

**MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING
TELECONFERENCE
ON MONDAY 11 MARCH 2019 AT 1.00PM**

1. PRESENT:

Sean Drinkwater President
Jay Smith
Simon Knight
John Knight
Jen Langton
Charlie Cochrane
Miles Davidson Secretariat

2. APOLOGIES: Nil

3. MINUTES OF LAST MEETING 16/10/2018

Moved: J Knight

Seconded: S Knight That the Minutes of the teleconference meeting held on Monday 10 December, 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. MARKETING:

a) Go Snow 2019:

It was agreed at the December meeting that if no joint marketing plan (SAANZ, NZSIF, NZSIA, SSNZ) was ready to go by early March 2019 the NZSIF needs to prepare its own plan for year 2.

J Smith reported that he had attended the SAANZ Marketing Subcommittee meeting convened by Paul Anderson NZ Ski. Presently this group is concentrating on the Australian market with Tourism NZ and this is a priority. The group is keen to develop a domestic marketing strategy for 2020 and beyond. It is important that the NZSIF and other national bodies like the NZSIA are ready to be involved with SAANZ in the development of a shared vision for the industry.

Whatever our plan is for this year there is nothing stopping individual ski areas getting involved if they see benefit especially using social media.

The plan prepared last year includes:

Go Snow pledge - Paid Media for pledge - Radio, digital billboards, snow reports etc.
How to Dad video pledge
Make time no excuses - Doctors note

Campaign objectives:

- Build on the success of year one
 - Increase Facebook community by at least 50%
 - Increase engagements overall by 10%
- Continue to:
 - Attract lapsed skiers and snowboarders back to the snow
 - Attract the family market to snow
 - Build the NZSIF/Go Snow data-base

- Promote Go Snow as a platform for the industry and partners -
Encourage Go Snow partners to participate in propagating the campaign to all their customers and prospects in 2019

M Davidson reported that the monthly Hub Spot subscription for the branded Gosnow portal is \$750 (\$9000 per annum). The current contract ends in May 2019. The NZSIF paid the monthly fee for 4 months and Strategy Creative could not get out of the contract so continued to pay the monthly fee for 8 months.

Currently there are 800 odd contacts in there.

Strategy Creative is looking at a more manual system and exploring a simpler version which could be around \$100 per month but with less functionality.

The monthly subscription does not include training or paying a person to manage Hub Spot. Strategy Creative will charge \$175 per hour if engaged to manage Hub Spot on our behalf.

Funding 2019:

Contributions to the Marketing Fund in 2018 totalled \$19K. Assuming the same number of members paid the same amount in 2019 (1 April onwards) the same amount can be raised for the 2019 campaign.

Additionally, funding can be withdrawn from members funds and reserves (\$100K) which is on term investment until 29 April 2019.

After some discussion about the best way forward for 2019 M Davidson was asked to send out the 2018 marketing report which includes details for year 2 and 3, inviting feedback by Monday 18 March. It was also agreed to have a face to face meeting in Queenstown by the end of March to go through the programme objectives, marketing tools available and brief about the way forward. M Davidson is to set this up.

b) NZSIA FUNDamentals Programme Proposal – The FUNDamentals Programme is now managed by the NZ Snowsports Instructors Alliance and we have received a proposal inviting the NZSIF (Go Snow) to sponsor the programme.

After discussion it was agreed that the NZSIF would not commit funds to the programme this year due to our commitment to Go Snow. M Davidson is to contact the NZSIA to advise of this decision but also advise that members of our Executive would like to meet with NZSIA to start developing ideas that have mutual benefit to both organisations. It is noted that the FUNDamentals programme includes engaging staff for such things as social media, and this could be of interest to the NZSIF – shared resources.

6. PRODUCT TESTING PROGRAMME 2019:

a) Dates:

Thursday 20 June Coronet Peak – Industry Product Testing
Friday 21 June The Remarkables - Industry Product Testing
Saturday 22 June Cardrona – Industry and Public
Sunday 23 June Cardrona – Industry and Public

NZ Ski and Cardrona have confirmed these dates.

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

M Davidson was asked to contact Cardrona to see if we could run the programme there on Friday and Saturday instead of Saturday and Sunday. M Davidson advised that Real Journeys is sponsoring the Queenstown Winter Festival and its flag ship event Dog Derby is being held at Cardrona on Friday. There may not be room for us on this day. The question should still be asked.

Function – Friday night in Wanaka – Jack Rabbit was suggested again as the venue. Athlete involvement after one of our most successful international seasons on record – World Champion, X Games Champion (snowboarding), World Junior Champion (alpine) is a possible theme for the night.

Wanaka Exec members were asked to come up with ideas for the function.

b) 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.

4 options:

1. No subsidies
2. Status quo – Same amount paid by participating wholesaler
3. Stagger subsidies depending on location of wholesaler:
 - \$1200 Southern Lakes
 - \$1000 Canterbury
 - \$700 North Island
4. Wholesalers subsidise their own accounts to be there as required

Moved: S Drinkwater

Seconded: S Knight that the status quo option be implemented for 2019.

CARRIED

c) North Island Event - Industry day/days (2) at Whakapapa with or without demos to celebrate NZ's first full gondola operating at a NZ ski area. It was agreed that this should go ahead. In the first week (Wednesday 24 – Friday 26 July) that schools go back for term 3 is the best option. The event could include public demos, organised transport for members and a lunch at the Knoll Ridge restaurant (top of gondola).

S Drinkwater will discuss this with RAL.

7. TRADE FAIR 2019:

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

b) Trade fair Budget – The budget will be prepared for the June meeting. The agreement (2 years) with Peek Exhibition has been signed. The cost of panelling is the same as 2017 and 2018. Freight charges have increased by \$250.

8. GENERAL:

a) Workforce Survey – Skills Active – This survey was sent to members via Survey Monkey. It was a short survey and members were asked to respond by 18 January 2019. Not many responses but some of the qualitative answers were as expected. Feedback was circulated with the agenda.

The meeting concluded at 3.10pm.

Signed as a true and correct record:

President: _____

Date: _____