

**MINUTES
NZ SNOW INDUSTRIES FEDERATION EXECUTIVE MEETING
HELD AT THE QUEENSTWON EVENTS CENTRE
ON TUESDAY 16 OCTOBER 2018 AT 4.00PM**

1. PRESENT:

Sean Drinkwater President
Jay Smith
Simon Knight
Charlie Cochrane
John Knight
Daisy Mayen
Miles Davidson Secretariat

2. APOLOGIES: Nil

3. MINUTES OF LAST MEETING 25/06/2018

Moved: C Cochrane

Seconded: D Mayen That the Minutes of the meeting held on Monday 25 June in Wanaka, as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING:

a) AGM – The accounts being presented to members are in good shape, so it was agreed to recommend to members that subs remain the same for the new financial year starting in April 2019. This applies to the marketing fund although to launch the 2019 campaign the Executive may need to draw down funds and reserves. The fund levy will not be enough to keep the momentum going.

Nominations have been called this year as Exec members are at the end of their two-year term.

Nominations:

Wholesale – Sean Drinkwater, Simon Knight, Jay Smith

Retail – John Knight, Charlie Cochrane, Jen Langton and Emma Pettengell

A vote will take place for three retail Exec members.

b) Awards Programme – The voting forms including a description of each award will be provided to each member (one form per company member) on arrival at the trade fair and members will be asked to provide a name in each category. The winners are determined by the person with the most votes in each category.

Awards:

Soft Goods Sales Person
Hard Goods Sales Person
Rental/Workshop
Dealer Services
Rep of the Year
Golden Boot Award

Jay Smith advised that he is available to present the awards with the help of Simon Knight (best dressed award judge) and M Davidson.

5) MARKETING PROGRAMME GO SNOW –

M Davidson reported on the finances and tabled the financial report. \$36K was used from the marketing fund receipts from 2016/2017 and 2017/2018 years. Another \$11,400 was used from marketing receipts from 2018/2019 year.

Total expenditure was \$47,782. This included the campaign costs plus campaign management (Strategy Creative), stickers, competition and hub spot for 3 months.

Strategy Creative prepared a report, and this is now on the website in the members' section.

J Smith and C Cochrane will report to members at the AGM about the 2018 campaign.

While the campaign produced some good results, member engagement is still an issue and for future campaigns to be successful this needs to be improved. The digital set up enables members to engage with their own electronic marketing to spread the Go Snow theme. A network needs to be established and each member needs to put a name forward to become the Go Snow contact.

J Smith is now a member of the SAANZ marketing group and reported that there is now an appetite for organisations to work together in respect of domestic marketing. Discussions about plans are underway. It is still unclear how the NZSIF can work along side other organisations with Go Snow and what can be put in place for 2019.

6. PRODUCT TESTING:

The invitation from NZ Ski to hold the 2019 product testing programme at Coronet Peak and The Remarkables will be put to the sector meetings for feedback.

7. GENERAL:

a) NZSIA Discounts – It was agreed that the current policy be reviewed and reworked.

C Cochrane and S Drinkwater will review the current policy and make a recommendation to the Executive for consideration.

The meeting concluded at 5.00pm.

Signed as a true and correct record:

President: _____

Date: _____