands. From a wholesalers point of view this enables them to access

their customers through the trade fair within two years. It is acknowledged that South Island retailers do not go north and that North Island retailers will probably not go south. The annual rotation will mean access to those customers within a two-year period.

On this basis it is suggested that Wanaka be the venue in 2008, followed by Taupo in 2009 and back to Wanaka in 2010. The upgraded venue in Queenstown will also be an option in 2010 if it does not work out in Wanaka.

8. 2008 PR CAMPAIGN:

The 2007 report is on the website. Members supported engaging Pead PR again in 2008.

Recommendation:

Engage Pead PR in 2008 from April to July (4 months) with a budget of \$20,000.

Concentrate on sales in the April May period and be proactive at the start of the season – good or bad start.

Moved: M Schnelle

Seconded: R Kuhn

That the NZSIF engage Pead PR in 2008 from April to July with a budget of \$20,000

CARRIED

M Davidson is to advise Pead PR and it is suggested that the first couple of months of the contract concentrate on pre-season sales and that the industry is pro-active at the start of the season whether it is a good or bad start

9. DEMO DAYS 2008:

The Industry Demo days are scheduled as follows:

Mt Hutt Tuesday 1 July

Cardrona* Thursday 3 July

Mt Ruapehu Tuesday 22 July Contingency Day Wednesday 23 July.

* It is recommended that the Southern Lakes Demo day be rotated annually between Snow Park and Cardrona. Both areas are happy to host our industry demo day, both ideally positioned between Wanaka and Queenstown.

It was agreed that the NZSIF run the Southern Lakes Demo Day at Cardrona and Snow Park in the future on a rotational basis.

10. GENERAL:

Nil

11. NEXT MEETING:

It is recommended that the next meeting be held in April 2008.

M Davidson is to circulate a proposed date to the Executive in the New Year.

The meeting concluded at 1.30pm.

Signed as a true and correct record:

President: _____

Date: _____