

**MINUTES**  
**NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING HELD AT THE**  
**SUDIMA HOTEL CNR ORCHARD RD AND MEMORIAL AVE**  
**CHRISTCHURCH ON WEDNESDAY 6 APRIL 2011 AT 10.30AM**

**1. PRESENT:**

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

**2. APOLOGIES:** Nil

**3. MINUTES OF LAST MEETING – 18/11/10:**

**Moved:**            C Atkins

**Seconded:**        S Drinkwater

That the Minutes of the meeting held on Thursday 18 November 2010 in Christchurch, as previously circulated be approved as a true and correct record.

**CARRIED**

**4. MATTERS ARISING:**

**a) Christchurch Earthquake** – All Christchurch and Canterbury members were contacted by phone to enquire about staff/families and their operational status. The details were summarised into one document and this was emailed to all members.

**b) NZSC Awards/Chairman** – The 2010 award for contribution to snow sports will be presented to Duncan Smith in Queenstown at the Snow Sports Awards Dinner. Nomination forms for 2011 will be sent out later in the year.

**c) ISPO Cards** – NZSIF submitted its list to ISPO and cards were issued for 23 members. All cards were distributed in January.

**d) NZSIF Honours Board** – M Schnelle has taken the Honours Board into the engraver with the instructions agreed at the last meeting. It is now called the NZSIF Honours Board.

A plate will be attached at the bottom with the words – Profiles [www.nzsif.org.nz](http://www.nzsif.org.nz).

The following names (Presidents) are being added:

Bill Menzies President 1978-1981 (add President and dates to existing plate); Denis Jones President 1981-1983 (add President and dates to existing plate); Werner Hanni President 1983-1987; Tony Begg President 1987-1991; Des Peters President 1991-1995; Paul McGuigan President 1995-1998; Gerald Ottawa President 1998-2002; Paul Highton President 2002-2004; Geoff McKeown President 2004-2006; Roland Kuhn President 2006-2008; Martin Schnelle President 2008-2010; Steve Schikker President 2010-2012

Once these are added we will have 13 plates left for consideration of additional people as recommended by the Executive or members. Executive members were asked to consider appropriate people for consideration at the next meeting and if it is appropriate to introduce criteria.

**e) NZSIF ID Cards/Ski Area Season Passes** – Each ski area is to be contacted regarding their industry policies. This information will be circulated when received. Discussions have taken place with some areas about the national season pass concept. Some think it is a good idea but others (areas who do not offer industry passes) will take

some convincing. A proposal is to be prepared based on the US gold pass and circulated to the Executive.

f) **Import Stats** – This information has been requested and 50% of the data has been received. More follow up work is required.

g) **Industry Marketing** – The approach to Neil Cameron about the social marketing idea has been put off due to events in Christchurch.

M Woods proposed to set up a Take a Buddy Skiing/Boarding programme based on the Learn to Ski/Board month in the US. It is proposed to utilise the marketing fund to promote the programme through a website, social media and advertising. The programme is aimed at new and lapsed skiers/boarders. Industry members including ski areas would be invited to provide product for the promotion in September.

The programme would involve creating a website and utilising social media both of which have been discussed in recent times. The concept involves committing to a website, engaging a project manager and how much funding is put into advertising.

The programme is to be discussed with Neil Cameron of Harvey Cameron Advertising once M Davidson has prepared the proposal. M Woods is happy to assist with the proposal. This is to be circulated when completed.

h) **Economic Report** – The economic report was prepared and distributed in December 2010 to all members.

## 5. FINANCE:

### a) Budget Report 2010/11

<b>INCOME</b>	<b>2011 BUDGET</b>	<b>28 Feb 11 ACTUAL</b>	<b>28 Feb 10 ACTUAL</b>
Subscriptions	24,500.00	11,050.00	8,840.00
Interest	4,900.00	1,779.69	1,835.04
Trade Fair Surplus	17,258.00	17,258.00	35,405.02
NZSIA Membership	7,800.00	3,300.00	3,000.00
<b>TOTAL</b>	<b>54,458.00</b>	<b>33,387.69</b>	<b>49,080.06</b>
<b>EXPENDITURE</b>			
Audit/Accounting	740.00	1,018.27	840.00
Admin Contract (Sep 09-Aug 10)	27,300.00	13,650.00	13,325.00
Meeting Expenses	6,000.00	4,777.95	2,501.00
Disbursements	5,000.00	4,354.95	3,142.00
Bank Fees	50.00	42.50	2.50
NZSC/Awards	0.00	0.00	0.00
Consultancy/Publications/Website	400.00	255.00	219.00
Credit card Commissions	1,600.00	1,147.54	1,282.88
Printing & Stationery	0.00	0.00	0.00
Taxation Adjustment	0.00	0.00	0.00
Injury prevention	368.00	0.00	0.00
NZSIA/NZRA Membership	13,000.00	0.00	0.00
<b>TOTAL</b>	<b>54,458.00</b>	<b>25,246.21</b>	<b>21,312.38</b>
<b>Excess Income over Expenditure</b>	<b>0.00</b>	<b>8,141.48</b>	<b>27,767.68</b>
<b>Marketing Fund</b>			
<b>INCOME TOTAL</b>	<b>17,500.00</b>	<b>6,500.00</b>	<b>6,500.00</b>
<b>EXPENDITURE</b>			
National Marketing	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>6,500.00</b>	<b>6,500.00</b>

## 6. MEMBERSHIP:

a) **Membership Report** – 65 members have been invoiced for the 2010/11 sub (62 members paid the 10/11 sub).

As at 1 April 2011 - 42 have paid, 22 have not paid and 1 has resigned.  
A list of financial and non financial members is below. Statements have been sent out (excluding Christchurch members) to non payers with a reminder that NZRA membership will be renewed on 1 April 2011. Statements are now to be sent Christchurch members.

### Membership List (42):

WHOLESALEERS	RETAILERS
ALLSPORTS	BASE
ALPINE & LEISURE	BROWNS QUEENSTOWN
BEATTIE MATHESON	BROWNS NEWMARKET
BOLLE	EDGE TO EDGE
BRANDEX ADVENTURE SPORTS LTD	GLOBAL OUTDOORS
COMPOSITE DEVELOPMENTS	GNOMES
JONES BROS LTD	GORDONS OUTDOOR EQUIPMENT (WELL)
KAIMAI SPORTS	GORDONS OUTDOOR EQUIPMENT (TAUPO)
MARVELOX ADVENTURE	H & J SMITH - ELEMENT
MOTOR ACCESSORY LTD	OUTSIDE SPORTS QUEENSTOWN
REVOLT	OUTSIDE SPORTS WANAKA
SNOWORLD	RACERS EDGE PLANET SNOW
SPORTIVE NZ	R & R SPORTS (HAMILTON)
TARANAKI RUBBER CO LTD	R & R SPORTS (CHRISTCHURCH)
UG MANUFACTURING	R & R SPORT (QUEENSTOWN)
WILLIAM P WALKER & SON LTD	R & R SPORTS (DUNEDIN)
W H WORRALL & CO LTD	R & R SPORTS (AUCKLAND)
	R & R SPORTS (WELLINGTON)
	R & R SPORTS (NELSON)
	SNOW CENTRE NEWMARKET
	SNOW CENTRE SNOW PLANET
	SNOW CENTRE OHAKUNE
	TOKAANU SKI SHOP LTD
	TURANGI SKI HIRE
	VERTICAL @ WHAKAPAPA

### To Pay (22):

BOBO PRODUCTS	EIVENS
CHARTON INTERNATIONAL	LIQUID SPORTS
COLORADO TRADERS	ROY TURNERS
GRAVITY SPORTS	SKI TRADING POST
HEAD NZ	SNOW AND SURF
HIGHER GROUND	THE SKI SHACK
HYDRO SURF	WOMBATS
MOMENTUM SPORTS	
MOUNTAIN WEAR	
OUTFITTERS	
PROSOURCE	
PYRAMID DISTRIBUTION LTD	
SNOCLOTHES	
SOUTHERN APPROACH	
SUMMIT COLLECTIVE	

b) **Resignations:** Bocara (Helly Hansen)

c) **Group Membership** – The group membership subscription has been applied to Browns (Queenstown and Newmarket), Gordons (Wellington and Taupo), Outside Sports (Queenstown and Wanaka), R & R Sports (Auckland, Hamilton, Christchurch, Dunedin, Nelson, Wellington and Queenstown) and Snow Centre (Newmarket, Snow Planet and Ohakune).

## **7. TRADE FAIR:**

### **a) 2011 Trade Fair -**

**Venue** – Taupo Events Centre

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

#### **Draft Programme –**

##### **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

#### **Actions:**

Pre event venue measure up by Martin Schnelle to be budgeted for. This will take place in May. 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 promoted as the retail lounge area. Quotes for display panels

Include – ‘passes must be worn at all times’ on all passes issued, get quotes for internal and external security and pass check at entrance and in venue

Prepare Trade Fair Budget – present next meeting

Confirm venues for the AGM and function. C Atkins will assist M Davidson sort out venues for the party and AGM. Hooker Village, The Yacht Club and Great Lake Centre are options at this stage. The space in the Great Lake Centre needs to be reduced. Suggested themes – White Trash and Hospital theme

On snow day Mt Ruapehu – Suggest Whakapapa this year

S Schikker advised that Cardrona and Treble Cone will be closing for the season on Sunday 2 October.

## **8. INDUSTRY TRAINING:**

In December 2010 the NZ Snowsports Council presented the Strategic Sector Training Plan (SSTP) prepared on behalf of the snow sports sector to Skills Active. A copy of the plan has been circulated to Executive members with the agenda.

This plan provides an overview of the snow sector. It is designed to assist the sector to determine its training and development needs into the future.

Currently 115 employers are identified in the sector including ski areas, retailers/rental outlets, wholesalers, national associations and heli ski guiding companies. All are involved in training and development at certain levels ranging from induction programmes to full training and qualification delivery.

Of particular interest to the NZSIF is the employment of trained and experienced technicians. The plan refers to this area as follows:

## **Skills Shortages**

### **Objective**

Retain technicians on the Immediate Skills Shortages List (ISSL)

### **Strategies - Technicians including Boot Fitters**

Both the retail and ski area sectors employ technicians, rental staff and boot fitters. 314 people are employed in this classification.

Technicians are included on the ISSL as currently there is a shortage of qualified New Zealanders seeking these positions therefore the industry is reliant on overseas employees.

Currently 45% of employees in this classification are from overseas.

The National Certificate in Snowsport Equipment level 4 Qualification was developed in the 90's by the NZ Snow Industries Federation (NZSIF) and Skills Active (Industry Training Organisation – ITO) and registered on the national qualifications network.

It is recommended in the SSTP that this qualification be reviewed. This includes content and delivery. Industry feedback strongly supports a review by the industry and ITO. There is a need to have a qualification for New Zealanders however for the industry to promote and support this changes are required.

It is suggested that the industry look at incorporating training offered by equipment manufacturers into the qualification. The industry continues to gather research data measuring the effectiveness and safety of ski bindings. Training and qualifications will include international standards recognised by the NZSC Snow Safety Group and binding safety programmes implemented by industry.

In recent years the industry has tried to get other positions included on the ISSL however without success. Skills shortages can vary from season to season therefore the reliance on overseas employees will remain a priority. The industry must however make a serious effort to drive training and qualifications for New Zealanders to gain the necessary training and qualifications required for employment in the snow industry.

To attract New Zealanders to this role year round work is required. This can be achieved in two ways:

1. It is important to offer a qualification which is recognised nationally and internationally by the NZ industry and the industry in the Northern Hemisphere resulting in year round work.
2. Look to align the qualification with like industries providing training in other sectors offering employment opportunities in the summer months – eg aquatic sector, outdoor recreation sector, community recreation sector, bike sector.

Recommendation - It is recommended that an industry advisory group be established to drive the technician qualification review with Skills Active taking into account the above strategies and gauging industry input.

Suggested names are: Ian Bright, Mat Woods, Mike Wiggins, Charlie Cochrane and Andy Sheppard. M Davidson advised that Dive HQ in Christchurch has been involved in delivering the Level four qualification.

M Davidson will contact Skills Active to advise that the NZSIF is keen to start the qualification review, determine the process and what if any resources can be provided.

The booting fitting seminar material received from Rosbert in Australia can be circulated to members. The NZSIF is not endorsing this programme but due to the reduced costs for NZ retailers it would be good for members to know about this programme.

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

It is recommended that the programme continue in 2011 including Porters, Cardrona and Turoa.

Demo Days: (Subject to confirmation by ski areas)

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

Schools break up at the end of Term 2 on Friday 15 July and return on Monday 1 August for Term 3. The above proposal results in all industry demo days being held before the school holidays.

The Executive agreed to the above but may change the order of the Cardrona and Porters dates to suit the awards night in Wanaka on Saturday 25 June.

#### **10. INJURY PREVENTION PROGRAMME:**

The Snow Safety Group has not met to date however a report has been distributed bringing group members up to date where things are at. Funding for consumer education from ACC which we had in the past is still uncertain.

The plan for this year is as follows:

Injury Reporting – Utilisation of the NZMSC's National Incidence Database (NID) is available for ski areas to use again 2011.

National Ski Binding Adjustment, Standards and Testing Project – Indications have been received from ACC that the industry should re-present this project however on a three year basis. In April a business case will be developed to endeavour to get funding so this project can continue.

Effectiveness of Helmet Wear for Skiers and Snowboarders – This was discussed late 2010 with the view to formulating industry statements for promotion by the industry.

A report has been prepared by Brenda Costa-Scorse and this is attached separately with the agenda. The report includes recommendations to the industry about how the industry can progress this initiative.

Recommendations:

I. That research informed policy decisions regarding head injury prevention are made by the industry at the end of 2011

NZ Snow Safety Group action:

- I. Collect estimated national numbers of skiers and snowboarders wearing helmets via cross sectional survey analyses.
- II. Deliver ongoing education on the importance of NID data for informing policy decisions.
- III. Further define head injured skiers and snowboarders status scores for the NID data forms.

**10. GENERAL:**

a) **NZRA** – Conference material has been received from NZRA. The conference is on in Auckland 6 – 7 April.

b) **Snow Sports NZ (SSNZ)** – S Schikker reported that Ross Palmer has left SSNZ and Ross McRobie is acting CEO. The snow sports awards night is scheduled to be held in Wanaka on Saturday 25 June.

**11. NEXT MEETING:**

It is recommended that the next meeting be held in the Southern Lakes at the time of the snow sports awards and Cardrona Demo Day. If the awards night is on 25 June (suggested date from SSNZ) then the meeting will be held on Monday 27 June and the Cardrona demo day shifted from Thursday 30 to Tuesday 28 June. Porters will follow on Thursday 30 June.

The meeting concluded at 2.30pm

Signed as a true and correct record:

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

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