

**MINUTES  
NZ SNOW INDUSTRIES FEDERATION EXECUTIVE MEETING  
CONFERENCE CALL  
ON TUESDAY 13 FEBRUARY 2018 AT 2.30PM**

**1. PRESENT:**

Sean Drinkwater      President  
Simon Knight  
Charlie Cochrane  
Daisy Richards  
Miles Davidson      Secretariat

**2. APOLOGIES:**

Jay Smith  
John Knight

**3. MARKETING PROPOSAL:**

The purpose of the meeting is to discuss the brief presented by Strategic Creative late last year and allocate a budget figure.

M Davidson was asked about current funding. The NZSIF has \$40K in its current account available for marketing. This is the combined amount of marketing funds received from members in the 2016/2017 financial year (\$20K) and the 2017/2018 financial year (\$20K). \$100,000 is in a term investment with the BNZ.

C Cochrane referred to the brief circulated previously. Everyone was in agreement the marketing programme be designed to grow the market by targeting lapsed participants and new entrants.

The programme should avoid images and messages aimed at advanced skiers/boarders. Notwithstanding however that if an advanced athlete (Olympic medallist for example) enhanced the programme this could be an advantage in our messaging/images.

It was agreed that C Cochrane go back to Strategy Creative inviting them to prepare a proposal with what we could effectively do with a budget of \$20K for this year. If a proposal for this amount is not possible the Executive can reconsider this decision.

At the same time we want to be able to include retail members in the programme in some way. It is acknowledged that we may have to set up a system where they can be easily identified as part of the programme.

Also our Go Snow website may need some tweaking to become the online portal for the marketing programme.

Database development will also be an important part of the programme.

The meeting concluded at 3.10pm.