

**MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING
TELECONFERENCE
ON MONDAY 10 DECEMBER 2018 AT 3.00PM**

1. PRESENT:

Jay Smith
Simon Knight
John Knight
Jen Langton
Miles Davidson Secretariat

2. APOLOGIES: Nil

Sean Drinkwater
Charlie Cochrane

Jen Langton elected at the AGM in October was welcomed to the Executive.

3. MINUTES OF LAST MEETING 16/10/2018

Moved: J Knight

Seconded: J Smith That the Minutes of the meeting held on Tuesday 16 October in Queenstown, as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING:

a) Industry Pro Deal Review – S Drinkwater and C Cochrane are preparing a recommendation for the Executive to consider prior to the 2019 season.

5. GO SNOW PROGRAMME:

a) Action Plan 2019:

Stage 2 plan and approach to Strategy Creative.
Campaign Management
Industry Engagement
Funding

J Smith reported that the goal is to get collective domestic marketing up and running in partnership with SAANZ and other organisations such as Snow Sports NZ (SSNZ) and maybe the NZ Snow Instructors Alliance (NZSIA).

He added that he has attended a couple of meetings to discuss joint initiatives including the marketing workshop at the SAANZ Conference at Coronet Peak. There is an appetite for industry domestic marketing however it has been a bit quiet since the SAANZ conference.

Another workshop will be held in the new year and it is important that SAANZ be involved so that other organisations including the NZSIF can gauge how committed they are.

It is important that the NZSIF is in a position to join an industry joint marketing campaign but acknowledge that we require time in the new year to set up stage 2 of Go Snow with Strategy Creative if a joint initiative does not go ahead. It is suggested that by early March if nothing is in place for joint marketing then we provide Strategy Creative time to implement Go Snow for the 2019 season. Which ever route we take the NZSIF needs enough time to engage with members and set up a more effective network to ensure members can take advantage of the national marketing programme.

6. PRODUCT TESTING PROGRAMME 2019:

a) Member feedback – members welcomed the invitation from NZ Ski to schedule two days of product testing at Coronet Peak and The Remarkables. Members also want to retain Cardrona in the programme.

A number of wholesalers are prepared to make it a week of product testing in the Southern Lakes over 4 days – Monday to Thursday. They see value in being there longer as the initial investment in 4 days is not a lot more than being there 2 days (wholesalers outside the Southern Lakes shared this view).

Retailers based in the Southern Lakes will have greater flexibility over 4 days in respect of staff rostering.

While we should get the same number of retailers attending over the week the per day number may be less each day.

North Island – members would like the executive to consider a North Island demo programme in the first week schools go back for term 3. This is feasible although the timing is not great, and does it need to be a demo day? Members in the North Island would like an event of some description at Mt Ruapehu. The opening of the new gondola at Whakapapa does provide an opportunity for the industry. If a demo day was held at Whakapapa wholesalers can be based at the bottom of the mountain as accessing the upper slopes will be much faster.

b) Dates:

Option 1

Monday 17 June The Remarkables

Tuesday 18 June Coronet Peak

Wednesday 19 June Cardrona

Thursday 20 June Cardrona

Option 2

Monday 24 June The Remarkables

Tuesday 25 June Coronet Peak

Wednesday 26 June Cardrona

Thursday 27 June Cardrona

Option 3

Thursday 20 June Coronet peak

Friday 21 June The Remarkables

Saturday 22 June Cardrona

Sunday 23 June Cardrona.

Schools break up at the end of term 2 on Friday 5 July.

Option 3 was suggested as it provides an opportunity for wholesalers to open up to the public. Cardrona can promote the industry demo days to their season pass holders and retailers can invite their customers to try out equipment together. Option 3 adds another dimension to the programme. Four days dedicated to the industry only maybe a bit of a stretch. An approach to Cardrona about this idea is required.

c) Subsidies

Some members are now of the view that the programme is well enough established with retailers from throughout NZ and suggest no subsidies.

Equally some members think it should continue.

There is certainly an anomaly with Torpedo 7 – financial report 2018.

Members will accept subsidies if it can be worked out more equably amongst wholesalers.

All participating wholesalers have access to all retailers attending whether they are their customers or not. The subsidy programme is designed to get members to attend for the benefit of all.

It is planned to have a function as well and the industry marketing initiatives can be presented to members.

The various subsidy options were discussed, and the options are listed below. These need to be considered and a decision made at the next meeting. It is unknown what

impact a North Island demo day will have on North Island retailers attending the South Island Product Testing programme. It may have no impact as the product Testing programme is designed to get members on the snow as early as possible and create hype for the season.

Options:

1. No subsidies
2. Same subsidy regime as in the past
3. Stagger amount of subsidy paid by wholesalers depending on their location
4. Don't charge wholesalers and they fund their key customers to attend at their discretion.

Option 3 has merit as long as the stagger between what each wholesaler pays is not too significant.

7. TRADE FAIR 2018:

a) Trade Fair Budget Report 2018 – The 2018 budget report was circulated with the agenda. The budget surplus was \$16,936 and the actual surplus is \$14,112.

M Davidson reported that a two-year agreement and quote has been received from Peek Exhibition for 2019 and 2020. The panel rate is unchanged but there has been a slight increase in transport costs (\$250).

b) Trade Fair Review 2018 – As detailed in the budget space sales were down. This was due to members purchasing less space and new exhibitors decided to become members instead of paying non-member rates. On the flip side subs and marketing levies are up on budget.

No significant issues were raised by members at the sector meetings. Some wholesalers suggest some sort of subsidy to offset travel to Queenstown especially as it looks like the trade fair will stay there for the foreseeable future.

c) Trade Fair Dates 2019 – Tuesday 15 October (exhibitor set up) – Friday 18 October. Note Labour Weekend is the following weekend.

8. GENERAL:

a) Workforce Survey – Skills Active – This survey has been sent to members via Survey Monkey. It is a short survey and members have been asked to respond by 18 January 2019. It is getting feedback about what the industry requires in the future in respect of workforce requirements.

Ski areas have received the same survey.

The meeting concluded at 4.00pm.

Signed as a true and correct record:

President: _____

Date: _____