

canterbury snowsports association (inc)

NEWSLETTER

Feb 08

Hi again Folks

Happy New Year. I have just returned from maternity leave and now have a son, Walter, a brother for Sadie. He was born on October 30th.

Since having so much spare time (ha ha) I managed to read my copy of '75 Years on Cockayne' that had been sitting on the book shelf at home. I was amazed what a great page-turner it was and I read every caption and note along the way. It gave me a real insight into the history of Canterbury Skiing, "we youngsters don't know we're born" so they say. The book is sooo good I feel compelled to recommend it to all clubbies it would make a great pressie! (See details later in the newsletter).

A very special thanks to **New Zealand Community Trust** who have granted us \$6000 and **Mainland Foundation** who have made a \$3000 grant towards our operational costs. I trust they see good value in what we are doing.



The '2007 Snowco New Zealand Small Ski Area Service Awards' was this year awarded to Cheeseman. See the web page below for the clean sweep by Cheeseman and Rainbow of the individual awards. Well done to those fields!

http://www.snow.co.nz/serviceaward/2007_smallresults.asp

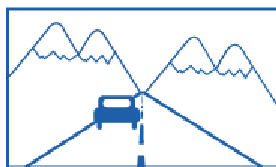
I am always keen for comments on our new look website www.skisouth.org.nz

MARKET RESEARCH

Last year nobody completed the market research forms I sent out. I guess we need to consult again on the best way of collecting this info. I am sure it would be useful information for your field as well as for justifying our marketing spend in certain areas. There were 2 options, one the customer would complete when filling in details for their Tow Belt, the other, the ticket office person would just ask the customer and tick. (see appendix 1 of this newsletter)

Jane Clifford
Executive Officer CSA

P.S. I get a bit lonely here in my office sometimes, and welcome phone calls and emails from members



www.snowpool.org.nz

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

- 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 when going skiing

Industry news

SKI AREAS ASSOCIATION OF NZ (SAANZ)

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

State of the U.S. Ski Industry, Reasons for Optimism in the 21st Century
NSAA Key Metrics for Success and Growth

By Michael Berry, President, National Ski Areas Assn

SnowScope: Snowpack, weather and avalanche Geographic Information System for Skifields
Managing your data for the future

An update on snow and climate change research

By Dr Jordy Hendrikx NIWA Snow and Ice Scientist

Members reported statistics for the 2007 season. The total ski area visits (provisional) including the club ski areas is 1,286,260. This compares to 1,401,140 in 2006 and 1,333,000 in 2004.

Wage Rates 2007 – 10 returns were received (including 3 from club fields) with 2007 rates and this information was distributed to those who contributed.

ACC Risk Group –

It was recommended that SAANZ prepares a case to ACC on a collective basis to change its risk grouping. Such a case should be prepared by an expert in this field if SAANZ is to make any headway in the future. If at all successful it will pay off in the future.

DOC - Outdoor Recreation Strategy for NZ – It was reported that one of the main recommendations to come out of the 2006 DOC Recreation Summit was to prepare an Outdoor Recreation Strategy. SPARC has been charged with developing an outdoor recreation strategy for the sector. DOC is working with SPARC and the public on this initiative.

The review is looking for ways to maximise the value of outdoor recreation to New Zealanders. The review offers an opportunity for the tourism industry to identify its place in offering outdoor recreation opportunities and highlight barriers or opportunities in the sector. TIA is representing the tourism industry in the review and TIA's questionnaire was completed on behalf of this industry. It is expected that a draft of the strategy will be available mid 2008.

TIANZ membership

Bring the cost of your club's Merchant Banking charges right down!

Don't forget It is time to apply for your membership to TIANZ. Club treasurers should all be aware by now of the benefits of this membership.

Please call me for more info or visit www.tianz.org.nz You need to get an application form from CSA and apply through us to get the special rate negotiated by the SAANZ for it's members. Cost to join is \$100 plus GST.

Avalanche Management Control programme

S Schreiber reviewed the current situation and added that the proposal to implement the Management Control programme is the best response the NZMSC can come up with for ski area snow safety officers who are keen to get it under way. The NZMSC is responding to approaches and discussions with ski area snow safety officers

It was agreed that M Davidson circulate a funding proposal for the Avalanche Management Control programme to members. The funding proposal is to be based on \$15,000 for major areas and \$5,000 for smaller areas. Contributions are to be spread over two years.

Injury Prevention programme

The major new initiative this year was the launch of the Sport Smart website. Access to the site allows participants to design plans for pre season conditioning programmes, fitness and nutrition and warm up exercises.

It was reported that the ACC is not funding wrist guards for areas to distribute with rental boards. Some areas continue to offer wrist guards free of charge with rental boards however the areas are purchasing the guards themselves.

Some areas have applied to regional ACC offices and have received some funding to support the purchase of wrist guards.

SNOWSPORTS NZ (SSNZ)

(Below are extracts from the SSNZ Newsletter.)

As you are aware the most significant and valuable news is the appointment of Ross Palmer as **SSNZ new CEO**. The Board and staff of Snow Sports New Zealand is pleased to welcome Ross to lead us into the future, following the re-structure of our organisation. The appointment marks a significant step forward for SSNZ in its drive to unify member associations under one umbrella organisation, and to create what Roger Miller calls "an efficient, 'one team' approach to driving snow sports in New Zealand."

Ross will be based in Wanaka from the beginning of March.

Over the last few years Stu Waddel has steered SSNZ first as its Convenor and more recently as a very effective acting CEO. To him we owe much.

SSNZ has submitted its **No Exceptions Policy and Statement** to SPARC for comment. This has been drafted as part of the work Libby has been doing to integrate Adaptive Snow Sports into SSNZ. We are making good progress with Libby's work and hope to have additional support to employ a SSNZ No Exceptions Officer – Snow Sports For All. SSNZ No Exceptions policy will be available to perusal shortly.

2008 SSNZ Awards Evening

The Annual Snow Sports is a fantastic way to highlight the successes of all involved in the Snow Sports environment. Planning for the 2008 SSNZ Awards Dinner is underway and your feedback is important in making this a night to be remembered. The Awards will be held in Wanaka at the beginning of June.

Winter Games move in

The Winter Games office has been established together with Snow Sports NZ at Basecamp in Wanaka. Its first fulltime employee, Mags Helles, has started as Administration Manager.

Snow reporting

www.snow.co.nz

Remember Snowco has a 6-day detailed forecasts for every ski area; a first for New Zealand.

<http://www.snow.co.nz/forecast/>

As well of course;

- Snow reports with the most complete set of webcams
http://www.snow.co.nz/snowreports/report_index.asp.
- Competitions <http://www.snow.co.nz/clubs/competitions.asp>
- Ski Club information <http://www.snow.co.nz/skiclubs/>
- Snow graphs <http://www.snow.co.nz/graphs/graphs.asp?skiArea=36>
- and a snow pack summary (viewable from Scotty's Comments).
<http://www.snow.co.nz/>

www.snowreports.co.nz

NZ Met Service Website – At the last meeting areas were asked to supply daily reports to the Met Service directly through the website to eliminate the need for faxes. This was achieved by the Met Service entering an agreement with www.snow.co.nz to supply all ski area reports directly to the Met Service. This eliminated the necessity for areas to enter the data twice for each site. The Met Service reports that this arrangement worked extremely well and in addition the agreement was extended to additional web cams.

In August the mountain and ski area section had 117,000 unique browser (individual log in) sessions up from 67,000 unique browser sessions in August 06. For August the page impressions (number of pages viewed) reached 918,968. This is an average of 8 pages per unique browser session.

The text 4-snow service traffic doubled this year up from 10,000 texts in 06 to 20,000 in 2007. A 2-day forecast service was added this year.



383 8888 CSA Snowphone

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

The Snowphone radio advertising campaign will most likely be the same as last year.

Below is the script for the ads on ZM, Newstalk ZB, Classic Hits and Radio Hauraki. There are 3 ads with the names of the Skifields rotated constantly throughout each day. We hope this will help promote greater brand awareness for the Skifields fields using the CSA snowphone.

V1: To ski... Or not to ski... That is the question...

V 2: If you DO decide to ski this season, the choices get even tougher, with 11 ski fields in Canterbury...

V 1: Great fields like Temple Basin,

V 2: Mount Cheeseman,

V 1: Broken River...

V 2: And Porters...

V 1: Talk about spoilt for choice!!

V 2: So get skiing this season...

V 1: But before you go, check the latest ski conditions on the CSA Snow Phone 383 88 88

V 2: If you're skiing or boarding the back country, visit avalanche dot net dot nz, the Mountain Safety website.

V 1: Get skiing this season!! But before you go...

V 2: Check the snow - on the CSA Snow Phone - 383 88 88.

2008 CSA Ski Sale & Snowshow

Planning is underway with Fox Peak in charge. If you want to volunteer please check our website in March.

Read All About It!

'75 Years on Cockayne'

Cheeseman Ski Club

Celebrates 75 years of skiing on Mount Cockayne.

Tales of hand-hewn huts, dodgy roads, cars and people with character; memories of friendships, fun and family times spiced with trials by fire, storm and avalanche.

This quality hardback, illustrated with more than 200 photographs, describes the people, events and developments that have been part of Canterbury's first ski club's continuing story.

300pp. \$69.95

"I'm neither a skier nor a Cantabrian, but this book made me wish I was both"

(New Zealand Geographic May – June 2005)

Limited edition of 1000 - copies still available

Don't miss it!

Available only from: **office@mtcheeseman.co.nz** or Ali **03 351 5672**