

**MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING
CORONET PEAK QUEENSTOWN
ON THURSDAY 20 JUNE 2019 AT 2.00PM**

1. PRESENT:

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

2. APOLOGIES:

John Knight
Jen Langton

3. MINUTES OF LAST MEETING 26/03/2019:

Moved: C Cochrane

Seconded: S Knight That the Minutes of the meeting held in Queenstown on Tuesday 26 March 2019, as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING:

a) Go Snow Programme – After discussions at the last two meetings and subsequent emails there was consensus that the NZSIF does not embark on a campaign this year.

Strategic Creative was however engaged to prepare a presentation for the NZSIF to use when discussing domestic marketing with other organisations. This happened at the SAANZ Marketing Committee meeting in early May. Snow NZ (website development combining Snow HQ and Snow.co websites) also presented at this meeting. Nothing concrete has emerged to date however it is understood that the SAANZ Marketing committee will get involved in domestic marketing at some stage.

J Smith advised that the ski areas are considering a 'Take a Mate' campaign. SAANZ is not supporting a central portal at this stage.

The Exec still believes that 'one voice' is the way to go and is keen to continue discussions with Lawrence Smith (Snow NZ) about opportunities he may have once his website and social media is established. There is scope to include the NZSIA and SSNZ going forward. It is recommended that we meet with Lawrence Smith before October.

5. FINANCE:

The draft annual accounts for the 1 April 2018 to 31 March 2019 period have been prepared. These accounts will be presented to members at the AGM in October. The 2019 2020 budget is attached and includes actual figures for 2018 - 2019.

6. PRODUCT TESTING PROGRAMME 2019:

a) Budget - The budget for the programme was circulated with the agenda.

b) Wholesaler Set-Up – 16 wholesalers are participating.

Wholesalers – Alpine Sports Ltd (joined as a new wholesale member), Allsports, Blacklight Distribution, Bobo, Brandex, Burton, Gravity Sports, Jones Bros, Momentum Sports, Mons Royale, Principle Distribution, Rush Distribution, Solis, Sportive, Summit Collective, UG Manufacturing.

All wholesale participants have been invoiced for \$1200 plus GST to cover retail subsidies.

c) **Function** – The function is at Jack Rabbit in Cardrona Valley Rd. 120 attending. Cardrona has invited members to join them in the Base Bar for a drink at 4pm on Saturday.

7. TRADE FAIR 2019:

a) **Trade Fair Budget 2019** – The budget was circulated with the agenda. The budget is based on selling 1000 square metres at \$65 per square metre. This is an increase of \$5 per square metre. The cost of the venue has increased this year (first increase in four years) by \$3.5K. The recommended increase will help recover the venue cost increase. It is expected that we will sell less space this year due to the clash of dates with the SIA trade fair in Australia. The proposed budget generates a surplus of \$13,000.

It was agreed that the square metre rate be increased from \$60 per square metre to \$65 per square metre and the non-member rate increase from \$120 to \$130 per square metre.

b) **Trade Fair Programme -**

Tuesday 15 Oct	8.00am – 5.00pm	Exhibitor Set Up
	5.00pm	Executive Meeting – Events Centre
	6.00pm	Wholesalers Meeting – Events Centre
Wednesday 16 Oct	8.30am – 6.00pm	Trade Fair open
	6.00pm	Retailers Meeting – Events Centre
Thursday 17 Oct	8.00am – 8.15am	AGM – Queenstown Events Centre
	8.30am – 6.00pm	Trade Fair open
	7.30pm – 12.00pm	Trade Fair Theme Party – Winnie Bagoes?
Friday 18 Oct	8.30am – 2.00pm	Trade Fair open
	2.00pm	Exhibitor pack out
Saturday 19 Oct	9.00am – 4.00pm	On Snow Day Cardrona (Subject to snow)

c) **Trade Fair Party** – Last year the trade fair party (themed – Vegas) was held at the Yonder Bar. It was agreed to approach Winnie Bagoes for the party.

8. GENERAL:

a) **Pro Deal Structure** – S Drinkwater advised that after discussion with C Cochrane a new pro deal structure is recommended. The reason for this is to simplify it as follows:

1. Honoured where stock is supported by the wholesaler
2. Wholesaler Provides Retailer with 20% discount
3. Retailer Provides ski instructor or Ski Patroller with 30% discount
4. Custom fitting is an additional cost to be paid by the ski instructor or ski patroller
5. Wholesaler takes order request from retailer. Wholesaler pick, packs and dispatches
6. Retailer discusses product options with instructor/patroller. Has try on fitting. Confirms the decision, orders the boots.
7. Upon boot arrival, the retailer contacts the customer, gets them in and charges them additional labour for the custom fitting process
8. End Result = great experience, ski instructor speaks positively about retailers and brands.

Ski Boot	RRP	Discount	Deal price	W/S	Discount	New W/S	Freight	GM% Retail	GM W/S
Brand	\$1299	30%	\$909.30	\$665	20%	\$532	\$13	32.7%	7.4%

8. NEXT MEETING:

Tuesday 15 October Queenstown 5pm.

The meeting concluded at 2.45pm