

MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING TO BE HELD AT
THE EVENTS CENTRE QUEENSTOWN
ON FRIDAY 13 APRIL 2018 AT 9.00AM

1. PRESENT:

Sean Drinkwater President (Via skype)
Simon Knight
Charlie Cochrane
John Knight
Jay Smith
Miles Davidson Secretariat

2. APOLOGIES:

Daisy Richards

3. MINUTES OF LAST MEETING 12/2/2018:

Moved: C Cochrane

Seconded: S Knight That the Minutes of the meeting held on Monday 12 February on teleconference, as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING:

a) Marketing – C Cochrane presented the brief to Strategy Creative after the last meeting. Nick Harvey, Chris Flack and Lee Parkinson were introduced to the Executive to present their proposal.

The presentation will be circulated to the Executive. Nick, Lee and Chris went through the presentation which provides options over year 1, year 2 and so on.

Our target audience is families who have never skied/boarded and lapsed skiers/boarders. Take away the perceived barriers.

The following options were presented:

Option A: How to Dad – Brand Ambassador and content creation \$15K-\$20K indicative

Option B: Paid Media and Go Snow Pledge – radio, digital billboards, snow reports

Add Ons:

Go Snow Pledge

Infrastructure:

Go Snow Website. M Davidson to protect Go Snow domain names now. The website can be square space in year 1 (\$5K) and work to towards a major revamp later.

Hub Spot – data capture and content distribution \$3.5K set up and some data collection, \$500 per month (\$6K annually)

Go Snow Brand – Design and content creation.

Ideas:

Kids Ski/Board days

Go snow video contests – if good enough content could be put on as adds in theatres, airline videos and so on.

Strategy Creative reps left the meeting. The Executive discussed the proposal and budget.

It was agreed to proceed with a campaign this year and allocate funding to favourable initiatives presented such as How-to Dad, website square space and set up Hub Spot including some data collection (1K).

The amount for this comes to \$28,500 with an additional contingency of up to \$5K for such things as doctor's notes plus any other initiative which lines up with the budget. Total budget \$33,500

Moved: C Cochrane

Seconded: S Knight that the NZSIF enter into an agency agreement with Strategy Creative to undertake initiatives as presented in the NZSIF Creative Development proposal on 13 April.

CARRIED

Moved: J Knight

Seconded: S Knight that the NZSIF commit \$28,500 for the How-to Dad promotion, Square space website and Hub Spot set up plus a contingency of up to \$5000 for agreed add ons, total budget \$33,500 for year 1 – 2018.

It was also agreed that C Cochrane, S Drinkwater and M Davidson comprise the marketing subcommittee to develop the detail with Strategy creative and that C Cochrane be the lead contact with Strategy Creative.

5. FINANCE:

a) Accounts 31 March 2018 – The draft accounts for the period 1 April 2017 to 31 March 2018 are attached. The end of year accounts will be approved by members at the AGM in October.

b) Report 1 April 2018 – 31 March 2019 – The budget for the next financial year was attached as a separate document with the circulated agenda. M Davidson explained the budget items. It is acknowledged that the budget will now be amended to include the marketing decision above.

It was also agreed to increase the admin contract by the annual CPI as at March 2018. Expected to be around 2%.

Moved: S Drinkwater

Seconded: J Knight that the 2018 2019 budget be approved subject to the agreed amendments as a working budget.

CARRIED

6. MEMBERSHIP:

a) Membership List – The following members have paid the 2017/2018 sub and marketing levy. Invoices for the 2018/2019 year will be generated in April including the new members listed below.

Membership List (59):

WHOLESALEERS	RETAILERS
ALLSPORTS	ALPINE SPORTS
ALPINE & LEISURE	BASE
AUTOMOTIVE PRODUCTS	BOARDERTOWN AUCKLAND
BEATTIE MATHESON	BOARDERTOWN QUEENSTOWN
BLACKLIGHT DISTRIBUTION	BROWNS
BOBO PRODUCTS	CHEAPSKATES
BOLLE	EDGE TO EDGE
BRANDEX ADVENTURE SPORTS LTD	GNOMES
BURTON NZ	GORDONS OUTDOOR EQUIPMENT (WELL)

COLORADO TRADERS	GORDONS OUTDOOR EQUIPMENT (TAUPO)
COMPOSITE DEVELOPMENTS	H & J'S OUTDOOR WORLD
GRAVITY SPORTS	OUTSIDE SPORTS QUEENSTOWN
HYDRO SURF	OUTSIDE SPORTS WANAKA
JONES BROS LTD	RACERS EDGE
KAIMAI SPORTS	ROY TURNERS
MOMENTUM SPORTS	SNOW AND SURF
MONS ROYALE	SNOW BIZ
MOUNTAIN ADVENTURE	SNOW CENTRE NEWMARKET
PRINCIPLE DISTRIBUTION	SNOW CENTRE OHAKUNE
PROSOURCE	SNOWRIDE SPORTS
SNOWORLD SPORTS	THE SKI SHACK
SPORTIVE NZ	TORPEDO 7 (HAMILTON)
SUMMIT COLLECTIVE	TORPEDO 7 (CHRISTCHURCH)
TRITAN IMPORTS	TORPEDO 7 (QUEENSTOWN)
TSL OUTDOOR	TORPEDO 7 (DUNEDIN)
UG MANUFACTURING	TORPEDO 7 (AUCKLAND)
W H WORRALL & CO LTD	TORPEDO 7 (ALBANY)
WILLIAM P WALKER & SON LTD	TORPEDO 7 (MT WELLINGTON)
WINTER IMPORTS	TORPEDO 7 (NELSON)
	TORPEDO 7 (TAUPO)
UNPAID SUBS 17/18	UNPAID SUBS 17/18
C 6 SKIS	EIVINS
SOUTHERN APPROACH	VERTICAL MT RUAPEHU
NEW MEMBERS 2018	NEW MEMBERS 2018
RUSH DISTRIBUTION (Application pending)	TORPEDO 7 WESTGATE AUCKLAND
	TORPEDO 7 PORIRUA
	TORPEDO 7 REMARKABLES PARK

S Drinkwater will contact C6 Skis about membership and M Davidson will follow up with Vertical.

New members – Torpedo 7 has opened 3 new outlets and want to add these to their group membership.

An application has been received from an Australian company, Rush Distribution (Jones, Flow, Nidecker, NOW, Flux, Spark R & D.

Australian members – We have received a letter from Winter Imports asking why it is so easy for Australian companies to join the NZSIF and attend the trade fair. Winter Imports is suggesting costs for them to participate are increased and they have NZ premises. Winter Import's sales have been affected and it's very difficult to attend the SIA Show.

The long-standing policy is: Overseas companies seeking membership of the NZSIF must have a NZ base or agent with an office/warehouse in NZ and have a NZ bank account.

Currently we have 3 Australian companies as members.

Pro's Overseas Company Members	Con's Overseas Company Members
Retail benefit – more product	Can create a competitive advantage
Trade fair revenue	Can disrupt kiwi business/kiwi protection
Sub revenue	

The application from Rush Distribution was approved for membership and M Davidson is to respond to Winter Imports setting out the pro's and con's.

7. **PRODUCT TESTING PROGRAMME 2018:**

- a) **Dates** – Tuesday 26 and Wednesday 27 June 2018.

b) Budget – The budget for the demo day programme was circulated with the agenda. M Davidson explained the budget which is similar to last year.

Members supported the programme going ahead in 2018. Wholesalers agreed that they cover the costs of retail member travel subsidies. The wholesaler contribution covers the cost of the retail travel subsidies. Last year we had an excess of \$3K therefore the cost of participation has been reduced by \$200 for this year. The wholesaler contribution will be \$1,000. New wholesalers will pay \$1,200.

The expenditure for retail travel subsidies has been set at the highest possible amount if all qualifying retail members claimed the subsidy. The list of qualifying retailer members is contained in the attached budget.

2018 BUDGET SUMMARY AND 2017 ACTUAL

Income	Budget 2018	Actual 2017
Wholesaler Contribution	\$14,200.00	\$15,600.00
2017 Wholesaler rebate	\$3,600.00	\$0.00
NZSIF Subsidy (Marketing Fund)	\$5,500.00	\$6,650.85
Total	\$23,300.00	\$22,250.85
Expenditure		
Retail Subsidies	\$17,600.00	\$12,000.00
Cardrona Catering	\$2,500.00	\$2,869.57
Social Function	\$3,000.00	\$3,781.28
Total	\$23,100.00	\$18,650.85

c) Party – It is recommended that a social function be held in Wanaka. It was agreed that we go back to Jack Rabbit this year. We need to ask them to provide better food (pizza and sliders) delivery and improve our communication with attendees about food service.

It is suggested that we invite How-to Dad, and the 2018 Winter Olympic medalists to the function. If speaking, we need to prepare a better space, so everyone can see and hear them.

It was agreed that each member be provided with a \$10 food voucher each day to redeem when purchasing food and drinks. This will need to be approved by Cardrona.

d) Accommodation – Rates have been received from Oakridge. These rates will be promoted to members.

Standard room \$155.00 per night-

Sleeps up to 2 people in one king bed or two single beds with ensuite and tea and coffee making facility's.

8. TRADE FAIR:

a) Trade Fair Budget Report 2017 – The trade fair budget report is attached as a separate document with the agenda. The 2018 budget will be prepared and distributed with the agenda for the next meeting.

b) Trade Fair Review - it is recommended that the 2017 trade fair be reviewed.

Venue, Times, Accommodation, Party, Seminar and Organisation

A recommendation was made at the Wholesalers meeting suggesting that the Executive consider other centres in the North Island and consider a 4-year cycle - 3 years Queenstown, 1-year North Island (Rotorua, Mt Maunganui or Auckland).

This was discussed, and M Davidson was asked to get updated information from venues listed so that financial and logistics can be presented to members. A decision is very difficult to make without this information and comparisons can be made.

c) Trade Fair Dates 2017 –

DATE	NZ	AUSTRALIA	SCHOOL TERM NZ
2015	Tue 13 – Thu 15 Oct	Mon 12 – Wed 14 Oct	Mon 12 Oct
2016	Tue 11 – Thu 13 Oct	Mon 3 – Wed 5 Oct	Mon 10 Oct
2017	Tue 17 – Thu 19 Oct	Mon 9 – Wed 11 Oct	Mon 16 Oct
2018	Tue 16 – Thu 18 Oct	Mon 8 – Wed 10 Oct	Mon 15 Oct
2019	Tue 15 – Thu 17 Oct	Mon 7 – Wed 9 Oct	Mon 14 Oct

9. GENERAL:

a) Bereavements – M Davidson reported that Paul McGuigan a past President of the NZSIF passed away suddenly in January 2018. M Davidson wrote to his family on behalf of the NZSIF. A card was received in return and M Davidson read this to the meeting.

Des Peters another past President lost his daughter Brodie in an avalanche in Switzerland in February. The NZSIF will write to Des.

Barry Seator, Eivins Ski Hire National Park passed away in December 2017 and M Davidson was asked to write to Marie Lynghaug Seator on behalf of the NZSIF.

The meeting concluded at 1.30pm

Signed as a true and correct record:

President: _____

Date: _____