

NEWSLETTER



ROUND UP OF 2008 & INTO 2009

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Lincoln University Orientation



Some reasons to use www.snowpool.org.nz this season

A lack of transportation stops new members coming to sample our fields

Be an ambassador for your field, showing potential new members how it's done.

Share gas costs

Less cars in the car park

Reduce your carbon footprint

Hi Folks

In this issue have included a summary from the **SAANZ** Conference & Meeting held in November I would be happy to discuss points further with people and also have some speaker presentations available on CD.

At the end of February I was busy promoting the club fields to students at Lincoln **orientation week** Market day and promoting the 2009 Ski sale & Snowshow and the Snowpool website for 2 days from the Chill stand at Canterbury University. This and the creation of a database for promotion and marketing were two important recommendations from the CSA marketing group meeting last November.

The **Snowpool** website was of particular interest to students and will hopefully enable them more access to the club fields this winter. I would encourage you to log your car trips to the snow if you have space in your car, making it possible and accessible for people to sample our ski fields.

Cheeseman **Ski Sale & Snowshow** committee members are full steam ahead with preparations for this year's event, to be held 2/3 May again at Addington Raceway. We hope it will be well attended and that people will see it as a way of keeping costs down in a sport they love. If you would like to volunteer at this year's event goto www.skisale.org.nz.

Congratulations to Mt Cheeseman who again won the **Snowco New Zealand Small Ski Area Service Supreme Award**.

I had a great opportunity to hook up a young boy with physical disabilities with the services of **Disabled Snowsports Canterbury** for his school ski trip. Just 2 days before his trip I went and completed a Kiwiski program at the school, noticed him in the class and when I discovered he was going to be 'watching' on the ski-trip, was spurred into action to get him skiing. His teachers and parents had no idea a person in a wheelchair could 'ski'. What a great day he had!!



Hopefully the success of our athletes (disabled included) in the Northern hemisphere should be encouraging to those wanting to take up a snowsport.

Thankyou to The Canterbury Community Trust, Pakworld and ACC for their support last year. We are excited and hopeful we will have their support again this year. It is great they see value in what we are doing!

Jane Clifford
Executive Officer CSA.

A SPECIAL THANKS TO.....Jonathan at PAKWORLD for his support printing Ski Sale material, our posters and brochures. Jonathan is a very keen skier and now has his whole family out there trying many different NZ ski areas.
THINKING CARTONS , THINK PAKWORLD www.pakworld.co.nz



INDUSTRY NEWS

SKI AREAS ASSOCIATION OF NZ (SAANZ) - 2008 CONFERENCE

Jane's brief summary points from the SAANZ meeting and Conference.

Please call me if you want more details or to discuss.

- ❖ The collated total for 2008 is 1,402,000 – this is the highest recorded surpassing 1,401,000 in 2006.
- ❖ 2008 Visitor stats to NZ ski areas 26% Students, 56% NZ, 30% Aussie. Average age 33 Travel agency bookings down, website/ FIT bookings up.
- ❖ TIA were saying the tourism industry is being taken more seriously by Govt. as it is not going to go 'offshore' thus becoming increasingly important for our country's economy.
- ❖ Poma Palmer from DOC Canterbury Conservancy was saying DOC would rather look at supporting more use of already developed sites where land is already compromised than new ventures on undeveloped land. It would be favourable to support high impact summer activities such as downhill MTB on already modified terrain. Skiing is the most popular activity on 'public conservation land'.
- ❖ **MARKETING SPECIFIC** summary =Although the presentation from John Armstrong from Mammoth Mountain Ski Area was talking about what is now a large operation, some of the principals would most certainly apply to issues facing smaller ski areas and clubs.

He stressed the importance of meeting the needs of Generation X age 32-43 and especially women in 40s who have a tendency to drop out of skiing and take the family with them (*Not the women I know!*) it is important to attract and keep these people with safety, childcare, family fun opportunities, kid's lessons for example. He also mentioned that some of the most successful terrain park areas have been the mini-parks that catered for small children and which parents can do with their children. (Now, to my reckoning you do not need heavy equipment to make something like that, if you want to attract families)

At Mammoth, John said they have put a lot of emphasis on the experience for newbie's from arriving through ski rentals, lessons, food etc.

Putting instructors in rental department and the importance of 'getting a good fit of gear' first time, as people do not want to go back inside to change something not right.

John said there has been a huge increase in 1/2-day lessons as people want to learn quickly in the 'instant gratification' culture. Thus, prices for private lessons have been put up. This was confirmed by a small NZ commercial field that did exactly that and it seemed price did not put people off.

Mammoth has done a lot of work trying to get back 'lapsed skiers' and to get 'never beens' to try their ski area.

One way that has also been tried by large commercials here in NZ was to have a great deal (50% off) for a limited time for Season pass holders to bring a friend. The added benefit is the regular skier will also help guide their friend through the experience.

Mammoth was facing the same issues as other Sports providers for attracting teens. Participation has dropped off in this age group.

Strategies they have seen success in have been, celebrity clinics, camps, night park/programs (4pm onwards) tubing and café and linking with a skate/ board sponsor.

The mountain also texts season pass holders when they are opening certain areas for fresh tracks.

The following presentations made at the SAANZ Conference in November are available on CD Rom from the CSA office.

1. Two Presentations from John Armstrong Mammoth Mountain.

- Strategic planning, services and sustainability – the changes Mammoth has made in the last

"2008
Skier days
highest on record"

"Marketing ideas"



10 years transitioning from a family run traditional business to a modern corporation and through two sales to its present scale and level of operation.

- Impact of snow school, race dept and youth action sports – Service aspects initiated by Mammoth to achieve the current level of operation – snow school initiatives undertaken by Mammoth – supported by the PSIA and information from NSAA.

2. *Tourism Industry Association (TIA)*

Tim Cossar CEO and Geoff Ensor Sector Manager

Lifting Our Game – TIA has just released its Election Manifesto containing 6 priorities for NZ Tourism for the next election term and the actions the industry seeks from Government. Also the Tourism Strategy 2015 and other TIA initiatives.

3. *DOC*

Poma Palmer Canterbury Conservancy - The review of Canterbury's Conservation Management Strategy (CMS) is underway. Doc is carrying out an initial consultation process before a more formal submission process.

4. *Graham Strickert (Lincoln University)* - PhD Candidate - Natural Resources Engineering Group – presented research looking at ski area stakeholders' perceptions of risks associated with potential earthquakes affecting ski areas.

Other SAANZ info:

Climate Change Research – The application to the Foundation Research and Science Technology (FRST) has been successful. NIWA will now receive funding from FRST to proceed with the project. The total cost is \$185,000. As far as SAANZ's contribution is concerned the breakdown is as follows

Occupational Skill Shortages List - A submission to the Dept of Labour was prepared and submitted by 13 August 2008 to include terrain park senior staff, groomer operators, race and event senior crew and senior patrol staff on the Immediate Skill Shortages List (ISSL) effective 1 December 2008.

We have been advised by the Department that the updated lists will not come into effect until 3 March 2009. Implementation has been postponed so the Department can upgrade its systems to ensure future stability. By March 09 the upgrade will be complete.

Guidelines for a Ski Area Safety Management Strategy – In 2004 this document was reviewed, rewritten and presented to SAANZ. The NZ Mountain Safety Council was commissioned to undertake the project on behalf of SAANZ.

It is timely to review the strategy's purpose, relevancy, usefulness and benefits to ski area operators. It is now 5 years old and there have been sufficient changes to legislation and technology to warrant a review of the document.

Recommendation – That SAANZ request NZMSC to provide a proposal for consideration to review/update the strategy including costs.

S Schreiber reported that the Department of Labour are looking at the standard of the document and recommends that SAANZ reviews the current document. It does need to be kept current and members agreed that the recommendation proceed. M Davidson is to invite NZMSC to provide a proposal for consideration

NZ SNOWSPORTS INSTRUCTORS ALLIANCE:

The NZSIA agreed at its recent Executive meeting that the names of its qualifications across all disciplines will change and will be known as:

- Level One Certification (replaces CSI)
- Level Two Certification (replaces stage 1)
- Level Three Certification (replaces Stage 2)

This is taking immediate effect and will be in place for the 2009 season. The new names are consistent with levels in other countries particularly the US and Canada

*“TIA membership
through CSA –ask
about benefits”*

*“New skills in DOL
Occupational Skills
Shortage list”*

*“Snowsports in top 20
NZ activities”*

SNOWSPORTS NZ

Below are extracts from SSNZ December newsletter

BY THE NUMBERS...BY Ross Palmer (CEO)

Sport & Recreation New Zealand (SPARC) recently released its Active New Zealand Survey and I'm pleased to report that snow sports has broken into the top 20 most popular activities, with more than 206,000 New Zealanders indicating that they have either skied or snowboarded in the 12 - month period covered by the survey.

I'm told this raised a few eyebrows at SPARC, especially considering that snow sports' ranking put it within a stone's throw of netball and basketball, and only 30,000 participants shy of one of our national sports, cricket.

Even more encouraging is the fact that if one removes 'activities' from the rankings (e.g. non - sports such as walking, gardening, dance, etc.) snow sports moves into 13th position amongst the most popular sports. And while touch rugby ranked marginally ahead of snow sports in terms of participation, neither rugby union nor league even made the list!

Now comes the hard part. How do SSNZ and its member sports capitalise on this information to fuel continued growth in snow sports? And how do our member sports reach out to these participants to grow membership?

These are just two of the obvious questions that arise from the survey, questions that will be answered, to some degree, during the annual planning process that SSNZ and each of its member sports is currently undertaking.

WINTER GAMES

Winter Games NZ announced a change of dates for next year's (2009) inaugural event that is destined to be the largest winter sports event outside of the Winter Olympics. Winter Games NZ, which is expected to attract over 800 of the world's elite

snow sports athletes, will now take place a week earlier from August 22 to 30, 2009.

Winter Games NZ will take place at Coronet Peak, The Remarkables, Cardrona Alpine Resort, Snow Farm, Naseby and Dunedin from August 22 to 30 next year and will feature disciplines of alpine skiing, free skiing, x - country skiing, snowboarding, curling, ice skating and adaptive snow sports.

For full story: www.snowsports.co.nz.

*“Winter Games in
NZ”*

ADAPTIVE NEWS

SUPPORT DSNZ

Become a 'Friend' of Disabled Snowsports NZ. Friends enjoy a quarterly newsletter, invitations to special events as well as special snow sports industry discounts. To become a Friend of DSNZ, fill out and return the form with a \$20 donation.

Download the form: www.disabledsnowsports.org.nz/Donation/patron.html or con-

DRINKING WATER ASSISTANCE PROGRAMME

tact Libby Blackley on 03 443 4085 ext 2.

There is information on the on the Ministry of Health's website <http://www.moh.govt.nz/moh.nsf/indexmh/drinkingwaterinnz-assistanceprogramme>. Any supplier serving fewer than 5000 people can participate, and there is no charge.

If you would like more information please call Jane at CSA or Kathryn (details below).

Kathryn Russell

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SNOW REPORTING

SNOW REPORTS ON RADIO STATIONS

I have been talking to radio stations about using web pages from Snowco or met-service to read snow reports. This will give the programmer all the information on one or two pages and save working with faxes. Will report how this is progressing.

383 8888 CSA SNOWPHONE

Statistics will be available soon for last season's phone usage.

The Snowphone radio advertising campaign will be similar to last year but with a 'freshen up'. The 3 ads with the names of the Skifields rotated constantly throughout each day will be on ZM, Newstalk ZB, Classic Hits and Radio Hauraki. Again, this will help promote greater brand awareness for the Skifields using the CSA snowphone



SNOWCO NEWS

www.snow.co.nz (Snowco), www.snowTV.co.nz (SnowTV) and www.snowco.mobi (on your mobile phone) will be re-launched again this May using new smarter software that will allow 'Pro Bloggers' to keep you updated from many different locations throughout the country. Of course the slightly different look will still enable you to see the snow reports, webcams, bulletin board, event coverage, the 'Thursday Afternoon Video Update', and other current features.

More importantly for the clubs, Snowco will be updating its pages about the ski clubs. Updating mapping software from Google will enable Snowco to show the location of all club buildings using Google's web API on the webpage. Each club has the opportunity to contact Snowco to upgrade their free text listing to a 'Premium Listing' that will include a photo of the club and the use of this 3-dimensional software showing the location of the club building on the mountain or wherever it is.

Snowco will also be to its viewers a free file which can be downloaded and opened in Google Earth that will show the location of all clubs in New Zealand (that have a Premium listing on Snowco).

If club committee members have any questions about this or anything else on Snowco please David Scott (d.scott@snow.co.nz).

CSA SKI SALE & SNOWSHOW 2009 2/3 MAY

If you want to volunteer to work at this event goto www.skisale.org.nz
You will get a 50% discount voucher for MtCheeseman Ski Area for every shift you work.

If you have a workplace that could use a few Ski Sale posters, please also let us know.

We want to tell as many people as we can about the event OF COURSE!!



*"Ski clubs on Google
Earth"*

*"Can we put a ski sale
poster up at your
workplace?"*

We're on the web!
www.skisouth.org.nz

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