

MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING
ZOOM
ON THURSDAY 20 MAY 2021 AT 4.00PM

1. PRESENT:

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

2. APOLOGIES:

Emma Pettengell
Jen Langton

3. 2021 TRADE FAIR:

(a) Location and Venue – Wanaka is the preferred location for this year's trade fair acknowledging a greater number of buyers (retailers) from throughout NZ also prefer the Southern Lakes region hence more attend which is what exhibitors want.

S Drinkwater advised that a decision is required regarding venue approval. The Edgewater Resort is being recommended due to it being able to offer apartments and conference room space for sales meetings. It will become the focal point for the Trade Fair from Sunday (set up) 17 to Wednesday 20 October. This format enables the NZSIF to keep costs down for exhibitors compared to hiring a large venue to fit 20 exhibitors and charging them for space.

He added that a motion to accept Edgewater as the trade fair venue has been received from Emma Pettengell.

Moved: E Pettengell

Seconded: S Drinkwater That the Edgewater Resort be approved as the 2021 Trade Fair venue.

CARRIED

b) Exhibitor Participation Fees – The Executive has received feedback from a few members criticising it for deciding to return to the Southern Lakes for the 8th year running. It is felt by some that the new format, using hotel/apartment facilities, the trade fair should be able to move to other regions in NZ.

Last year at Cardrona and earlier this year members suggested that the Exec consider offering travel incentives to wholesale members based outside of the Southern Lakes to ease the financial burden, returning to the Southern Lakes. If the Exec agreed to offer travel incentives, it could be done by reducing the participation fee depending on where the wholesale member is based. An example could be 2K for Southern Lakes wholesalers, \$1K for Canterbury wholesalers and \$300 for North Island wholesalers.

The NZSIF traditionally has sold space at a venue for the trade fair, and this has generated revenue for the NZSIF to cover costs including the venue hire. Under the new format the NZSIF still needs to generate revenue to cover costs of renting conference room space, panelling, event fee and social functions. As experienced in 2020 at Cardrona each exhibitor was charged a participation fee and it is recommended that each exhibitor be charged a participation fee in 2021 to cover these costs.

The participation fee is considerably less than what exhibitors paid when hiring the Queenstown Events Centre. Feedback from wholesale members suggests that many do not have the appetite to continue paying venue hire and that they support a cheaper option like the format introduced in 2020.

The trade fair budget will be prepared when costs for panelling are obtained from Peek Exhibition. It is anticipated that the NZSIF will need to generate \$25 - \$30k for this year's event. Based on 20 exhibitors attending the participation fee could be \$1500 approx (split evenly) each.

This is a very favourable rate when considering what exhibitors used to pay. It is also acknowledged the display space available at the Edgewater Resort is not big enough to cater for 20 exhibitors if all decided to have display stands. With twenty plus exhibitors requiring space the NZSIF would probably need to look at hiring a venue again and costs to exhibitors would increase considerably.

By having local wholesale members (estimated 6) holding sales meetings at their Wanaka premises means that the venue should be able to accommodate 14 exhibitors from out of town either in the conference rooms or apartments.

Moved: C Cochrane

Seconded: J Smith that the NZSIF generate revenue for this year's trade fair by charging all exhibitors (including Wanaka wholesale members) a participation fee, divided equally amongst all exhibitors to meet outgoing costs to run the trade fair.

CARRIED

4. Product Testing Southern Lakes – An invite has been received from Hamish Acland Mons Royale to host the Product Testing party in Wanaka. Mons is keen to host this because it is difficult to have any engagement with the retailers with its buying cycle. Mons has launched new branding and is keen to have a party to celebrate the hard work.

Hamish is suggesting games to drive interaction, meeting new people other than hardware members, inviting snow sports athletes, promote Sam Master's Free ski book.

It was agreed to accept the invitation and M Davidson was asked to liaise with Hamish to set it up and discuss the recommended date Friday 2 July. The Wanaka Exec members offered to help with the logistics if required.

Two venues are suggested – The District Club and Base Camp (Cardrona now occupies the area where Jack Rabbit was).

The meeting concluded at 5.20pm.

Signed as a true and correct record:

President: _____

Date: _____