

**NEW ZEALAND SNOW INDUSTRIES FEDERATION RETAILERS MEETING
HELD ON TUESDAY 9 OCTOBER 2007 – 6.15pm
AT THE ARENA MANAWATU PASCAL ST PALMERSTON NORTH**

PRESENT:

Browns, Element, Good Sports, Gordons, Outside Sports, Racers Edge, R & R Sports, Snow & Surf, Snow Centre

1. PEAD PR CAMPAIGN

The report for the campaign carried out in 2007 has been prepared and is available on the NZSIF website in the Members' Section.

It is recommended that the NZSIF engage Pead again for the 2008 season, however the agreement will start earlier. It is suggested that work with Pead start in March to cover new products and pre-season sales and also include the start to the season. This will be either positive or negative, however it is important that the NZSIF is proactive rather than reactive.

Members agreed with the timing, acknowledging that trying to create media after the start of the season is difficult due to the fact that the ski areas and event organisers are engaged in their own PR campaigns. It is acknowledged that the proactive stance and reaction to the warm start to the winter was successful, especially in the South Island.

2. NZRA/NZSIA MEMBERSHIP

The Executive Committee is recommending that this relationship continue and members were happy with the information received through their membership, particularly access to the website and help line for legislation and employment matters. It is acknowledged that this is an area that the NZSIF does not engage in.

3. DEMO DAYS

The three demo days scheduled for 2007 were completed and conditions were excellent. The Mt Hutt and Turoa Demo Days went without complication. However, it was necessary to change the venue for the Southern Lakes Demo Day from Cardrona to Snow Park. The Snow Park Demo Day was very successful and many members are recommending that it be held there again. Both Snow Park and Cardrona are happy to host the industry demo day and it may be necessary to alternate between these two areas. It is acknowledged that both areas are well positioned for retailers from Queenstown and Wanaka.

4. ON SNOW DAY

RAL has invited members of the Federation to ski or ride at Mt Ruapehu on Friday 12 October. A membership list has been provided to RAL and those without seasons' passes are able to get a day pass for the day. This is not a demo day but if retailers wish to try demo equipment they can arrange this with their suppliers.

5. AGM

M Davidson reported that two nominations have been received for the Executive Committee for 2007-2008. These are Steve Schikker and Rob Janssen. No vote is required for the retailer representatives on the Executive.

The Notice of Motion was distributed to all members and the major changes include election of President and Vice President from within the Executive Committee and the nominations for the Executive can be received two days prior to the AGM. Should the Notice of Motion be agreed to it will come into effect in 2008.

The Executive is recommending that the subscriptions and marketing levies remain the same for 2008, including the additional sub for the NZRA and NZSIA.

6. NZ SNOWSPORTS COUNCIL RECOMMENDATION

The future of this organisation was discussed. The NZSC is the umbrella body for national snow sports organisations. Its primary function was managing the national office in Wellington and employing staff to administer member organisations including the NZSIF. This arrangement is no longer in place however the organisation can still play an important role. It is recommended that the NZSC continues to exist for ongoing initiatives and is positioned to take advantage of opportunities when the NZSC is best suited to be involved on behalf of the NZSIF and SAANZ collectively.

There is no cost to member organisations for this, unless of course the NZSC is requested to implement initiatives and projects on behalf of its member organisations. In this event the organisations involved will fund the initiative and project.

7. TRADE FAIR 07

The party this year is at the Icons Bar, cnr The Square & Main St. This includes a BBQ, DJ and beverages. It will start at 7.30pm.

8. TRADE FAIR 08

M Davidson reported that the wholesalers are recommending to the Executive that a suitable venue in the South Island be found for the 2008 trade fair.

Retail members agreed with this and suggested Christchurch, Wanaka or Queenstown.

Retail members were asked if they like the idea of visiting the trade fair from Monday to Wednesday, rather than Tuesday to Thursday. Members have a preference for the status quo.

The meeting concluded at 7.30pm