

MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING AT THE
SUDIMA HOTEL CNR ORCHARD RD AND MEMORIAL AVE
CHRISTCHURCH ON WEDNESDAY 28 MARCH 2012 AT 10.30AM

1. PRESENT:

Steve Schikker President
Rob Janssen
Sean Drinkwater
Clint Atkins
Martin Schnelle
Mat Woods
Miles Davidson Secretariat

2. APOLOGIES: Nil

3. MINUTES OF LAST MEETING – 16/11/11:

Moved: S Drinkwater

Seconded: M Woods

That the Minutes of the meeting held on Wednesday 16 November 2011 in Christchurch, as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING:

a) ISPO Cards – New ISPO Cards were issued to members for ISPO 2012. 26 members received cards however 3 went missing in the post due to incomplete addresses. For some reason ISPO sent cards directly to members instead of sending them all to NZSIF distribution.

The system worked well and the cards issued this year will be used at future ISPO shows until further notice. If there is an opportunity to provide feedback it is suggested that comment be made about the lounge opening hours which are the same as the show open hours. Some feel the lounges should be open for longer.

b) NZSIF Honours Board – As agreed members of the first elected NZSIF Executive Committee in 1978 have been added to the Honours Board. M Schnelle put the Honours Board up so members can see the full list of names. Mountain Adventure will store the Board between trade fairs and transport it north and south. If for any reason Mountain Adventure cannot take it to the trade fair the Board can be freighted at the NZSIF's expense.

Some thought should be given to displaying the Board between trade fairs if a suitable location and transport logistics can be worked out.

Blank plates are still available for additional names and the Executive can consider new people at any time. It is noted that current and past industry members can be added if appropriate.

5. FINANCE:

a) Budget Report 2011/12

INCOME	2012 BUDGET	28 Feb 12 ACTUAL	28 Feb 11 ACTUAL
Subscriptions	23,900.00	6,865.00	11,050.00
Interest	2,500.00	3,338.78	1,779.69
Trade Fair Surplus	24,439.00	24,439.65	17,258.00
NZSIA Membership	6,600.00	2,250.00	3,300.00
TOTAL	57,439.00	36,893.43	33,387.69
EXPENDITURE			
Audit/Accounting	1,000.00	1,000.00	1,018.27
Admin Contract (Sep 09-Aug 10)	27,300.00	13,650.00	13,650.00
Meeting Expenses	7,000.00	1,209.40	4,777.95
AGM Expenses	870.00	869.57	
Disbursements	5,000.00	1,830.39	4,354.95
Bank Fees	50.00	0.00	42.50
NZSC/Awards	750.00	0.00	0.00
Consultancy/Publications/Website	650.00	240.00	255.00
Interest	0.00	0.00	
Credit card Commissions	1,400.00	797.58	1,147.54
Printing & Stationery	0.00	0.00	0.00
Taxation Adjustment	0.00	1,627.42	0.00
Honours Board	100.00	127.51	
Injury prevention	0.00	0.00	0.00
Demo Days	1,000.00	0.00	
NZSIA/NZRA Membership	11,000.00	0.00	0.00
TOTAL	56,120.00	21,351.87	25,246.21
Excess Income over Expenditure	1,319.00	15,541.56	8,141.48
Marketing Fund			
INCOME TOTAL	17,500.00	6,600.00	6,500.00
EXPENDITURE			
National Marketing	1,000.00	1,338.00	0.00
EXPENDITURE TOTAL	1,000.00	1,338.00	0.00
Excess Income over Expenditure	16,500.00	5,262.00	6,500.00

Bank balance BNZ (29/2/2012) \$64,336.31
Term deposit \$130,000.00
(Invested for 180 days @ 4.5% - Matures 11 Sept 2012)

b) Association Insurance – When the contract for the Marketing Coordinator was prepared the question of insurance was raised. At present the NZSIF has public liability insurance which is required for hiring venues for the trade fair. This insurance costs \$650 per year. It does not cover paid employees, contractors or Executive Committee members for third party loss. Now that the NZSIF has engaged a marketing coordinator on contract it was suggested that the NZSIF look at association insurance to cover paid contractors and Executive members for third party loss.

A proposal has been prepared by Rosser to provide association combined liability insurance at \$1,030 per year.

If it is recommended that the NZSIF replace its current public liability insurance and take out association insurance. As far as budgeting is concerned part of the premium could be covered by the trade fair (Agreed 2/3) for the public liability component and the balance by the NZSIF admin budget (Agreed 1/3).

Moved: S Drinkwater

Seconded: M Woods that that NZSIF take out Association Insurance as proposed by Rosser

CARRIED

6. MEMBERSHIP:

a) Membership Report – 64 members have been invoiced for the 2011/12 sub

A list of financial and non financial members is below.

Statements have been sent out to non payers with a reminder that NZRA membership will be renewed on 1 April 2012.

Paid (23):

ALPINE & LEISURE	BASE
BEATTIE MATHESON	EDGE TO EDGE
BOLLE	GLOBAL OUTDOORS
BRANDEX	GORDONS WELLINGTON
BRITAIN WYNYARD	GORDONS TAUPO
CHARTON	RACERS EDGE
COMPOSITE	ROY TURNERS
JONES BROS	TOKAANU SKI HIRE
MOUNTAIN ADVENTURE	TORPEDO 7
ROJO	
SNOWORLD	
SPORTIVE	
TARANAKI RUBBER	
WINTER IMPORTS	

To Pay (41):

WHOLESALEERS	RETAILERS
ALLSPORTS	BROWNS QUEENSTOWN
BOBO PRODUCTS	BROWNS NEWMARKET
COLORADO TRADERS	EIVENS
GRAVITY SPORTS	GNOMES
HEAD NZ	H & J SMITH - ELEMENT
HIGHER GROUND	OUTSIDE SPORTS QUEENSTOWN
HYDRO SURF	OUTSIDE SPORTS WANAKA
KAIMAI SPORTS	R & R SPORTS (HAMILTON)
MOMENTUM SPORTS	R & R SPORTS (CHRISTCHURCH)
MOTOR ACCESSORY LTD	R & R SPORT (QUEENSTOWN)
OUTFITTERS	R & R SPORTS (DUNEDIN)
PROSOURCE	R & R SPORTS (AUCKLAND)
PYRAMID DISTRIBUTION LTD	R & R SPORTS (WELLINGTON)
REVOLT	R & R SPORTS (NELSON)
SNOCLOTHES	SNOW AND SURF
SOUTHERN APPROACH	SNOW CENTRE NEWMARKET
SUMMIT COLLECTIVE	SNOW CENTRE SNOW PLANET
UG MANUFACTURING	SNOW CENTRE OHAKUNE
WILLIAM P WALKER & SON LTD	THE SKI SHACK
W H WORRALL & CO LTD	VERTICAL
	WOMBATS

b) Resignations: Revolt, Wombats. It is noted that the Snow Centre has closed its outlet at Snow Planet. M Davidson is to contact Snow Centre and amend membership records.

c) Group Membership – The group membership subscription has been applied to Browns (Queenstown and Newmarket), Gordons (Wellington and Taupo), Outside Sports (Queenstown and Wanaka), R & R Sports (Auckland, Hamilton, Christchurch, Dunedin, Nelson, Wellington and Queenstown) and Snow Centre (Newmarket, Snow Planet and Ohakune)

d) New Members – M Woods advised that he has spoken to Billabong and Ice breaker about membership. Approaches are to be made to Jason Pace Methven, Snow Riders Christchurch, Alta Queenstown and NZ Shred about membership.

e) **Executive Committee Resignation** - M Schnelle advised that Marvelox is no longer a member of the NZSIF. Mountain Adventure has taken over the snow sports and outdoor brands from Marvelox. While M Schnelle has a relationship with Mountain Adventure he is not a director or staff member of Mountain Adventure. Under these circumstances he feels he should resign from the Executive as of this meeting. This will provide the Executive with the opportunity to appoint a replacement from the wholesale sector with a view to that person standing for election at the next AGM.

The Executive accepted M Schnelle's resignation thanking him for his excellent contribution to the Executive and NZSIF as a whole over many years, two as President 2008-2010. His achievements will be reported to members at an appropriate time in the future. M Schnelle advised that he is still available to assist with the trade fair. This offer is appreciated and it was agreed this activity is not subject to M Schnelle being a member of the Executive. It is a separate issue and will be considered under trade fair planning.

The Executive determined a short list of 5 people to approach and it was agreed that S Schikker approach Guy Alty to gauge his interest and availability. The other 4 are listed in order of preference and if G Alty does not take up the position an approach will be made to the next person on the list.

7. TRADE FAIR:

a) 2012 Trade Fair –

Venue – National Transport and Toy Museum

Dates - Monday 15 October (Set Up) – Thursday 18 October 2012

In the November 2011 newsletter members were asked for their opinion about the following programme and responses were attached to the agenda in a separate paper.

Existing Schedule		Proposed schedule	
Date	Activity	Date	Activity
		Sunday 14 Oct	Exhibitor Set Up
Monday 15 Oct	Exhibitor Set Up Wholesalers Mtg	Monday 15 Oct	8.30am – 11am Staff training and appts (optional) Trade fair open 11am - 5pm Wholesalers Mtg
Tuesday 16 Oct	Trade Fair open 8am – 6.30pm Retailers Mtg 6.30pm	Tuesday 16 Oct	Trade Fair open 8am – 6.30pm Retailers Mtg 6.30pm
Wednesday 17 Oct	AGM Breakfast Trade Fair open 8.30am – 6.30pm NZSIF Party 7.30pm	Wednesday 17 Oct	AGM Breakfast Trade Fair open 8.30am – 6.00pm NZSIF Party 7.30pm
Thursday 18 Oct	Trade Fair open 9am – 3pm	Thursday 18 Oct	Exhibitor breakdown 8am – 10am On snow day
Friday 19 Oct	On snow day		

The options and feedback were discussed. Various options are available and it was agreed to keep the days as is but change the times. The programme below was agreed to:

New Schedule	
Date	Activity
Monday 15 Oct	Exhibitor Set Up Wholesalers Mtg
Tuesday 16 Oct	Trade Fair open 10am – 6pm Retailers Mtg 6pm
Wednesday 17 Oct	AGM Breakfast Trade Fair open 9am – 6pm NZSIF Party 7.30pm
Thursday 18 Oct	Trade Fair open 9am – 5pm Pack out 5pm
Friday 19 Oct	Panel removal On snow day

Actions:

Pre event venue measure up by Martin Schnelle to be budgeted for if new space is available. If new space is not available it is suggested that returning exhibitors be offered the same space as 2010. Some minor renovations have been made by the venue since 2010 but exhibitors should be able to have the same stand size. This approach is different to the past – exhibitors will not be able to request more space and double stands will not be available.

Quotes for display panels

Prepare Trade Fair Budget – present next meeting

Confirm venues for the AGM and function – It is suggested that the AGM be held at the airport and hold the party (hospital/Shortland Street theme) at the Venue (same as 2010). An approach is to be made to 63B Catering (Maxine and Brent). This is for catering at the trade fair venue, the party and on snow day if this goes ahead. The same band used in 2010 is recommended.

On snow day Cardrona – This may not be possible due to the later timing however an approach will be made to Cardrona.

8. MARKETING 2012:

a) Marketing Coordinator – After the recruitment process in January/February 2012 Jo Lynch was offered a contract to undertake the marketing plan for the NZSIF. The contract is for 9 months – March to November inclusive.

Deb Inder assisted with the adverts placed in Seek and the Lakes Weekly Bulletin and helped create the short list. 25 applications were received and M Woods and S Schikker interviewed 6 candidates.

After the interview process two candidates were left and after members of the Marketing Group had the opportunity to review the 2 remaining candidates it was decided to offer the role to Jo Lynch.

Her contract fee is \$42,000. Since starting in early March Jo has been working with the Marketing Group and is currently preparing the plan for approval. This includes the new website.

Jo has been allocated an email address marketing@gosnow.co.nz. The domain name is held by SAANZ but it has not utilised the domain name for 8 years and it is recommended that the NZSIF take this over.

Members have been advised that Jo Lynch has started and a short profile was circulated. It has also been posted on the website.

Jo will be reporting to and working with the Marketing Group in her role. M Woods is the executive's representative on the Marketing Group and will be reporting back to the Executive.

Moved: S Schikker

Seconded: C Atkins that Jo Lynch be appointed as the NZSIF Marketing Coordinator on a contract basis for the period 1 March – 30 November 2012 (nine months inclusive) and that the contract be signed

CARRIED

b) Marketing Plan – The recommended plan and budget was presented by M Woods. He tabled and distributed copies of the NZSIF Marketing Plan 2012.

Three initiatives are planned for 2012. These include the following:

- Website development
- Welcome to Winter
- Take a Mate

The campaign marketing will be branded under Gosnow and a logo is being developed. The plan target is lapsed skiers, passionate snow users, families and youth.

The Welcome to Winter Campaign includes the public demo days at Snow Planet, Cardrona, Porters and Turoa. Dates are recorded below under demo days.

The intention of 'Take a Mate' is to encourage existing snow users to bring a friend to the snow and infect them with the love of the sport. The concept provides a 'special deal' for the mate to try the sport, take a lesson or purchase some equipment. This project is modeled off the USA Learn to Ski and Snowboard Month which is designed to fill a quiet period in the season – July 15 – July 30th.

M Woods presented the budget for 2012. After discussion the following motion was put forward.

Moved: S Schikker

Seconded: C Atkins that \$62,000 be approved for the 2012 marketing campaign including the marketing coordinator's contract (\$42,000) and promotion (\$20,000) and that additional expenditure if required over and above \$62,000 is to be referred back to the Executive

CARRIED

9. INDUSTRY DEMO DAYS 2012:

It is recommended that the programme continue in 2012 including Snow Planet, Porters, Cardrona and Turoa.

Demo Days: (Subject to confirmation by ski areas)

Snow Planet	Saturday 9 June (Welcome to Winter Public day)
Porters Ski Area	Monday 25 June (Welcome to Winter Public day)
	Tuesday 26 June (Industry Demo day)
Cardrona	Thursday 28 June (Industry Demo day)
	Friday 29 June (Welcome to Winter Public day)
Mt Ruapehu - Turoa	Thursday 19 July (Industry Demo Day)
	Friday 20 July (Welcome to Winter Public day)

10. INDUSTRY TRAINING:

a) **Targeted Review of Qualifications (TROQ)** – In December 2011 Skills Active convened a meeting in Christchurch to start the TROQ process. M Woods and I Bright represented the NZSIF. Ski area personnel were also present along with representatives of training providers and Skills Active.

The following was recorded in the minutes of the meeting:

Snowsport equipment:

- NZ Ski - Would like to see Level 2 qualification raised to Level 3.
- Current Level 2 qualification has barriers for rental staff who don't work in workshop areas.
- NZSIF has already signalled to Skills Active urgent need to review Workshop Technician and Boot fitting qualifications.
- NZSIF, Skills Active and NZSC had developed a plan to review qualification content, but delayed implementation to fit into this TROQ process.
- NZSIF also think there needs to be a higher level qualification for Workshop Technicians at level 6.
- RAL uses manufacturer training (eg Salomon)
- Jane Franks explained to the group Dive HQ and Ski World's (PTE) training programme for Workshop technician qualification, which works closely with Mt Hutt to provide ready to work employees.
- Miles Davidson believes that in the event that international industry standards are introduced and adopted for binding safety in New Zealand that training may be needed. This is part of the partnership with ACC to reduce injuries.
- Identified Department of Labour occupational skills shortages list.

Since the meeting Skills Active has sent out a plan to the Group and has started corresponding with members of the Technical Advisory Group.

There is some discussion about the levels and number of qualifications the industry requires and Lynne Nuttall from Skills Active was welcomed to the meeting to discuss the technicians qual and what a qualified person looks like as far as employers are concerned. Jane Franks and Andy Sheppard from Dive HQ joined the meeting.

Discussions centred on common skills, basic skills and advanced skills in rental, boot fitting and work shop. L Nuttall will prepare a document for circulation and feedback. This will go out with the minutes.

11. INJURY PREVENTION PROGRAMME:

Last year AUT with support of the NZSC reapplied to ACC for funding to continue delivery of the snow sports injury prevention programme, **SnowSmart**. The purpose of SnowSmart is to systematically reduce and/or eliminate avoidable lower limb injuries in alpine skiing by research, development, implementation, and monitoring of specific injury prevention initiatives.

It is titled "**SnowSmart–Torque testing intervention**" and aims to determine equipment related lower limb injury risk and the impact of introducing international standards of rental shop practice at two ski areas.

The application was successful and funding is now available to complete the research over the next 2 seasons. Two Montana calibration machines have been ordered and will be based at Whakapapa and Turoa.

Torque testing intervention results from the two ski areas will inform development of national practice standards for ski rental shops at ski areas and off-hill and inform recommendations to alpine skiers that own their own alpine ski equipment.

ACC/ SPRINZ / NZ Snow Safety Group - will ensure that SnowSmart 2012 has current information on equipment set-up, maintenance and testing requirements for all alpine skiers. This will then be translated into improved injury prevention behaviours, leading to a reduction in entitlement claims.

Delivery Mechanisms

Research and development results will be disseminated to the snow sports sector through the New Zealand Snow Safety Group, NZSIF and SAANZ.

Current information for snow sports participants will be accessible through www.snowsmart.co.nz.

11. NEXT MEETING:

It is recommended that the next meeting be held in June during the Demo week in the South Island 25-29 June. The best time is Wednesday afternoon/early evening in Wanaka. M Woods advised he will be away at this time.

The meeting concluded at 3.30pm

Signed as a true and correct record:

President: _____

Date: _____