

**NEW ZEALAND SNOW INDUSTRIES FEDERATION  
WHOLESALEERS MEETING HELD ON MONDAY 13 OCTOBER 2008  
AT THE TRANSPORT & TOY MUSEUM WANAKA**

**PRESENT:**

Allsports Distribution, Bobo, Bolle, Brandex, Colorado, Freeride Distribution, Beattie Matheson, Gravity Sports, Head NZ, Hydro Surf, Jones Bros, Mark One, Marvelox, Mountain Wear, Momentum Sports, Pyramid, Snowworld Sports, Southern Approach, Sportive, Summit Collective, Taranaki Rubber, Meier Sports.

**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.

**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.

**3. 2008 AGM:**

A Farnsworth 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.

**4. NZRA & NZSIA:**

Members were reminded that their NZSIF subscriptions include membership of both the NZRA and NZSIA. A Farnsworth reported that the relationship between the two organisations (NZRA and NZSIA) is not particularly good at the present time.

NZSIA has operated a credit list on behalf of the wholesalers in the industry. NZRA is recommending that wholesale members pay for this service. Members agreed and asked A Farnsworth to put this organisation's viewpoint forward stating that we support the case to continue with the credit list at no cost.

## **5. Import Statistics:**

M Davidson reported that the statistics provided by Statistics NZ have been received and circulated to all wholesale members. Members supported completing the forms for import stats so that the industry stats can be compared with the stats provided by Statistics NZ.

M Davidson reminded members that returns are not particularly good for this initiative and it will only happen if all wholesalers, particularly ski hardware, respond.

## **6. 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.

## **7. Trade Fair:**

Members are very positive about holding the trade fair in Wanaka for the first time.

Exhibitors reported that Displayways have done a very good job during the set up and have been very co-operative and assisted with changes and stand improvements. Pre-ordering equipment such as stand furniture has not gone so well this year and it was noted that hire equipment was in short supply and some exhibitors have used other firms. It was suggested that in future more than one supplier is provided for stand furniture.

M Davidson explained the types of passes for this year. These include grey passes for exhibitors, blue passes for retail buyers and yellow passes for retail visitors. If wholesalers invite friends, family, business associates and any other non-retail visitor to the show these people will be provided with grey wholesale passes with the particular wholesaler's name printed on them. It would be very helpful if wholesalers could provide a list of these people on a daily basis to the registration desk so that when these guests arrive they can be issued with an exhibitors' pass. Wholesalers will be contacted for verification if their list is not provided.

Members discussed the timing and location of the 2009 trade fair. It is difficult to make a decision until after this year's trade fair. Consensus was that the trade fair be held at the same time in 2009.

The question is where will the trade fair be held? Some support starting an annual rotation between the North and South Islands next year and some supported returning to Wanaka and starting the one year annual rotation the year after. It is recommended that a survey be held at the conclusion of the show.

## **8. Snowco:**

M Davidson tabled and distributed a proposal from Snowco regarding advertising on the Snowco website in 2009. This is to be considered by members on an individual basis, however M Davidson added that Snowco has received complaints this year because they are accepting advertising arrangements with parallel importers. The proposal tabled looks to supporting recognised importers.

**The meeting concluded at 7.15pm**