

**NZ SNOW INDUSTRIES FEDERATION INC
MINUTES OF THE EXECUTIVE MEETING HELD ON TUESDAY 25 NOV 2008
AT THE SUDIMA HOTEL CNR MEMORIAL AVE & ORCHARD RD CHRISTCHURCH
AT 10.30AM**

1. PRESENT:

Martin Schnelle President
Roland Kuhn
Steve Schikker
Rob Janssen
Sean Drinkwater
Miles Davidson Secretariat

2. APOLOGIES:

Clint Atkins

3. ELECTION OF PRESIDENT & VICE PRESIDENT:

According to the constitution the positions of President and Vice President are elected from within the Executive.

R Kuhn advised he is not seeking re-election as President.

Nominations for President were called for:

Moved: S Schikker

Seconded: R Kuhn

That Martin Schnelle is nominated for the position of President.

CARRIED

There being no further nominations, Martin Schnelle was elected President for 2008-2010

Nominations for Vice President from the retail sector were called:

Moved: M Schnelle

Seconded: S Drinkwater

That S Schikker is nominated for the position of Vice President from the retail sector.

CARRIED

There being no further nominations, Steve Schikker was elected Vice President.

S Schikker thanked R Kuhn for his service as President.

M Davidson is to write to Adrian Farnsworth thanking him for his contribution over the last two years and Koenraad Groot for his contribution over the last three years.

4. MINUTES OF LAST MEETING – 13/10/08:

Moved: R Kuhn

Seconded: M Schnelle

That the Minutes of the meeting held on Monday 13 October 2008 in Wanaka, as previously circulated be approved as a true and correct record.

CARRIED

5. MATTERS ARISING:

a) NZSC Award – The recipient of the Contribution to Snow Sports Award this year is John Cooper. The trophy was presented to John at the SAANZ Conference dinner on 4 November at Lake Tekapo.

6. FINANCE:
a) Budget 2008/09 –

	2008/2009 BUDGET		
INCOME	2009	2008	2008
	BUDGET	BUDGET	ACTUAL
Subscriptions	23,000.00	25,000.00	22,610.00
Interest	9,000.00	8,000.00	9,997.00
Trade Fair Surplus	12,391.00	28,958.24	28,958.24
NZSIA Membership	7,050.00	8,400.00	7,050.00
TOTAL	51,441.00	\$70,358.24	\$68,615.25
 EXPENDITURE			
Audit/Accounting	1,100.00	980.00	1,190.00
Admin Contract (Sep-Aug 07)	26,650.00	26,000.00	26,000.00
Meeting Expenses	4,500.00	5,000.00	2,601.00
Disbursements	4,500.00	4,000.00	4,763.00
Bank Fees	50.00	50.00	4.00
Awards	0.00	0.00	0.00
Consultancy/Publications/Website	1,000.00	1,000.00	1,148.00
Trade Fair Space Rebates	0.00	0.00	0.00
Credit card Commissions	1,200.00	1,000.00	1,098.00
Printing & Stationery	0.00	0.00	0.00
Taxation Adjustment	691.00	1,200.00	2,530.25
Carpet Depreciation	0.00	12,233.00	12,197.00
NZSIA Membership	11,750.00	14,000.00	11,750.00
TOTAL	\$51,441.00	\$65,463.00	\$63,281.25
Excess Income over Expenditure	\$0.00	\$4,895.24	\$5,334.00
 Marketing Fund			
INCOME TOTAL	20,000.00	\$20,000.00	\$19,050.00
 EXPENDITURE			
PR Campaign	20,000.00	20,000.00	23,456.00
TOTAL	20,000.00	20,000.00	\$23,456.00
Excess Income over Expenditure	0.00	0.00	(\$4,406.00)

M Davidson went through the budget and explained the line items under income. The subscription income is realistic considering the number of members in the Federation currently. The trade fair surplus is included and this is provided in more detail under the Trade Fair Income and Expenditure report later in the agenda.

\$150 per member is received from members for NZSIA/NZRA membership. The NZSIF pays NZRA/NZSIA \$250 per member therefore the NZSIF subsidises each member by \$100.

M Davidson reported that he is requesting a 2.5% increase in the administration contract fee. If approved this increases to \$26,650.00.

This is a cash budget therefore depreciation is not included however it will show in the end of year accounts.

The marketing income is set at \$20,000 and it is noted that expenditure will be decided at a later date.

Moved: S Schikker
Seconded: R Kuhn

That the 2008/2009 budget be approved as a working budget including the admin contract for Miles Davidson increasing by 2.5% to \$26,650.

CARRIED

7. MEMBERSHIP:

a) Membership Report – 57 members paid the 07/08 subscriptions.

A list of financial retail and wholesale members is below.

Membership List (57):

Wholesalers	Retailers
ADVENTURE EXTREME NZ	BASE
ALLSPORTS DISTRIBUTION LTD	BROWNS SKI SHOP
ALPINE & LEISURE	EDGE TO EDGE
BEATTIE MATHESON	EIVINS SKI & BOARD CENTRE
BOBO PRODUCTS	GLOBAL OUTDOORS
BOCARA (HELLY HANSEN) LTD	GNOMES
BOLLE (NZ) LTD	GORDONS OUTDOOR EQUIPMENT
BRANDEX ADVENTURE SPORTS LTD	H & J SMITH - ELEMENT
COLORADO TRADERS LTD	ONE STOP SKI SHOP
FREERIDE DISTRIBUTION LTD	OUTSIDE SPORTS
GRAVITY SPORTS IMPORTS	R & R SPORT (CHRISTCHURCH)
HEAD NZ	R & R SPORT (HAMILTON)
JONES BROS LTD	R & R SPORT (NELSON)
MARVELOX ADVENTURE	R & R SPORT (QUEENSTOWN)
MEIER SPORTS LTD	R & R SPORT (WELLINGTON)
MOMENTUM SPORTS	R & R SPORTS (AUCKLAND)
MOTOR ACCESSORY DISTRIBS	R & R SPORTS (DUNEDIN)
MOUNTAIN WEAR 2004 LTD	RACERS EDGE PLANET SNOW
PROSOURCE	ROY TURNERS
PYRAMID DISTRIBUTION LTD	SNOW AND SURF LTD
SNOWORLD SPORTS LTD	SNOW CENTRE NEWMARKET
SOUTHERN APPROACH	SNOW CENTRE OHAKUNE
SPORTIVE NZ LTD	SNOW CENTRE SNOW PLANET
SUMMIT COLLECTIVE	STATION LODGE
TARANAKI RUBBER CO LTD	SUN & SNOW
W H WORRALL & CO LTD	THE SKI SHACK
WILLIAM P WALKER & SON LTD	TOKAANU SKI SHOP LTD
	TURANGI SKI HIRE
	VERTICAL
	WOMBAT'S SKI SHOP

It is acknowledged that subscription income covers the administration for the NZSIF.

Membership is declining therefore the Executive discussed current benefits available. It is also acknowledged that many of the benefits are accrued through the NZSIA/NZRA membership. These benefits have been negotiated on behalf of a much wider industry group and are generally better than what the NZSIF could negotiate on its own.

It is recommended that a membership benefit sheet be produced which actually calculates the benefits in \$ terms showing how members can actually save money.

R Kuhn advised that the NZRA 0800 number is a fantastic service, particularly the legal and employment information available.

M Davidson advised that non-member exhibitors can attend the trade fair, however they pay a higher per square metre rate and their booking fee is higher and incorporates the basic membership subscription. Non-member exhibitors have been invited to join the Federation and if they choose to do so the non-member booking fee portion is credited to their first year's subscription.

It was agreed that the policy adopted by the NZSIF in respect of overseas companies exhibiting at the trade fair and joining the Federation remain the same. Overseas companies cannot join or exhibit at the trade fair unless they have a New Zealand base and are registered for GST.

Non-Financial – Good Sports (Advised payment will be made)

Resignations: Inca Empire, Broncos, H & J Smith – Outdoor World, K Sports, North Shore International, Fruition, R T Sports

b) Group Membership – Gordons, R & R Sport and Snow Centre pay subs according to the following schedule

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

8. TRADE FAIR:
a) Budget Report –

2008 Trade Fair Income and Expenditure –

<i>INCOME</i>	2008 ACTUAL	2008 BUDGET	2007 ACTUAL	2007 BUDGET
Sales sq mts @ \$49 (member)	66,790.42	68,000.00	60,380.80	65,000.00
Sales sq mts @ \$59(non mbr)	5,723.00	6,500.00	8,987.00	4,500.00
Sales sq mts @ \$5 Carpet levy	0.00	0.00	0.00	10,000.00
Booking fees	9,120.00	8,400.00	7,000.00	8,000.00
Catalogue Sales	284.00	200.00	195.56	200.00
Functions	0.00	0.00	0.00	0.00
Sponsorship	0.00	0.00	0.00	0.00
Non member Booking Fee	3,950.00	3,160.00	3,160.00	2,370.00
TOTAL INCOME	85,867.42	86,260.00	79,723.36	90,070.00
<i>EXPENDITURE</i>				
Venue	8,816.00	8,000.00	11,280.00	15,000.00
Panels	11,327.60	15,000.00	11,162.00	15,000.00
Security	0.00	0.00	1,960.00	1,700.00
Stationery	0.00	100.00	0.00	100.00
Photocopying	0.00	60.00	0.00	60.00
Catalogue	2,256.00	2,500.00	1,901.00	2,500.00
Passes	569.72	800.00	456.00	800.00
Insurance	578.62	650.00	615.00	500.00
Sundries (Cln \$540, Int \$691.80)	1,231.80	500.00	0.00	500.00
Management Fee	16,200.00	16,200.00	16,200.00	16,200.00
Functions	16,212.45	10,000.00	7,191.12	10,000.00
Carpet Freight and Laying	10,484.00	10,000.00	0.00	0.00
Transport/Transfers	0.00	2,000.00	0.00	0.00
Electrical hire	5,800.00	5,400.00	0.00	0.00
TOTAL EXPENDITURE	73,476.19	71,210.00	50,765.12	62,360.00
EXCESS INCOME OVER EXPENDITURE	12,391.23	15,050.00	28,958.24	27,710.00

As far as the budget is concerned the function came in well over budget. M Davidson explained that the band originally budgeted for was not available and the band cost \$2,500 more.

The breakdown of the carpet freight and laying is as follows:

Purchase of container	\$2,484.00
Freight – Palmerston Nth/Wanaka	\$3,000.00
Carpet Laying	\$5,000.00

M Schnelle explained the electrical hire. This included the provision of power points and lighting. It was felt that the venue needed lighting due to the absence of sports lighting which has been available in the venues used in Palmerston North and Taupo. It was felt that if lighting was not provided then the venue would be under-lit.

Cleaning and Internet were extra items paid for this year. Providing Internet is supported in future.

b) 2009 Trade Fair - After the 2008 trade fair members were asked to respond to the following question:

We now have locations in both islands to run the trade fair. When should the rotation start?

Option 1

Hold the trade fair in Taupo in 2009 and Wanaka in 2010.

Option 2

Hold the trade fair in Wanaka in 2009 and Taupo in 2010.

	Option 1	Option 2
North Island Wholesalers (12)	12	0
North Island Retailers (8)	6	2
South Island Wholesalers (10)	6	4
South Island Retailers (10)	0	10
Total – 40 Responses	24	16

R Kuhn and S Schikker strongly supported having the trade fair in Wanaka again in 2009 and then alternate after that. It would be good for the venue to be back in Wanaka in 2009 as it shows the NZSIF is serious about continuing with the venue and another year in the South Island would help South Island retailers after being in the North Island for 7 years.

M Schnelle responded stating that whilst these are valid reasons to go back to Wanaka the survey just completed clearly shows, particularly from the wholesale point of view they want to start alternating in 2009 by going to Taupo. It would be very difficult to choose Wanaka again based on the above when the majority of industry members want Taupo.

Moved: M Schnelle

Seconded: S Drinkwater

That based on the responses received it is clear that the 24 to 16 vote for the annual rotation to start in 2009 be supported by the Executive.

CARRIED

S Schikker and R Kuhn voted against the motion.

The rotation will start in 2009 and the location will be Taupo in 2009 and Wanaka in 2010.

9. MARKETING FUND:

a) PR Campaign 2009 - The PR campaign was discussed at the trade fair during the sector meetings.

Pead PR based in Auckland was again commissioned in 2008 to look after public relations on behalf of the NZSIF. This year the programme concentrated on the free equipment check which was introduced to help the Federation secure additional media. The programme this year started in April and concluded in July.

The free equipment programme did generate significant media and from this point of view it was considered successful.

Members support using Pead PR in the future because it is better to be proactive, rather than reactive, however the Executive was asked to review the agreement with Pead in terms of the programme length and objectives. Members support having an agency like Pead PR to cover the situation if the season gets off to a bad start.

Recommendation:

Review Marketing Fund objectives and expenditure. Investigate ways of engaging Pead PR to assist the industry in the event that the season does not get off to good start.

M Davidson is to request a proposal from Pead PR for consideration. This is to include a case for engaging Pead at the start of the season in the event that there is a slow start and the economic situation is working against us.

It is generally agreed that the entire marketing fund should not be spent on PR. The proposal is to be circulated to the Executive for consideration early in the New Year.

10. INJURY PREVENTION PROGRAMME:

ACC has commissioned AUT to conduct a critical review of ski binding standards and related research. This research has concluded and reports are now available. A copy of the report – Ski Binding Standards and Related Research was tabled and distributed.

Background

Knee injuries are common in alpine skiing. Analysis of New Zealand ACC data for 2000 to 2007 showed an incidence of 37.1% for knee injuries in alpine skiing.

Process

ACC commissioned the Institute of Sport & Recreation Research NZ at AUT University to undertake this research which involved the following:

- **Part A** - A literature review of international snow sports injury research and analysis of ACC snow sports knee injury data from 2000-2007.
- **Part B** - A critique of international ski binding standards and research related to those standards.
- **Part C** – A survey of 212 workers in New Zealand ski field and off hill rental facilities to determine their practices for adjusting ski bindings. 23 respondents also participated in focus groups to gain feedback on possible strategies for the improvement of ski binding adjustment systems.

Conclusion

International standards for ski binding adjustment practices are not routinely followed in New Zealand. There are some very good practices currently in place, but some practices are inconsistent or poor. There is a significant body of international work on standards of practice that could provide the basis for the development of national rental ski shop practices to ensure that the service provided within New Zealand is standardised and of an international calibre. Ski industry personnel have a key role to play in injury prevention in snow sports.

Recommendations

1. That the New Zealand ski industry adopts *'ISO 13993 – 2001 Rental ski shop practice – Sampling and inspection of complete and incomplete alpine ski-binding—boot systems in rental applications'* as an industry guideline.
2. That the New Zealand ski industry adopts the ski binding adjustment table in *AFNOR FD S 52–748 "Alpine ski bindings - Setup fixations - Recommendations on adjustment release levels"* to more accurately determine skier ability and standardise the ski binding release values across New Zealand.
3. That a national education intervention is developed for standardised practices for ski rental and ski retail outlet employees.
4. That a public injury prevention campaign on ski binding adjustments is developed. Many New Zealand alpine skiers own their own ski equipment. It is important that initiatives for improved standards do not focus solely on ski rental facilities. Education is needed to encourage all skiers to have ski binding calibration functional testing and ski tuning pre-season.

The Snow Safety Group meets on Thursday 27 November. Members will be discussing the recommendations with a view to implementation in the short to long term.

Recommendation

It is recommended that the free binding check programme introduced by the NZSIF in 2008 be included and funded in the injury prevention programme in 2009. The objective is to provide retailers with resources to help educate the public about safe equipment and keeping it safe and functional.

M Schnelle will be representing the Federation at the Snow Safety Group on Thursday this week. R Kuhn stated that unless the free equipment check is promoted with paid advertising it will be difficult to get the consumer to participate and take equipment into NZSIF retailers. It is suggested that the equipment check be promoted in the Skier magazine, local papers in April and May and maybe include television.

Posters distributed to schools and gyms would be an advantage and it is not suggested that these posters be provided to retail shops.

It is also suggested that importers of bindings in New Zealand be asked if they have any data relating to the percentage of injuries to the knee caused by incorrect binding adjustments and/or malfunctioning bindings.

M Schnelle is to advise the Snow Safety Group that the NZSIF supports the recommendation that the free equipment check be included in the injury prevention programme in the future and that it must be promoted through advertising, not just PR.

The report is now being circulated giving the industry time to digest its contents and consider the recommendations more fully at its meeting this week.

The Snow Safety Group has not yet seen the full report however it will be looking at the recommendations.

11. DEMO DAYS 2009:

Demo Days were scheduled in 2008 – Mt Hutt, Cardrona and Turoa. The two South Island demo days went well with good weather and excellent snow. Unfortunately the demo day at Turoa was cancelled due to bad weather.

Mt Hutt has advised it will host the industry demo day again in 2009, however members without seasons' passes will be charged 50% for a day pass. During the trade fair members questioned the value of holding the demo day at Mt Hutt under these circumstances. It is

noted that few retailers attend the Mt Hutt demo day, therefore holding two demo days in the Southern Lakes area, one at Snow Park and one at Cardrona was discussed.

Recommendation

The new Executive looks at this situation and seeks feedback from members regarding demo days in 2009.

A possible schedule is as follows:

Tuesday 30 June	Cardrona
Wednesday 1 July	Snow Park
Tuesday 21 July	Turoa
Wednesday 22 July	Turoa (contingency)

Members are to be surveyed about the 2009 industry demo day programme.

Mt Hutt will probably be off the programme depending on the response from Canterbury members. Cardrona and Snow Park are likely to be in the programme. However, Cardrona is preferred for testing skis.

Turoa is also supported however it is recommended that an alternative programme be put in place in the event that the ski area will not open.

12. GENERAL:

a) NZSC Representation – M Schnelle and S Schikker will represent the NZSIF on the NZ Snowsports Council when required.

If either is unable to attend a meeting or conference call R Kuhn is available to stand in.

b) Rossignol Direct Sale – An email has been received from Adrian Farnsworth about Ski Racing NZ's involvement in the Rossignol Direct Sale held in Auckland.

It is acknowledged that support provided by SRNZ will not help its case when it approaches the NZSIF or its members for future support.

Composite Developments is no longer a member of the Federation.

13. NEXT MEETING:

The next meeting is scheduled for Tuesday 7 April 2009 in Christchurch

The meeting concluded at 3.30pm

Signed as a true and correct record:

President: _____

Date: _____