

## NEW ZEALAND SNOW INDUSTRIES FEDERATION (NZSIF)

### INFORMATION AND MEMBERSHIP PACK

#### INTRODUCTION:

The New Zealand Snow Industries Federation (NZSIF) was formed in 1978 to enable the industry to present a stronger and co-ordinated profile to the Government, the public and various other parties, and to enable the promotional dollars spent within the industry to be as productive as possible.

The membership comprises retailers, equipment rental outlets, wholesalers, importers and manufacturers.

#### STRUCTURE:

The Federation is an incorporated society with a registered Constitution.

An Executive Committee is elected bi-annually and comprises three wholesale members and three retail members. The President and Vice President are elected from within the Executive every 2 years.

Nominations are sought prior to the AGM which is held in October (Trade fair time) and election for the Executive Committee is undertaken at the AGM.

The Federation is a member of the New Zealand Snowsports Council, along with the Ski Areas Association New Zealand NZ, New Zealand Mountain Safety Council and Snow Sports New Zealand.

#### FINANCE:

The Federation's financial year is 1 April to 31 March.

The Federation operates on income received from subscriptions (currently \$395 + GST per year), new members pay a joining fee (currently \$150 + GST).

#### FEDERATION ACTIVITIES:

- 1. Snow Sports Trade Fair** - This is a major event run by the Federation. The Snow Sports Trade Fair is held annually, usually in the first week schools return for term 4.
  - Exhibit rates at the Trade Fair are reduced for NZSIF members
  - Bone fide retailers can attend the Trade Fair free of charge.
  - The Snow Sports Trade Fair plays an important role for the Federation as it is an effective vehicle for bringing the industry together at least once a year.
  - It also provides the opportunity for the NZSIF to conduct wholesale and retail meetings, as well as the AGM.
  - It provides exhibitors in the ski and snowboard sectors an opportunity to display their full ranges to the retail sector.
- 2. Retail NZ (RNZ) and NZ Sports Industry Association (NZSIA)** – Members of the NZSIF qualify for full membership of the RNZ and NZSIA. This is optional and members choosing to take this option pay an additional \$284 plus GST per year. Additional benefits include:
  - Credit Card commissions 1.33% for eftpos transactions (subject to change at any time)
  - Website – [www.retail.org.nz](http://www.retail.org.nz) and [www.nzsia.co.nz](http://www.nzsia.co.nz)
  - Legislative and compliance services
  - Legal services
  - Business Pack insurance
  - Wages and salary survey

3. **Demo Days** - Industry demo days are held early each season at Cardrona and Mt Ruapehu – Turoa. This provides retailers and their staff the opportunity to test hardware (around ten suppliers) they are currently selling or have the potential to sell. NZSIF members attending who do not have season passes receive a day pass for all staff FOC.

4. **Research:**

The Federation undertakes research on behalf of the membership. This includes import statistics for ski and snowboard hardware. Research data is purchased from Statistics New Zealand regarding imports of ski and snowboard hardware and this information is distributed to members. The in-house research can then be compared to the research compiled by Statistics New Zealand.

All research collected from individual Federation members is collated and distributed as collated material. No individual statistics are released.

5. **Promotion** – The NZSIF undertakes national promotional initiatives through its Ski Marketing Promotion Fund. Promotional activities are determined by the Executive Committee.

The NZSIF levies members based on gross turnover for ski and snowboard related items are as follows:

\$0 -	\$200,000	\$172.50 GST inclusive
\$200,000 -	\$1,000,000	\$575.00 GST inclusive
Over -	\$1,000,000	\$1,725.00 GST inclusive

6. **Injury Prevention Programme:**

The NZSIF is involved with injury prevention in partnership with ACC, NZ Snowsports Council, NZ Mountain Safety Council and Ski Areas Association NZ. The Programme includes the promotion of safety equipment, injury reporting, snow safety code promotion and distribution of safety material through NZSIF members from time to time.

7. **NZSIF ID Cards:**

The Federation issues NZSIF Gold and ID cards to those members who contribute to the Ski Marketing Promotion Fund. Gold Cards and ID cards are issued depending on the level of financial support for the Fund.

The cards can be used by industry members as ID at 14 commercial ski areas throughout New Zealand and members may receive benefits from the ski areas.

8. **Industry Support:**

The Federation has recommendations in place to the membership regarding pro deals for snow sports instructors and patrollers.

9. **Ispo Trade Fairs** – Members qualify for the ISPO Card – entry to trade fairs around the world including ISPO Winter held in Munich every February.

10. **Training** - The Federation supports training seminars for new and existing employees. The NZSIF is a shareholder in Skills Active - Industry Training Organisation – ITO.

11. **Swing Tags** - Swing tags are printed by the Federation for supply to the retail sector. The swing tags are provided at no cost and are printed with the Federation logo.