

**MINUTES  
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING HELD AT  
RACERS EDGE 99 ARDMORE ST WANAKA  
ON FRIDAY 1 JULY 2011 AT 8.30AM**

**1. PRESENT:**

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

**2. APOLOGIES:** Martin Schnelle

**3. MINUTES OF LAST MEETING – 06/04/11:**

**Moved: R Janssen**

**Seconded: M Woods**

That the Minutes of the meeting held on Wednesday 6 April 2011 in Christchurch, as previously circulated be approved as a true and correct record.

**CARRIED**

**4. MATTERS ARISING:**

**a) NZSC** – The Snow Sports Awards presentation (organised by Snow Sports NZ) will be held at The Venue in Wanaka on Saturday 30 July 2011.

The NZSC Contribution to Snow Sports Award will be presented to Duncan Smith at this time.

It is recommended that NZSIF Executive members attend and that the NZSIF pay for tickets for those Exec members able to attend. S Schikker can attend and it was suggested to invite Hamish Bartlett as well.

**b) Skills Active ITO** – As reported earlier the Snow Sports Strategic sector Training Plan (SSTP) was submitted to Skills Active. The plan recommends a full review of the Level Four National Certificate in Snowsport Equipment.

Skills Active has agreed to facilitate this process and the NZSIF has advised that we are ready to proceed with the review starting this season.

A Technical Advisory Group (TAG) is to be established to undertake the review. It is recommended that the following people be included on the TAG subject to their agreement.

Mat Woods, Ian Bright, Charlie Cochrane, Tim Hudson, Mike Wiggins, Dan Forsman (Dive HQ)

It is expected that this group will be convened in September 2011 however it is suggested that we advise Skills Active about the trade fair to see if it can coincide with this on Monday 3 October.

**c) NZSIF Honours Board** – M Schnelle has been dealing with Modern Engravers in Christchurch. The project is now almost complete and the changes have been made. All past Presidents have been added and it is now called the Honours Board. The existing names are included with the year they were honoured. The Board will be displayed at the Trade Fair in Taupo.

The Executive thanked M Schnelle for organising this. M Davidson advised that it is complete and it is ready to display. M Schnelle is designing a case for transportation.

d) **NZSIF ID Cards** - members are requesting ID cards again this year and to date 10 have been produced. The number diminishes each year. While they identify that the holder is a member of the NZSIF and industry benefits are limited and in some cases ski areas offer no benefits at all.

After the last meeting the idea of selling NZSIF members national season passes was put to the main ski areas to get a feel about what they thought of the idea. As expected NZ Ski did not support it and the others were luke warm about it. To ensure NZSIF members get value out of a product they are paying for all ski areas must be involved particularly NZ Ski Ltd areas.

e) **Import Stats** – This initiative will be finalised if and when 3 importers provide their 2010 figures. Gravity Sports and Head NZ are still outstanding.

5. **FINANCE:**  
a) **Budget 2010/11 –**

<b>INCOME</b>	<b>2010/2011 BUDGET</b>		
	<b>2011 BUDGET</b>	<b>31 May 11 ACTUAL</b>	<b>31 May 10 ACTUAL</b>
Subscriptions	24,500.00	19,295.00	18,655.00
Interest	4,900.00	1,901.50	1,844.17
Trade Fair Surplus	17,258.00	17,258.00	34,615.02
NZSIA Membership	7,800.00	6,000.00	5,550.00
<b>TOTAL</b>	<b>54,458.00</b>	<b>44,454.50</b>	<b>60,664.19</b>
<b>EXPENDITURE</b>			
Audit/Accounting	740.00	1,018.27	840.00
Admin Contract (Sep 10 - Aug 11)	27,300.00	20,475.00	20,041.64
Meeting Expenses	6,000.00	6,296.31	4,726.20
Disbursements	5,000.00	4,691.26	3,642.54
Bank Fees	50.00	42.50	2.50
NZSC/Awards	0.00	0.00	637.56
Consultancy/Publications/Website	400.00	502.90	219.00
Credit card Commissions	1,600.00	1,265.48	1,482.57
Printing & Stationery	0.00	0.00	314.00
Taxation Adjustment	0.00	6,238.65	0.00
Injury prevention	368.00	0.00	0.00
NZSIA/NZRA Membership	13,000.00	9,500.00	9,250.00
<b>TOTAL</b>	<b>54,458.00</b>	<b>50,030.37</b>	<b>41,156.01</b>
<b>Excess Income over Expenditure</b>	<b>0.00</b>	<b>(5,575.87)</b>	<b>19,508.18</b>
<b>Marketing Fund</b>			
<b>INCOME TOTAL</b>	<b>17,500.00</b>	<b>16,550.00</b>	<b>13,050.00</b>
<b>EXPENDITURE</b>			
PR Campaign	0.00	0.00	0.00
<b>TOTAL</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Excess Income over Expenditure</b>	<b>17,500.00</b>	<b>16,550.00</b>	<b>13,050.00</b>

The budget is on track however meeting expenses will be over. This is due to airfares from regional centres such as Wanaka and Taupo. Executive members acknowledge that this can be helped if dates of meetings are finalised early and flights are booked early as opposed to last minute. M Davidson advised that the budget figure for Executive meetings will increase for the new financial year due to the make up of the Executive.

## 6. MEMBERSHIP:

a) **Membership Report** – 66 members have been invoiced for the 2010/11 sub (62 members paid the 09/10 sub).

As at 24 June 2011 - 55 have paid, 10 have not paid and 1 has resigned - Bocara (Helly Hansen)

A list of financial and non financial members is below. Statements have been sent out to non payers on a monthly basis since 1 April.

### Membership List (55):

WHOLESALEERS	RETAILERS
ALLSPORTS	BASE
ALPINE & LEISURE	BROWNS
BEATTIE MATHESON	BROWNS NEWMARKET
BOBO PRODUCTS	EDGE TO EDGE
BOLLE	GLOBAL OUTDOORS
BRANDEX ADVENTURE SPORTS LTD	GNOMES
CHARTON INTERNATIONAL	GORDONS OUTDOOR EQUIPMENT (WELL)
COLORADO TRADERS	GORDONS OUTDOOR EQUIPMENT (TAUPO)
COMPOSITE DEVELOPMENTS	H & J SMITH - ELEMENT
GRAVITY SPORTS	OUTSIDE SPORTS QUEENSTOWN
JONES BROS LTD	OUTSIDE SPORTS WANAKA
KAIMAI SPORTS	RACERS EDGE PLANET SNOW
KRUIZEY KIDS	R & R SPORTS (HAMILTON)
MARVELOX ADVENTURE	R & R SPORTS (CHRISTCHURCH)
MOMENTUM SPORTS	R & R SPORT (QUEENSTOWN)
MOTOR ACCESSORY LTD	R & R SPORTS (DUNEDIN)
MOUNTAIN WEAR	R & R SPORTS (AUCKLAND)
REVOLT	R & R SPORTS (WELLINGTON)
ROJO DISTRIBUTION	R & R SPORTS (NELSON)
SNOCLOTHES	SNOW AND SURF
SNOWORLD SPORTS	SNOW CENTRE NEWMARKET
SOUTERHN APPROACH	SNOW CENTRE SNOW PLANET
SPORTIVE NZ	SNOW CENTRE OHAKUNE
SUMMIT COLLECTIVE	THE SKI SHACK
TARANAKI RUBBER CO LTD	TOKAANU SKI SHOP LTD
UG MANUFACTURING	TURANGI SKI HIRE
W H WORRALL & CO LTD	VERTICAL @ WHAKAPAPA
WILLIAM P WALKER & SON LTD	

### To Pay (10):

HEAD NZ	EIVINS
HIGHER GROUND	ROY TURNERS
HYDRO SURF	SKI TRADING POST
OUTFITTERS	WOMBATS
PROSOURCE	
PYRAMID DISTRIBUTION LTD	

**New members:** Rojo Distribution (NZ) Ltd and Kruizey Kidz have applied for membership.

**Moved:** S Schikker

**Seconded:** S Drinkwater that Rojo Distribution and Kruizey Kids be accepted as members

**CARRIED**

M Woods will provide the Higher Ground contact to M Davidson. It is expected that the 10 non financial members will pay by the end of the financial year.

It was noted that Browns Ski Shop in Newmarket has joined. S Drinkwater assisted with this and once clarification was provided about the multi member payment scheme membership went ahead.

**7. TRADE FAIR:**

**a) Trade Fair Budget 2011**

<i>INCOME</i>	<b>2011 BUDGET</b>	<b>2010 BUDGET</b>	<b>2010 ACTUAL</b>
Sales sq mts @ \$49 (member)	66,000.00	68,000.00	66,466.00
Sales sq mts @ \$59 (non mbr)	8,000.00	6,500.00	8,911.00
Booking fees	7,200.00	8,400.00	7,680.00
Non member Booking Fee	6,350.00	2,540.00	5,715.00
Catalogue Sales	200.00	250.00	52.00
Functions	0.00	0.00	0.00
Sponsorship	0.00	0.00	0.00
<b>TOTAL INCOME</b>	<b>87,750.00</b>	<b>85,690.00</b>	<b>88,824.00</b>
<i>EXPENDITURE</i>			
Venue	7,000.00	9,500.00	10,194.00
Panels	15,000.00	15,000.00	16,952.00
Security	4,000.00	0.00	0.00
Cleaning	0.00	0.00	1,012.00
Catalogue	2,600.00	2,800.00	2,593.00
Passes	600.00	600.00	611.00
Insurance	650.00	650.00	632.00
Sundries (Internet)	1,000.00	1,000.00	944.00
Management Fee	17,900.00	17,220.00	17,220.00
Functions	13,000.00	13,000.00	10,873.00
Carpet Freight and Laying	0.00	5,500.00	5,000.00
Electrical hire	6,600.00	6,500.00	5,535.00
<b>TOTAL EXPENDITURE</b>	<b>68,350.00</b>	<b>71,770.00</b>	<b>71,566.00</b>
<b>EXCESS INCOME OVER EXPENDITURE</b>	<b>19,400.00</b>	<b>13,920.00</b>	<b>17,258.00</b>

The budget has been prepared based on the trade fair in Taupo in 2009. The Management Fee has increased according to the current CPI (4.5%). The Executive is happy with this for 2011 but acknowledge that this fee does not automatically increase each year by the CPI and would like to see that a 5% ceiling is applied.

**Moved: C Atkins**

**Seconded: S Schikker** that the above budget be confirmed as a working budget

**CARRIED**

**b) Trade Fair Programme -**

**Venue** – Taupo Events Centre

**Dates** - Monday 3 October (Set Up) – Thursday 6 October 2011

**Monday 3 October**

8.00am to 5.00pm                      Set Up  
5.00pm                                      Executive Meeting – TF Venue  
6.00pm                                      Wholesalers Meeting – TF Venue

**Tuesday 4 October**

8.00am – 6.30pm                      Trade Fair open  
6.30pm                                      Retailers Meeting – TF Venue

**Wednesday 5 October**

7.15am – 8.30am                      AGM Breakfast – Venue to be confirmed  
8.30am – 6.30pm                      Trade Fair open  
7.30pm –                                      Show Party – Taupo venue to be confirmed

**Thursday 6 October**

9.00am to 3.00pm                      Trade Fair open  
3.00pm to 11.30pm                      Breakdown

**Friday 7 October**

9.00am to 4.00pm Snow Day Mt Ruapehu - Whakapapa

In May M Schnelle and M Davidson re-measured the venue. It is proposed to have the entry through the Club Room at the South end of the venue. It is suggested that the meeting room at the north end be used for meetings. It is also measured in the event that the main hall is over subscribed and additional space is required.

The entry through the Club Room will be designed to accommodate easy access through two aisles (one for registering and uplifting passes and one for those holding passes) with an additional exit aisle.

Include – ‘passes must be worn at all times’ on all passes issued – security will be on the door between the Club Room and main hall and there will be floating security to ensure everyone in the venue is wearing their pass identification purposes.

It is suggested that Huka Falls Resort be approached to hold the party with transportation. C Atkins has a contact for shuttles. S Drinkwater suggested the band which played at the TCB function will be suitable and he will find out who the contact is. The White Trash theme was confirmed. No venue theming is required.

An approach is to be made to Eat Catering to do the AGM breakfast at the Taupo Yacht Club. As an incentive it is recommended that draws be made for prizes at the AGM and sector meetings. S Schikker is to arrange a Heli Skiing voucher (value \$500) and C Atkins will contact House of Travel for a \$500 travel voucher. These will be drawn at the AGM. At the sector meetings a prize to the value of \$100 through Plateau Central will be drawn at each meeting.

On snow day Mt Ruapehu – Whakapapa was confirmed.

In the future it is suggested that the Executive look at adding value to the trade fair by introducing professional development opportunities and sales training seminars.

## **8. INDUSTRY DEMO DAYS 2011:**

### **Demo Days: (Subject to snow and weather)**

Porters Ski Area	Tuesday 28 June
Cardrona	Thursday 30 June
Mt Ruapehu - Turoa	Tuesday 12 July- Wednesday (contingency) 13 July

It was noted that the Porters demo day was cancelled due to lack of snow. A lunch was organised at the Sudima Hotel in Christchurch and Mike Sleigh Director of Development for the Porters Expansion made a presentation to 25 members about the new plans for the Ski Area.

M Davidson reported that the demo day in the Southern Lakes will be held at Snow Park not Cardrona. Snow Park is opening on Thursday and the Box run will be open. The programme will start at 1pm, followed by finger food and cash bar at 4pm and the lift will open for night skiing from 5pm to 6pm.

The Turoa demo day will go ahead weather permitting.

## **9. INDUSTRY MARKETING:**

After the last meeting contact was made with the major ski area marketing managers and a varied response was received. The responses were emailed to Executive Members previously.

After discussion it was recommended that the following brief be presented to Nigel Kerr to consider and prepare costings. It is acknowledged that action is required straight away if anything is going to be implemented in 2011. It was agreed that the website will be the main

platform for future marketing therefore this work can begin now even if programmes are not up and running by 2012.

**Objectives:**

- Increase interest and participation in snowsports – ‘increasing the size of the market in NZ’
- Drive interested and participating snow sports enthusiasts into NZSIF retail outlets to stimulate interest in participation programmes
- Generate a nation wide marketing programme umbrella supported by individual member retail outlets

**Strategies:**

- Engage a programme manager
- Build a website to accommodate the national promotions including a vehicle for members to post individual promotional offers
- Launch ‘Take a Buddy Skiing’ programme

**Target Audiences:**

- Snowsports enthusiasts in NZ
- New entrants and lapsed participants to the sport in NZ
- Electronic and social media reach, primarily website but also including NZSIF member retail outlets and suppliers of goods and services to the snow sports sector

**Outcomes:**

**Programme Manager**

Engage a programme manager to undertake the following

- Implement the agreed strategies and marketing programmes
- Oversee the website build and ongoing management and maintenance
- Involvement and coordination of member offers within the national programme framework on the website
- Assist the NZSIF Executive with internal and external communications

**Website**

Build and manage the official NZSIF website – the major consumer promotional tool

- Designed to promote Take a Buddy Skiing Programme
- Carries member outlets’ programme offers and links
- Ability for member outlets to log in to post and update offers
- Call to action with coupon printing option
- Ability to host suppliers of goods and services to the industry (accommodation, transport, ski areas, food and beverage)
- Database development (in accordance with new consumer privacy regulations)
- Consumer communication with programme offers and updates

**Take a Buddy Skiing**

Aimed at introducing new entrants and lapsed participants to snow sports to achieve an increased participation and retention rate

- Introduce and promote Take a Buddy Skiing\* during the month of September each year
- Provide a national programme framework to accommodate flexible industry offers
- Provide tools so industry members can suit their own needs
- Invite members and industry partners (retailers/rental outlets and ski areas) to present viable incentives to encourage existing snow sports participants to bring a buddy (new or lapsed).

Examples of industry websites:

**Example site:** <http://www.snowlink.com>

**Example link:** <http://www.snowlink.com/resortretailfinder.aspx>  
<http://www.snow-australia.com/>

The above examples from the US and Australia have been created by similar organisations all of whom the NZSIF and SAANZ has a relationship with. They provide a guide to what we are trying to achieve. To help the NZSIF develop the programme cost effectively an approach can be made to the SIA and NSAA in the States to get permission to use their marketing collateral with a kiwi flavour. A similar approach can be made to SIA and ASAA in Australia however it is acknowledged we are in direct competition with their industry.

**Time line 2011:**

July 2011

- Engage a Programme Manager
- Obtain proposals for website design and build
- Build website

August 2011

- Website live
- Member outlet access for offers

September 2011

- Pilot 'Take a Buddy Skiing' programme (subject to website build)
- Test website
- Measure programme

**Funding:**

The strategies referred to and outlined above will be funded by the NZSIF. The priority in 2011 will be the website build and engagement of the programme manager to implement this.

To determine the NZSIF budget we require project costs as follows:

2011

- Website design and build during the 2011 winter season
- Engagement of programme manager to oversee website project
- 'Take a Buddy Skiing' pilot programme September 2011 (subject to timing and completion of point 1)

2012

- Website management and maintenance
- 'Take a Buddy Skiing' programme September 2012
- Member and industry partner coordination 2012 season

M Davidson was asked to re-circulate the brief before presenting it to Nigel Kerr and then send it to him. On receipt of his response M Davidson is to circulate it to the Executive when completed.

M Davidson reported that Tim Ellis Radio Network has presented a proposal to the NZSIF to support the Special Children's Christmas Party in Christchurch in November. Several levels of sponsorship are being sought. M Davidson advised that a full proposal is on its way to the NZSIF. In response the Executive decided that sponsoring or donating to events out of season was not really within our mandate and will therefore not support it.

One way the NZSIF can help children get involved in snow sports is through supporting school groups going to the snow. This can be done by covering the cost of transport (charter coaches). Schools would apply for this support and it could involve a competition. This is to be developed when the new website is established and the process is finalised for retail members to promote to schools in their area.

**10. GENERAL:**

**a) International Internet Sales** – M Davidson advised that the email received from Ridgeline about [www.levelninesports.com](http://www.levelninesports.com) has been sent to members. Assistance is provided

to customers about how to avoid duty and GST on their purchases. Members affected can hopefully take this up with their suppliers.

**11. NEXT MEETING:**

The next meeting will be on Monday 3 October at the Taupo Events Centre at 5pm.

It was agreed that the November Meeting be scheduled for Christchurch on Wednesday 23 November however this was amended to Wednesday 16 November.

Executive members were asked to organise flights now for the 16 November meeting.

The meeting concluded at 12.30pm

Signed as a true and correct record:

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

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