

**NEW ZEALAND SNOW INDUSTRIES FEDERATION  
RETAILERS MEETING HELD ON TUESDAY 12 OCTOBER 2010  
AT THE NATIONAL TRANSPORT & TOY MUSEUM WANAKA 6.15PM**

**PRESENT:**

Gordon's Wellington, Gordons Taupo, 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

**APOLOGIES:**

Bryan Hayes Tokaanu Ski Hire, Sam Clarkson Edge to Edge

**1. 2010 AGM:**

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

Nominations have been received for (Wholesale) Martin Schnelle, Sean Drinkwater and Clint Atkins; (Retail) Steve Schikker, Rob Janssen and Mat Woods. M Davidson reported that no other nominations have been received by the close off time of 8am yesterday. No vote will be required at the AGM on Wednesday. Copies of profiles for the 6 nominations were tabled and circulated.

Roland Kuhn is not standing for another term.

**2. MARKETING FUND:**

Members were asked if they think it worthwhile for the Executive to investigate the concept of building a new website. The idea is that through a dedicated consumer driven website there maybe an opportunity to drive consumers to NZSIF member outlets through advertising deals on the site. First and foremost the website would be designed to sell snowsports as a fun element, buying a dream. This could be achieved through setting up the snow club similar to the Ski Club of Great Britain concept.

The domain names snowclub.org.nz and snowclub.co.nz have been registered. Retail members supported the Executive looking at this providing it benefited members and that it is viable and affordable.

Members recommended that the proposal concentrate on the idea of a club which builds a data base. The website is the vehicle to build data bases.

**3. HELI SKIING:**

M Davidson reported that Southern Lakes Heli Skiing is offering discounts on their daily package and if members are interested they are to obtain the booking info and prices from M Davidson.

Harris Mountains are offering a package FOC to the lucky winner attending the AGM. The draw will be made at the AGM.

**4. RETAILERS MEETING:**

Wholesale members have asked the Executive to consider changing the time of the retailers' meeting. It is recommended that it be scheduled when the trade fair closes for the day on Tuesday. Currently it is scheduled 45 minutes before the close at 7pm.

**5. CARDRONA:**

M Davidson confirmed that Cardrona will be opening the White Star Express on Friday. This arrangement is for trade fair participants. Trade Fair passes will be checked at the information gate at the bottom of the road. The gate closes at 11am. Hire equipment is available until 11am. 63B will be providing food for lunch.

## **6. 2011 TRADE FAIR:**

Due to the change in school holidays in 2011 because of the Rugby World Cup timing for the trade fair will be different. At the present time the Taupo Events Centre is pencilled booked for Monday 3 to Thursday 6 October. This is the last week of term three. Schools break up on Friday 7 October. Information has been gathered from three venues in the North Island as follows:

Taupo Events Centre – Available 3-6 Oct - It is not available 10-13 Oct or 17-20 Oct  
Rotorua Energy Events Centre – It is available 17-20 Oct but not 3-6 Oct or 10-13 Oct  
Palmerston North Arena 2 – It is available 3-6 Oct and 17-20 Oct but not 10-13 Oct

None of the above 3 venues are available in the week 10-13 October however we could ask the Taupo Events Centre to move their annual booking for another group to go earlier in October freeing up that time. This booking is currently 11-18 October. There is no guarantee they can shift this event as the dates are published but they said they would try.

All venues are within our budget noting that the Energy Events Centre in Rotorua is within our budget due to the fact that we can hire 2,500 sq mtrs without having to hire the entire venue. This drops the price but it is still more expensive than the other two venues.

The locations and times for the rugby world cup fixtures are known and it is recommended that the NZSIF should try to avoid congested travel periods particularly between the North and South Islands.

No consensus was reached. M Davidson advised that the wholesalers have asked for a questionnaire to be sent out with the options available and ask members to tick the box with their most preferred option.

Retailers are opposed to holding the trade fair in the holidays however if this had to be the case the second week is preferred. If there is good snow and weather during the holidays in October Mt Ruapehu can still be very busy.

The meeting concluded at 7pm