



canterbury snowsports association (inc)

NEWSLETTER

December 2005

Well what can I say about this season. The snow Gods had a year off! The snow may have been poor but I have heard many a club singing the praises of their staff who did a superb job of making the most of the little snow they had and ensuring those staying on the hill had a good time anyway.

Club spirit has also been reported to be at a high.

Most Clubs have ridden the storm (or lack of storms) financially with a bit of belt tightening and good planning. I wish Temple Basin & Amuri the best of luck in their endeavours to secure their futures.

It has been a steep learning curve for me this year but I finally feel I am getting up to speed with the issues of the Industry and the clubs. This was recently enhanced by my attendance at AGM's of Fox Peak and Olympus, giving a brief report of CSA's activities and hearing what's happening out there at the coal face! I am more than happy to attend AGMs, ½ yearly meetings or a Committee meeting of any club that will have me.

I will increase the frequency of these newsletters come 2006, after I have returned from the UK where I will be experiencing 5 weeks of what is predicted to be Europe's coldest winter since 1960!

Merry Xmas

Jane Clifford
Executive Officer CSA



New Snow phone Number

383 8888

The computer did not play up this year and the snow phone ran smoothly. There were occasional problems getting through to make reports, however there were a lot of people calling on the few powder days we had.

Please remember to change the snow phone number in any brochure prints you are doing. We will be providing all Clubs with Snowphone stickers for their members and hopefully also to Mt Hutt & Porters pass holders. We are also looking at fridge magnets. Otherwise the usual marketing will be undertaken, including Radio, Press, Chill and our new DLE Brochure.

In a survey undertaken nationwide for the major ski fields, a huge majority of Mt Hutt customers were using the CSA snow phone for their snow report as opposed to other media. There is nothing matching our snow phone in any other ski regions in NZ.

Industry news

ACC

Ceri Jones from ACC will confirm in January what funding is available to Fields for road signage. I will circulate brochures from Transit NZ for fields to select the signs they want.

A word of caution from Mt Hutt who had ACC funding this year for road signs. Once you put a 30km sign on a bend, all similar bends should be marked otherwise you could be making your road potentially more dangerous. Common sense I guess. But will require some thought as to any key danger spots and of course consultation with your landlords once funding confirmed.

CONFERENCE

Snow sports NZ and NZ Snow sports Council put on a conference at the end of October in Christchurch.

It was interesting to hear Brad Edwards from SPARC saying they will be looking at supporting projects to increase club membership and general participation in sport in NZ. This is a slight shift from their heavy investment in getting inactive people active! Initiatives to promote club field skiing could be easily measured in terms of skier days and club member numbers. This is an area CSA has historically promoted and I have some ideas for 2006. I will report on these as they gain some substance.

I would be keen to talk with club members about promotion/marketing anytime.

The key-note speaker at the conference was Clive Pope from Waikato University. He spoke about the changing expectations of youth in sport and clubs. Describing the 'pay-play and go-home' attitude of people to sport these days he got me thinking how we promote club membership to this large group with disposable income!! Do we insist on active club membership? a feature, while attractive to some (including me) maybe not to the busy people who just want to ski and stay at the clubs fields with member benefits paying non-active member subs.

Maybe by getting people onto the membership books & up the hill with no commitment they may begin to take more of an interest in the club's activities? I will be talking with great interest to clubs about these issues in the new year as I certainly don't have the experience or answers to this one!

Clive also endorsed Kiwisport as a good model of encouraging youth participation in sport, a tick for Kiwiski!

SNOWSPORTS NZ FORUM

This was an interesting day in November spent planning the future direction of this organisation. It is the body made up of all the Snow sports codes e.g. Ski Racing, Cross country etc and is responsible for the distribution of money from FIS funding into NZ. FIS have a 'recreational element' with the aim of increasing participation in the sport. That is where CSA play a part in SSNZ.

In summary SSNZ aim to focus on two main areas. Firstly developing a high performance program across all ski codes and secondly raising the profile of snow sports in general, supporting groups to build the numbers of skiers and snowboarders in NZ from which our future high performance athletes may come from.

SKI AREAS ASSOCIATION OF NZ (SAANZ)

Ski areas have an issue with the industry's ACC risk grouping for ski field staff. They believe the rate should be lower and will be collecting data on number accidents/work time lost for every 10,000 man hours to support a case.

The ski field managers were concerned about weather reporters making off the cuff remarks on National TV to the effect of "not a good weekend for skiers". This was not supportive to the industry and they were going to have 'words' with the TV stations. And we all know how reliable the weather is!

SNOW SAFETY GROUP MEETING 2/11/05

Below is a summary report from Owen Wilson who attended this meeting on behalf of CSA.

Thought you'd be interested in what came out of yesterdays National Snow Safety Group meeting

A number of initiatives are proposed for the 2006 season.

What is significant to me is that the participation of the Club Ski Areas is encouraged by the industry as a whole, the larger operators would like to see all the industry singing from the same hymn book especially when it comes to national safety initiatives.

The initiatives proposed are:

1. The Snow Responsibility Code.

The code has been in existence for a number of years now.

Operators are encouraged to include the code into their brochures/trail maps. A number now do

Operators are encouraged to take up other initiatives such displaying the code on lift towers, in cafeterias, on notice boards, on lift passes even on serviettes and place mats, any means to get into the public eye

The "Smart Tips" promotion will be continued with the ACC producing the hand out, scrapers and other promo give-aways available from local IPC's

2. Terrain Park Safety

This material and the CD rom which covers terrain park design and lay out will be updated and made available. The possibility of a site visit to ski areas from an expert was tabled.

3. Injury Reporting

The system that has been running for some time now has been upgraded to make the information and statistics available and more relevant to individual ski areas. In the past smaller ski areas were advised their data was statistically insignificant but this directive has changed. Small ski areas are now encouraged to participate in next years Ski Injury Statistics programme as they will now be able to extract data and statistics relevant to them. CSA may have a role to play here in collating the information from member clubs.

4. Safety Video

ACC is in the post -production phase and hope to have the video ready for 2006. It is proposed to be a 3 minute video to reinforce the Snow Responsibility Code.

5. Safety Week

ACC encourages ALL ski industry group to participate in this national promotion should it go ahead next year. Ideas such as Transceivers demo, free gear checks etc were discussed.

6. Back Country education.

Matt Wilkinson (NZSki.com) and myself expressed deep concern over the number of people accessing the back-country from Ski Areas ill prepared and ill educated, putting themselves at risk and the adverse publicity that would be directed at the nearest ski area in the event of an incident.

The Group is recommending to SAANZ to support the Mtn Safety Back Country Avalanche programme by assisting more in providing information about the back country, by including back country safety tips in snow reports, including the daily hazard rating in reports, through the media, passive promotion - posters, putting the daily hazard rating on notice boards and trail maps in the area.

7. Equipment

Nationally, Ski area operators have been contradictory as respects a stance on the use of Helmets and Snow Board Leashes. The group recommends to SAANZ that they formulate an industry stance on these items. An information flyer is proposed regarding the pros and cons of using helmets and leashes

That about covers it.

The 2006 Snow Sports Injury Prevention programme proposal will be produced for presentation to SAANZ in March 2006

Marketing

DLE Brochure

Nick Wilson from CV and I are working on a small DLE brochure as requested by the Club presidents at their meeting earlier this year.

The brochure will describe the main features of club field skiing with a short description of the unique features at each field. It will give the message that you don't have to be a member to ski but promote the benefits if you did wish to join!

A draft of the brochure will be provided to all clubs early February for comment and approval. This is being produced at CSA cost.

It is hoped that we can use this and an electronic version to market to Australian & Nth Island Ski Clubs and other sporting clubs in Canterbury. The brochure will point people to our website where they can then link to all the club's sites and online bookings. We will look at placement in DLE slots in Aust/NZ.

Daily Telegraph Adventure Travel & Sport Show, Olympia, London

Luckily I am in town for this event and as CHILL are members of Backpackers NZ they were invited to put someone on the stand with brochures to talk about club skiing! That's me.

Australian Travel shows

I will not be attending the Brisbane Snowshow next year. However it is hoped Christchurch & Canterbury Marketing will display our new DLE brochure and promote Canterbury Club fields to interested visitors to Brisbane, Sydney, Melbourne and Perth travel shows.

This is still in negotiation.



www.skisouth.org.nz

Photos please!!

I have created an employment page and hope to set up links to your employment pages if you have them. I will put job descriptions on our webpage and begin promoting the employment opportunities. Any ideas of good groups to approach welcome.

Ticketing IT

Stu from CHILL facilitated a meeting earlier this month for interested clubs to discuss options for upgrading our ticketing and point of sale systems. Mt Olympus feel they have a good system now in place for ticketing and a package is being costed for clubs at the moment. For more info you can talk to Thomas Stevens from Mt Olympus Club Tel 021 919108.

CSA Ski and Board Sale

The dates for the 2006 sale are 5/6/7 May. Olympus has begun preparations with support from Broken River who will shadow in 2006 ready for 2007.

It is hoped Addington Raceway will have refurbished the area we use for cashiers/trade stands. This will give us a larger, upgraded area in which to sell trade space.



Kiwiski

This kept me busy over winter, (if the skiing didn't). 23 schools were involved this year in Canterbury, with 2100 primary & intermediate children participating in the programme. It was great fun working with children who had never been skiing before.

I am after children's carver skis to continue updating the kiwiski equipment on our trailers. They can be wrecked on the base as they won't see snow, just grass at the schools. Commercial ski field rentals are unable to commit to donating any gear at this stage so if anyone has any, every pair helps!

Winter Olympics –Turin Feb 06

We wish the NZ athletes working toward qualification the best of luck. Team to be announced at the beginning of January. Yesterday it was announced the Curling team had qualified due to a good result at the world champs earlier this year.

Mark Bridgewater is the only Canterbury athlete, you can follow his & the other athletes progress on the Ski racing NZ website.

www.skiracing.org.nz

www.fis-ski.com

End