

**MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING
HELD AT THE QUEENSTOWN EVENTS CENTRE
ON TUESDAY 26 MARCH 2019 AT 11.00AM**

1. PRESENT:

Sean Drinkwater President (Skype)
Jay Smith
Simon Knight
Jen Langton
Charlie Cochrane
Miles Davidson Secretariat

2. APOLOGIES:

John Knight

3. MINUTES OF LAST MEETING 11/3/2019

Moved: S Knight

Seconded: S Drinkwater That the Minutes of the teleconference meeting held on Monday 11 March, as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING:

a) Product Testing Programme and Dates – An approach was made to Cardrona to see if we could change our dates from Sat 22 and Sun 23 June to Fri 21 and Sat 22 June.

The Events Dept advised that there was not room for our exhibitors due to the Queenstown Winter Festival events (dog derby) being held on Friday.

Dates:

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

Jack rabbit is to booked for Friday 21 June.

C Cochrane would like to see one industry day at Queenstown ski areas and one industry day at Wanaka (Cardrona). This is to be considered next year and is dependent upon which ski areas are involved. There is no guarantee at this stage that it is an annual event at NZ Ski areas.

S Drinkwater is discussing the proposed North Island event with RAL management currently.

5. GO SNOW MARKETING PROGRAMME 2019:

a) Brain Storming Year 2 – C Cochrane led the Exec through the report prepared after the 2018 campaign. Financial summary:

\$100,000 on term investment – matures 27 April 2019
\$19,300 marketing fund revenue 2018/2019 financial year
\$40,000 spent from 2016 and 2017 marketing fund (funds not used over this period)
\$51,000 spent on 2018 campaign
\$19,000 over spend (2018 budget \$32,000)

The Go Snow campaign was established to engage new and lapsed participants (ski and ride).

How to Dad – trying to increase participation in snow sports and reach a wider audience through social media and 'How to Dad's high number of followers (everyday kiwis).
2 videos produced and distributed through social media

Rebranded Go Snow and designed and launched new website with links to facebook and instagram. The website needs improvement as there is nothing on the site to encourage participation and it needs relevant content helping potential participants get started.

Is it the NZSIF's role to do social media? Can the NZSIF expect to increase participation on its own? There is support for a collaborative approach with SAANZ, NZSIA and SSNZ to achieve growth.

J Smith is representing the NZSIF on the SAANZ Marketing Sub Committee and advised that he has arranged a call with Paul Anderson (Marketing Committee convenor) to discuss domestic marketing. P Anderson joined the meeting by phone and advised that the SAANZ Committee is established to coordinate marketing activities. This year the priority is to ensure that the campaign in partnership with Tourism NZ (TNZ) aimed at the Australian market is successful. This campaign's budget is \$1million and it is important to get it right.

The marketing committee will be looking at domestic marketing in 2020. There is an appetite within the SAANZ membership that this happens and involving other national snow sports bodies will be encouraged. This is one of the reasons why Jay was invited onto the committee. The marketing committee will be meeting on Thursday 2 May and J Smith will be attending. This meeting will be looking at domestic marketing on a collective basis. The Exec thanked Paul for his input.

Go Snow:

Goal

- Grow participation
- Direct consumers to our members

Why

Feels good/Fun
Family Event
Social
Explore/Adventure
Recreational/Health
Sustainable/nature
Competition
Commit for life

How

Campaigns: athlete school visits, subsidise transport, run school ski weeks
Branding
Events
Digital marketing
Hub
Industry wide buy in
Lifestyle tool
Athletes
PR

Who

New and lapsed participants
'Maybes'
Children/families

What

Engage/Comms
Database
Convert
Information
Interaction

When

Go Snow proposal by 2 May
Joint domestic marketing 2020

Go Snow 2019

It was agreed that launching Go Snow campaigns in isolation was not going to impact on growth. The NZSIF needs to partner other snow sports organisations to achieve this.

In 2019 there is support for the following:

- Website content improvement and engagement (including members)
- Developing an APP for snow users
- Creating an industry hub
- Prepare Go Snow proposal (present to SAANZ May 2)

Website – Suggested content:

Industry News

First timers' information (what you need)

List retail and rental members

Snow reports

Ski area images and links

Correct facebook link (still links to old website)

b) Brief and Budget

Brief Strategy Creative to look at the above improvements to the website and provide a quote. Circulate to Exec for approval.

Also request agency to provide a quote to prepare a proposal (10 pages approx) for the SAANZ marketing meeting.

Once the quotes are assessed the budget will be presented for approval.

6. GENERAL:

a) Trade Fair – M Davidson reported that the venue agreement has been received. The QLDC has increased its rates for its venues this year. First increase in 4 years. Costs for the 2019 trade fair have increased overall by \$3200. The agreement will be signed.

It was noted that less space will be sold this year due to the clash with Australian dates - potentially less Australian exhibitors. It is suggested that buyer lounge areas be expanded either on the mezzanine floor or in the main auditorium depending on space allocations.

The meeting concluded at 3.25pm.

Signed as a true and correct record:

President: _____

Date: _____