



canterbury snowsports association (inc)

NEWSLETTER

June 07

Hi Folks

I hope you are looking forward to some putting in some good turns this winter.

I have been busy with Marketing and PR efforts of late. CSA has an updated website which still has some wrinkles to iron out and a new leaflet (flyer card style) and poster promoting the club field experience. These promote our CSA website which we hope will guide the potential customers and club members to your websites.

A special thankyou to Jonathan Flett the owner of **Pakworld** who has provided CSA with free Posters and low cost Brochures and also assisted all club fields that were interested in taking up his sponsorship offers.



Thankyou to the Canterbury Community Trust who has continued to show their support for our activities providing funding to assist us with the delivery of the Kiwiski program and a contribution towards our administration costs.

AUSTRALIAN SNOW EXPOS

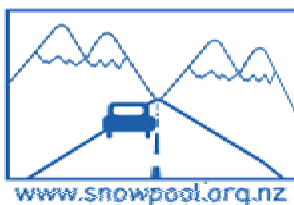
I was in Australia last month at the Snow Expos in Brisbane and Sydney. We also had a club member in Melbourne handing out our leaflets and taking to potential Australian visitors. We are still awaiting stats on the events but the Sydney one would have attracted over 5000 visitors. It is still a fairly new event so the organiser has kept the shows free entry to the customer for now. It was good to see all the major worldwide Ski destinations represented.



MARKET RESEARCH

I will be providing a spreadsheet for fields to capture details about where their **day trippers** come from and how they heard about the field. Clubs tell me they already have that information for those making bookings and CHILL will have this info for those buying passes. This may help gauge the success of ventures such the Australian Snowshows without having to rely on anecdotal evidence.

Please check out our website, I welcome comments especially as it is still in the hands of the designer and not signed off yet. www.skisouth.org.nz .



Jane Clifford
Executive Officer CSA

Attention Clubbies!!!! Don't forget about Snowpool, the carpooling website this season. By logging your trip and car space, club members can help their clubs, introduce new people to your fields, cut down on petrol costs and help SAVE THE PLANET!! The site has been getting a bit of media attention of late so hopefully it will be buzzing this year.

TIANZ membership

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

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 members.

Rubbish Removal

I have been in contact with the Council re rubbish removal from ski fields. There is a possibility of fields along SHW 73 having skips on their ski roads and having a fortnightly collection by the Council or another provider. If people are interested and give me an idea of the quantity of rubbish to be removed and the months service needed I can get back to the council with that information and we can move forward on this.

Snow reporting

www.snowreports.co.nz

There is now a separate page for all the club fields on this website. This should work well provided fields are able to update easily.



[383 8888 CSA Snowphone](http://3838888.csa.org.nz)

We now have 24 lines capacity on the snowphone. This will hopefully relieve some of the load but it will still be busy no doubt during peak times and powder days. Thankyou to Thomas Stephens who is tackling all the IT issues this beast presents!!

Mt Dobson is now back on the snowphone. Below is a list of participating areas and the codes. Remember you can dial the code as soon as the phone message begins on the snowphone.

MSC AVALANCHE ADVISORY	00
TEMPLE BASIN	01
MOUNT CHEESEMAN	02
BROKEN RIVER	03
MT OLYMPUS	04
MT HUTT	05
PORTERS	06
CRAIGIEBURN	07
ROUND HILL	08
HANMER SPRINGS	09
MT DOBSON	10
MT LYFORD	11
LAKE IDA & LYNDON ROAD	15

We will be using the **Snowphone radio advertising** budget this year in a slightly different way. The ads will still be on Radio Network Stations.

Below is the script for the ads about to start 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.

Industry news

SNOWSPORTS NZ (SSNZ)

SSNZ is now recognised by SPARC as the National Body for Snowsports in NZ. This was previously the Snowsports Council.

SSNZ has received considerable support from SPARC for their high performance program supporting Snowboarders and Freeskiers through to the 2010 Winter Olympics.

In association with this SSNZ is receiving a great deal of support for the set up of its new governance structure and the National Snowsports Centre in Wanaka which opened last year and offers an opportunity for all the Snow sports disciplines to have offices under one roof and operate in a more integrated fashion.

SKI AREAS ASSOCIATION OF NZ (SAANZ)

Customer Satisfaction Survey: If you are interested to join the Customer Satisfaction Survey research this season for the first time (already run on commercial fields) please contact Glenn Seymour, Data Pro, PO Box 17625 Christchurch, Phone (03) 3764525 – Email – glenn@datapro.co.nz. Glenn will be happy to assist and provide advice and costings.

2007 CSA Ski Sale & Snowshow

This was run by Broken River & CSA and was again very successful. From the sale point of view we had less gear come in for sale but most of it was good a quality and price and sold, meaning we had very little left over.

With the Addington Raceway renovation of the downstairs area we had more exhibiter space so more trade stands and all the club fields were able to have their exhibits downstairs also. The result was a very busy 2 days for trade stands, with sales up dramatically on both Sat & Sun and club fields receiving a huge amount of interest from the public. Fox Peak will be up to bat next year to run the event with CSA.

End.