

**NEW ZEALAND SNOW INDUSTRIES FEDERATION
RETAILERS MEETING HELD ON WEDNESDAY 17 OCTOBER 2018
AT THE QUEENSTOWN EVENTS CENTRE AT 6.00 PM**

PRESENT:

Gordons Wellington, Gordons Taupo, Outside Sports Queenstown, Outside Sports Wanaka, Racers Edge, Snow and Surf, Torpedo 7

APOLOGIES: Nil

1. 2018 AGM:

The AGM will be held in this meeting room at 8am on Thursday 18 October.

The Executive is recommending that subscriptions (2019-2020) be \$395 plus GST for all members and that the marketing levies remain at the same amount as 2018/2019. The subs will not include the Retail NZ (RNZ) membership sub. If members want to carry on with their membership of RNZ then this option will be added.

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.

2. TRADE FAIR:

Trade fair open days on Wednesday to Friday are still supported however it would be good to avoid Labour Weekend.

The party will be at the Yonder Bar at 7.30pm on Thursday night. It is themed 'Vegas'.

Cardrona is happy to host the on-snow day on Saturday weather permitting. We are expecting around 100 people to attend.

The trade fair next year is Tuesday (set up) 15 October to Friday 18 October. The school holidays are at the same time next year with term 4 starting on Monday 14 October.

3. AWARDS PROGRAMME:

Voting forms have been prepared and are available from the trade fair registration desk. Members receive the voting forms when they register. Members are encouraged to complete these and get them back to M Davidson by 12 noon Thursday. Members get one form per outlet/company and are required to enter a name in each category. The winners who will be announced at the trade fair party are those people with the most votes.

4. PRODUCT TESTING PROGRAMME:

It is recommended that the Executive run the programme again in 2019 and review the wholesaler participation fee and retail subsidy.

An invitation has been received from NZ Ski inviting the industry to hold its product testing programme at Coronet Peak and The Remarkables (one day each).

Members are pleased to see that NZ Ski is keen to be involved again and would like to take up this opportunity.

It is suggested that the programme be extended over 4 days (Monday to Thursday). Wholesale members are investing in the programme and some see value in being in the region for 4 days instead of 2 days. The programme could be spread over both Cardrona and NZ Ski (2 days each). This would provide retailers with greater flexibility as far as staff rostering is concerned.

North Island members would like something organised at Mount Ruapehu. Either a demo day in the first week after the school holidays or a spring event.

5. GO SNOW CAMPAIGN:

Strategy Creative have prepared the 2018 report. It is now on the website in the members' section.

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.

6. ISPO CARDS: Cards will be ordered for members upon request. Members will be contacted shortly to see if they want to renew their cards for ISPO 2019.

7. PRO DEALS:

The Executive is going to review and rework the current policy. Feedback will be sought from members during the review.

8. TIMING OF RETAILERS' MEETING:

It was suggested that this meeting be held on the first morning of the trade fair 8am and open the trade fair half an hour later. It is acknowledged that members from out of town may have difficulty getting here early enough and this will not help getting more attending. The timing does need reviewing as the turnout is not very good.

The meeting concluded at 7pm