

**MINUTES**  
**NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING HELD AT THE**  
**EVENTS CENTRE QUEENSTOWN**  
**ON TUESDAY 4 APRIL 2017 AT 11.30AM**

**1. PRESENT:**

Sean Drinkwater  
Simon Knight  
Charlie Cochrane  
John Knight  
Daisy Richards  
Miles Davidson            Secretariat

**2. APOLOGIES:**

Jay Smith

**3. ELECTION OF PRESIDENT AND VICE PRESIDENT:**

According to the constitution the positions of President and Vice President are elected from within the Executive. The rules were circulated with the agenda.

**Moved: D Richards**

**Seconded: C Cochrane** that Sean Drinkwater be nominated for President.

**CARRIED**

There being no further nominations S Drinkwater was elected President.

**Moved: S Knight**

**Seconded: D Drinkwater** that Daisy Richards be nominated for Vice President.

**CARRIED**

There being no further nominations D Richards was elected Vice President.

**4. MINUTES OF LAST MEETING – 11/10/2016 and 09/03/17:**

**Moved: S Drinkwater**

**Seconded: D Richards** That the Minutes of the meeting held on Tuesday 11 October in Queenstown, as previously circulated be approved as a true and correct record.

**CARRIED**

**Moved: C Cochrane**

**Seconded: J Knight** That the Minutes of the conference call meeting held on Thursday 9 March, as previously circulated be approved as a true and correct record.

**CARRIED**

**5. MATTERS ARISING:**

**a) ISPO Cards** – ISPO cards were ordered for members and distributed early January 2017. Exec members were advised of the benefits for holders of the ISPO card. It is free of charge (normally EU70), access to lounges, and train tickets during show days, no queuing to register on arrival.

The cards are issued each year. The NZSIF does not have a reciprocal arrangement with the SIA show in Denver.

## 6. FINANCE:

a) **Budget Report 1 April 2016 – 31 March 2017** – The budget report was distributed with the agenda. M Davidson reported that the organisation is in good shape and the accounts to be presented to members in October will show a surplus. The trade fair accounts are included in this report. A breakdown of income and expenditure for the trade fair is provided under the trade fair agenda item.

Member subscription income funds the admin contract and Executive Committee. NZSIF activities over and above this are self-funding such as the trade fair and industry demo day programme.

J Knight asked if there is anything to suggest that current funding streams will drop. Sub income has been static over the past couple of years. It is important to maintain and grow the membership and the new demo day programme is expected to help this going forward. There is still potential to attract more retail outlets to join particularly specialist snowboard outlets.

22 members are paying the Retail NZ (RNZ) membership through the NZSIF and it is expected that this will remain the same. Currently it is \$284 plus GST if paying through us. RNZ offer very good benefits (employment & legal hotline, cc commissions) and looks after the big picture items which the NZSIF does not have the resources to do.

## 7. MEMBERSHIP:

a) **Membership List** – The following members have paid the 2016/2017 sub and marketing levy. M Davidson apologised for circulating the wrong membership list with agenda and advised that the correct list will be included in the minutes.

### Membership List (57):

WHOLESALEERS	RETAILERS
ALLSPORTS	ALPINE SPORTS
ALPINE & LEISURE	BASE
AUTOMOTOVE PRODUCTS	BROWNS
BEATTIE MATHESON	EDGE TO EDGE
BLACKLIGHT DISTRIBUTION	EIVINS (2016 2017 sub unpaid)
BOBO PRODUCTS	GNOMES
BOLLE	GORDONS OUTDOOR EQUIPMENT (WELL)
BRANDEX ADVENTURE SPORTS LTD	GORDONS OUTDOOR EQUIPMENT (TAUPO)
BURTON NZ	H & J'S OUTDOOR WORLD
C 6 SKIS	OUTSIDE SPORTS QUEENSTOWN
COLORADO TRADERS	OUTSIDE SPORTS WANAKA
COMPOSITE DEVELOPMENTS	RACERS EDGE
GRAVITY SPORTS	ROY TURNERS
HYDRO SURF	SNOW AND SURF
JONES BROS LTD	SNOW BIZ
KAIMAI SPORTS	SNOW CENTRE NEWMARKET
MOMENTUM SPORTS	SNOW CENTRE OHAKUNE
MONS ROYALE	SNOWRIDE SPORTS
MOUNTAIN ADVENTURE	THE SKI SHACK
PRINCIPLE DISTRIBUTION	TORPEDO 7 (HAMILTON)
PROSOURCE	TORPEDO 7 (CHRISTCHURCH)
SNOWORLD SPORTS	TORPEDO 7 (QUEENSTOWN)
SOUTHERN APPROACH	TORPEDO 7 (DUNEDIN)
SPORTIVE NZ	TORPEDO 7 (AUCKLAND)
SUMMIT COLLECTIVE	TORPEDO 7 (ALBANY)
TRITAN IMPORTS	TORPEDO 7 (NELSON)
UG MANUFACTURING	VERTICAL @ WHAKAPAPA
W H WORRALL & CO LTD	
WILLIAM P WALKER & SON LTD	
WINTER IMPORTS	

New Members 2017/2018 – Bordertown Auckland and Queenstown; Torpedo 7 Auckland (Mt Wellington) and Taupo.

**8. INDUSTRY HARDWARE TESTING PROGRAMME 2017:**

**a) Dates** – Tuesday 20 and Wednesday 21 June 2017

**b) Budget** – The budget for the demo day programme was circulated with the agenda.

There is support from the wholesalers for the concept particularly getting sales staff (this is very important to most of them to make it worthwhile – only retail members sending sales staff should be subsidised) onto equipment early in the season.

The proposal that went out to them was asking each wholesaler to contribute \$1500 plus GST. Feedback suggests that it should be an equitable contribution. Comparisons were made between wholesalers depending on location. Southern Lakes members have no accommodation or travel costs. For north island members adding \$1500 to the overall cost to participate on top of costs to get to Cardrona was too much for some.

One comment made is as follows: “I don’t really agree for us paying to get North Island retailers down to the South when we could see them up here. If the South Island wholesalers want the North Island retailers to come to their turf, then they should pay for it. Otherwise we are paying to get the retailers down South, and paying to get ourselves down south too – something the South Island wholesalers don’t need to do. I believe this is in favour of the South Island Wholesalers only, and therefore they should be the ones paying.”

”It’s a program that would work great if you have a large customer base but most of our dealers are based on the south island but one. We could consider paying \$750 but the proposed \$1500 is simply too much.”

This feedback was expected. A few members asked for a greater contribution from the NZSIF itself which would offset costs because at the moment wholesalers are bearing all costs. It is well known that the NZSIF has significant funds in reserves and it is time to invest some of those funds in a good initiative such as this. It is going to generate new members and the NZSIF benefits. The NZSIF can certainly afford to subsidise the programme to the tune of \$15K (e.g. marketing funds collected in 2016/2017 financial year).

The cost of the retail subsidies is going to be around \$15K. On top of this will be catering at Cardrona and a contribution to the bar tab for the party. The total cost will be in the vicinity of \$21K. We have 14 companies listed. Not all will attend if contributions are not adjusted according to location. Allowances should be made based on location. To make it worthwhile wholesalers want as many sales staff as possible on equipment and retailers want as many brands there as possible especially the ones they stock.

Reducing contributions based on location is not a good idea. South Island wholesalers still have to go to the North Island (this is not based on whether or not there are north island industry demo days) and these sales trips are not subsidised. North Island wholesalers make sales trips to the south island and it is recommended that these trips coincide with the demo day programme. Some north island wholesalers have demo programmes and staff in the south island over winter as well.

The retail subsidy is designed to encourage retail sale staff to attend so they can experience and test equipment earlier in the season. This benefits all wholesalers no matter where they are based.

Based on discussions the Executive did not support reducing contributions based on location and supported a flat fee for all participating wholesalers.

It was agreed that the wholesaler contribution be \$1200 plus GST and that the NZSIF subsidise the demo day programme with a contribution of \$8000. This may increase depending on the number of new members signing up although it was acknowledged that additional subscription income will off-set retailer subsidies.

The contribution by the NZSIF will cover catering at Cardrona, bar tab at the party (cash bar to operate after bar tab), food at the party. C Cochrane is to confirm food and beverage costs at the Lone Star. M Davidson to confirm catering costs at Cardrona and request that food be dispensed weather permitting where the exhibitor tents are located.

The budget will be amended to reflect the above decisions and recirculated.

Retailer subsidies as per approved budget:

Retail Members only

Maximum of two sales staff per store

To qualify for the subsidy each staff member must attend for a minimum of one day.

Their sub must be paid prior to the programme starting.

Retail members will submit an invoice to claim the subsidy after the programme finishes.

M Davidson is to request information from Cardrona regarding the new lay out at the bottom of the new McDougals lift and this year space will be allocated to each wholesaler. Depending on size and availability stands should be 3 metres wide and six metres deep. If space permits wholesalers with several brands can ask for 6 metre wide stands with a depth of 3 metres. This will be determined after discussions with Cardrona. Allocating space will eliminate the need for the early morning rush.

D Richards was asked to contact Mat, local DJ to consider having music on the hill in the tent area and at the party.

A poster will be produced for distribution to retailers. They will be supplied to wholesalers to distribute to retailers as they make sales calls. S Knight will ask Summit's graphic designer to design a poster for the programme. In addition retailers will be contacted via email and phone to ensure they are aware of the programme.

It is suggested to get the media involved. Key media with help from Cardrona will be invited to attend with the angle that the industry is together testing skis and boards that will be available in NZ market before the Northern Hemisphere market.

Non-member retailers will be invited to attend as well. Hopefully they will join. If not they are responsible for their own lift tickets. They can attend the party but must pay a door charge. Same as the trade fair - \$20 per person.

Transport will not be arranged however if a large group is arriving into Queenstown airport at the same time it will be considered.

**c) Party** – C Cochrane recommended that the party be held at Lone Star. The NZSIF sets up a bar tab and provides food – burgers and pizza. Speakers will be organised including Bridget Legnavsky GM Cardrona. A film is also a possibility.

**d) Accommodation** – Rates have been received from Oakridge. These rates will be promoted to members.

**Standard room \$155.00 per night-**

Sleeps up to 2 people in one king bed or two single beds with ensuite and tea and coffee making facility's.

**Studio apartment \$165.00 per night-**

Sleeps up to 2 people in a queen bed, full kitchen/ washer facility's. All ground floor with own patio/grass area.

**One bedroom apartment \$210.00 per night-**

Full apartment sleeps up to 2 people in ether a king or two single beds (+ 1 x extra child on rollaway sofa bed). Full kitchen, lounge, dining area. Separate bedroom and ensuite.

**Two bedroom apartment \$330.00 per night-**

Full apartment sleeps up to 4 people in ether a king or two single beds each room (+ 1 x extra child on rollaway sofa bed). Full kitchen, lounge, dining area. Separate bedrooms each with own ensuite.

**9. TRADE FAIR:**

**a) Trade Fair Budget Report 2016 –** The trade fair budget report was circulated with the agenda. The 2017 budget will be prepared and distributed with the agenda for the next meeting.

**b) Trade Fair Review -** it is recommended that the 2016 trade fair be reviewed.

Venue

Times

Accommodation

Party

Seminar – no seminar in 2017

Organisation – It is recommended that the retailers meeting be held at the start of the trade fair at 8.30am on Wednesday morning.

**c) Trade Fair Dates 2017 –**

DATE	NZ	AUSTRALIA	SCHOOL TERM NZ
2015	Tue 13 – Thu 15 Oct	Mon 12 – Wed 14 Oct	Mon 12 Oct
2016	Wed 12 – Fri 14 Oct	Mon 3 – Wed 5 Oct	Mon 10 Oct
2017	Wed 18 – Fri 20 Oct	Mon 9 – Wed 11 Oct	Mon 16 Oct
2018	Wed 17 – Fri 19 Oct	Mon 8 – Wed 10 Oct	Mon 15 Oct (TBC)
2019	Wed 16 – Fri 18 Oct	Mon 7 – Wed 9 Oct	Mon 14 Oct (TBC)

It is noted that our trade fair finishes on Friday 20 October. This is Labour Weekend. A member requested that we consider setting up on Monday instead of Tuesday so that we avoid travelling on the Friday.

It is not possible to set up on Monday 16 October because an event is packing out of the venue that day and the venue is unavailable.

**GENERAL:**

**a) Internal Communication –** S Drinkwater raised the issue about internal communications with members. A closed social media platform has been discussed in the past. It is suggested that material from the NZSIF be distributed to members for their own internal social media platforms.

M Davidson was asked to contact Jo Lynch to discuss internal communications on closed social media platforms like face book.

**b) Executive Expense claims** – M Davidson advised that he will send out the document detailing Executive member responsibilities. This includes how Exec members claim expenses such as air fares, mileage and other out of pocket expenses.

**11. NEXT MEETING:**

The next meeting will be held in Wanaka at 4.30pm on Monday 19 June. Venue to be confirmed.

The meeting concluded at 3.05pm.

**Signed as a true and correct record:**

**President:** \_\_\_\_\_

**Date:** \_\_\_\_\_