

**NEW ZEALAND SNOW INDUSTRIES FEDERATION  
RETAILERS MEETING HELD ON TUESDAY 14 OCTOBER 2008  
AT 6.15PM AT THE TRANSPORT & TOY MUSEUM WANAKA**

**PRESENT:**

Global Outdoors, Good Sports, Gordon's, Outside Sports, R & R Sport Auckland, R & R Sport Hamilton, R & R Sport Wellington, R & R Sport Christchurch, R & R Sport Nelson, R & R Sport Queenstown, R & R Sport Dunedin, Racers Edge, Snow & Surf, Snow Centre Newmarket, Snow Centre Snow Planet, Snow Centre Ohakune, Sun & Snow

**1. Snowsports NZ:**

Ross Palmer was introduced to the meeting. During the year Ross was appointed CEO of Snowsports NZ based in Wanaka. Ross thanked members for the opportunity to be introduced and highlighted some of the successes in 2008.

Snowsports NZ has a contract with SPARC and this includes organisational funding and High Performance funding. The High Performance funding is tagged to the Snowsports High Performance programme run through the Winter Performance Programme.

Of particular note the Freeski Open was a huge success this year and the World Cup Snowboard Half Pipe was also successful. Snowsports NZ is looking forward to the Winter Games to be held in the Southern Lakes during the 2009 season.

Rick Pettit from Queenstown is currently the chairman of Snowsports NZ. Ross thanked members for their support, particularly those sponsoring events and looked forward to working with the industry in the coming seasons.

R Palmer advised that SPARC is looking at including snowsports in its Push Play programme. This will involve packaging new entry programmes and hopefully using retail outlets throughout the country.

**2. Pead PR:**

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. M Davidson advised that it is very difficult to get positive media and reminded members that Pead PR was commissioned to help the industry if the season got off to a bad start. 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 of the season getting off to a bad start.

M Davidson reported that ACC has commissioned AUT to conduct a critical review of ski binding standards and related research. This research has concluded and reports are currently being written and distributed.

Recommendations from the research will be made to the NZSIF and will include ski binding standards. The work undertaken this year with the free equipment check is a precursor to future programmes recommended as a result of the research.

### **3. 2008 AGM:**

R Kuhn advised that the Executive is recommending that subscriptions and marketing levies remain the same as last year. This recommendation will be put to the AGM at Oakridge on Wednesday morning.

Four wholesale nominations have been received for the Executive. These include Adrian Farnsworth, Martin Schnelle, Sean Drinkwater and Clint Atkins. A vote will be necessary as three are required.

Retail nominations have been received for Roland Kuhn, Steve Schikker and Rob Janssen. No vote is required for the retail sector.

### **4. Demo Days:**

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.

M Davidson reported that 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. 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.

The new Executive is to look at this situation and seek feedback from members regarding demo days in 2009.

### **5. Trade Fair:**

It was reported that the trade fair will start alternating between the North and South Islands. Members will be surveyed in the near future. The option is to return to Wanaka in 2009 and then Taupo in 2010 or hold the trade fair in Taupo in 2009 and return to Wanaka in 2010.

The objective to get established again in the South Island has been achieved this year although the wholesalers are reserving judgement until the end of this year's trade fair. The Executive will be looking at this issue at its meeting in late November.

**The meeting concluded at 7pm.**