

csa@skisouth.org.nz



www.skisouth.org.nz

canterbury snowsports association (inc)

EARLY SEASON NEWSLETTER JULY 2005

As the new Executive officer, I would like to say "greetings" to those I have not already had contact with in my first four months. I am still finding my feet with the help of Sue Bridgewater who is poised at the end of her phone awaiting my questions! OK it's not quite like that but Sue has been a great support during this handover period, with a big thank you also to those who have helped 'fill in the gaps', I am now beginning to gather speed!!

My background is in special needs teaching and management, so this job has been an 'industry change' for me. I am also member of Mt Olympus Ski Club for my Sins!

I have a one year old daughter, so this season will take some military precision in order to achieve maximum skiing. But im looking forward to visiting the fields I have not been to, and like you, am now praying for plenty of cold fronts with lots of precipitation.

I was sorry to receive the press release (below) from the Crawfords regarding Hanmer Ski field not opening this year.

Unfortunately the weather gods have not smiled on us for the school holidays. Most fields are still waiting for enough snow to open, however I hope to meet plenty of members up on the mountains this year, once we get going! Look out for me on Fridays and Saturdays!

Jane Clifford
Executive Officer CSA

PRESS RELEASE 7/7/05

HANMER SPRINGS SKI AREA CLOSED FOR THE SEASON HIGH HOPES FOR COMMERCIAL DEVELOPMENT

The Amuri Ski Club today announced that it will not be opening the Hanmer Springs Ski Area this year. However, the Club is investigating options for commercial developments, and is hoping to make an announcement soon in relation to this.

The decision not to open the ski area this season and the seeking of Commercial investment is the result of the fact that it has been extremely difficult over the last few years for the club to find members who have the time, energy and expertise to help run a ski field.

The road leading to the ski area requires high levels of maintenance, and initial plans for management and road maintenance unfortunately fell through earlier this year. Efforts since then by the Committee to find a suitable manager and road clearing system to work within its limited budget have been unavailing, according to the Club President Robert Crawford.

³We would like to apologise to all members and others who had been hoping to enjoy our field this year,² said Robert Crawford. ³We hope that in the future it can be developed into a more easily-accessible winter playground for the village of Hanmer Springs,² he concluded.

For more information contact:
Robert Crawford
Club President
03 3157201

National News

CSA Affiliated benefits

Don't forget members of clubs with full membership affiliation with CSA, can ski most other club fields at discounted rates. Check their websites and have an 'away-day' or two!
Associate members please note you are welcome to use our lodges, please check for group, early and end of season ski week specials.



The **Kiwiski Programme** continues to thrive. One trailer is booked solidly for the season, with bookings coming in nearly every day for the other.
I am looking forward to running Kiwiski Sessions to pass on my enthusiasm for skiing especially to children who haven't been before!
David Firth in the Central Nth Island had a great donation of boots and short skis from RAL last month. His bookings have increased this year.

www.metservice.com

The met service has recently developed the 'ski field reports' section to their website. This is an extension of their Met-phone. It currently details only those fields that were on the existing Met-phone. Next year, with some further development of these services, all our fields will have snow reports on both their website and Met-phone, free of Charge. The Met website currently gets 50K hits per week. I will be in touch with fields re the set up details at the beginning of next year.
Check out the 5 day mountain weather forecasts on the website, handy for some forward-planning of ski trips.

Regional News

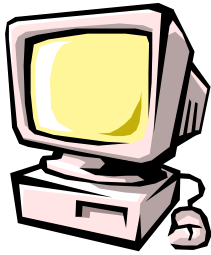
The **Annual General Meeting** of the Association was held on April 19th. The meeting was well attended and those present enjoyed a social drink after the formalities ended.
Miles Winter (Fox Peak) and Robin Livermore (Cheeseman) were elected as Vice Presidents.
Graeme Rothera is half way through his two year term as President.

Marketing

I thought I would use this space to detail marketing info that has been offered to me. Clubs may want to take up individual offers.

- Several clubs have brochures in the Christchurch Information Centre (isite) in Christchurch Square. The cost if booked through CSA is \$100 per DLE slot. This year the brochure cost included a staff training opportunity whereby I made a presentation to the centre's booking staff about the clubs displaying brochures. I demonstrated a nutcracker and the photos and 'summary sheet' provided were well received.
- The following shops have offered space to put your club brochures FOC. (Stu has been round with CHILL brochures to most).
 - Kathmandu, Litchfield St, have a coffee table for brochures
 - High Country Outdoors-Colombo st
 - Euphoria-Colombo St- have free brochure slots

- I was invited to the 'Mt Hutt Marketing Group' meeting in April. Their primary focus is to market Methven village and it's activities, including 7 nearby ski fields. They are meeting again soon to clarify membership of the marketing group i.e. criteria and benefits. It may be beneficial for CSA to join if we can, but I will await for membership clarification first.
- www.mthuttvillage.co.nz I have been watching this website and recently noticed the links from the main page to the club fields were no longer active. At time of writing I await a call from Michelle at Ashburton Tourism who looks after the website. It may be worth fields checking to see they are getting what they paid for. On that note they said at the Mt Hutt Marketing group meeting they were about to get this website optimised professionally.



www.skisouth.org.nz

I am keen to put photos from Clubs on our website. Please email me your JPGS. I hope to spend some time soon optimising our website as far as my skills will permit.

The **CSA Ski and Board Sale** was held on April 30th & May 1st this year run by The University of Canterbury Snowsports Club. They took up the challenge to run the sale quite late in the day and did a good job with a smooth sale weekend. Turnover was good although a fair number of people said they did not know the sale was on that weekend. The weather played a nasty card on us, providing a 'poster ripping' hail storm less than 24hours after they were placed up.



366 77 66

The **CSA Snowphone** went live on May 31st.

Classic Hits and 91ZM radio stations is again being used for advertising through the season, along with stickers provided to retail shops and selected newspaper ads.

I have had plenty of comments about hearing LOTS OF ADS on the radio stations.

The New Zealand Mountain Safety Council contributes to the radio advertising costs of the phone and in return has an extension number to advise backcountry skiers and riders of the current avalanche danger.

Selwyn district Council has also paid for a few words about wearing seat belts within the intro message. The whole intro was re-recorded with this message included.

Once again up to three reports can be accessed from one call.

Ski racing

Please remember ALL athletes wishing to compete in any SRNZ sanctioned event (eg Canterbury Championships etc) must be registered with SRNZ in order to compete.

You can send your completed registration to CSA with cheque payable to SRNZ.

Details of registration can be found on the SRNZ website – www.skiracing.org.nz or contact Jane at CSA.

See events calendar at the end of the newsletter.

ACC

- CSA and ACC are again working together in 2005. Member clubs operating fields have been provided with a resource pack containing updated Responsibility Code posters, Ice Scrapers, and large 'warm-up' metal signs for rental or gearing up areas. Thankyou to clubs for your positive response to the ACC support material.
- Ceri Jones from ACC told the CSA committee meeting about ACC funding Transit road signs for Mt Hutt and Porters Heights this year. He said he should have a budget for signs for club fields next year. This follows a recommendation that all Skifields have Transit road signs to provide continuity and improve safety, especially for people unfamiliar with the roads. Fields will need to talk to their landlords and Ceri will provide a Transit NZ brochure of signs that clubs can pick which signs they want from. Depending on his budget, the signs will be at greatly subsidised cost, possibly FOC.

Canterbury Ski Patrol

AT the recent SIFRITO AGM, they acknowledged the need to support training for volunteers in the 'workplace'. I would welcome dialogue from clubs about their needs for training volunteer patrollers.

Talking to Jenny Pethig from SIFRITO she has asked that we meet with Rose Dowell (SIFRITO-Snowsports, Christchurch) to discuss our needs. She said they may be able to help financially with courses, assessors fees. I will be in touch with those I know are or have been involved in Patrol to discuss our needs, however I would welcome any input around patrol. Please phone or email me!



Freeze TV Starts tomorrow at 7.30pm on SKY Sport 1 directly after the Volkswagen Ski World Cup SOUTHERN ALPS GO GLOBAL WITH FREEZE TV

New Zealand's Southern Alps will be showcased to the world with the launch of the third series of Freeze TV on SKY Sport 1 on 21 July. Millions of viewers from Australia, United Kingdom and Europe, as well as New Zealand, will tune in to experience the latest action from our slopes over 10 episodes in a prime time slot.

Freeze TV is a dedicated snow sports programme highlighting the winter goings on of New Zealand's Southern Alps. Topics range from high profile international events such as the Burton New Zealand Snowboard Open and the New Zealand Free Ski Open to smaller local events or just the plain out-there radical adventures Kiwis get up to in the mountains. Snowboarding, alpine, freestyle, telemark and backcountry skiing and ice hockey and ice climbing in combination with powder riding, aerial acrobatics, snow resorts, lifestyles, sporting celebrities and recreational snow sport enthusiasts will all be covered.

According to extreme sports pioneer and creator of Freeze TV, Antony Hansen, "Freeze TV shows the freshest footage from the heart of New Zealand's Southern Alps during the winter of 2005".

Freeze TV also has a planned expansion into North America and Asia and since Freeze TV partakes in a wide global television reach, additional episodes will be created for international viewing purposes

Powered by Volkswagen and in collaboration with Snowvision, Freeze TV also enjoys the support of Air New Zealand and Rossignol.

For further information: <http://www.freezetv.com> or
Contact: snowsports@freezetv.com
Phone: +64-3-443-8801/+64-21-323-391

Events Calendar 2005

EVENT	VENUE	INFORMATION	DATE
Brisbane Holiday & Snowshow	Exhibition Centre Brisbane		8-10 April
CSA Ski & Board Sale	Addington Raceway Christchurch	03 387 0817	30 April 1 May
Land Rover Mt Hutt Masters	Mount Hutt	anna@mthutt.co.nz	5,6,7 August
Canterbury Primary & Intermediate School Ski Champs	Mount Cheeseman	info@mtcheeseman.com	7 August
Canterbury Snowboard Champs	Mt Hutt	anna@mthutt.co.nz	19,20,21 August
Round the basins & clubbie downhill	Broken River	ski@brokenriver.co.nz	20 August
Canterbury Intersecondary Schools Champs	Mount Hutt	rsd@canterbury.schoolsport.org.nz	23 August
Canterbury Independant primary Schools Champs	Porters Heights		23 August
Canterbury Ski Champs	Mount Hutt	anna@mthutt.co.nz	27, 28 August
South Island Secondary School Ski & Snowboard Champs	Cardrona		3 September
Boarder X & Clubbie downhill	Temple Basin	marketing@templebasin.co.nz	3 September
K2 CHILL Big Mountain Series & Clubbie Downhill	Mt Olympus	mtolympus@xtra.co.nz	7 September
Qantas Craigieburner back country race	Craigieburn	ski@craigieburn.co.nz	17 September

our website is

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