

2023 PRESIDENT'S REPORT

Brief Financial Summary

	2023	2022	2021	2020
Operational Income	\$1,174,904	\$861,977	\$549,205	\$308,245
COVID Grant Income	\$0	\$0	\$19,200	\$172,900
Total Income	\$1,174,904	\$861,977	\$568,405	\$481,145
Total Operating Expenses	\$1,119,762	-\$852,796	-\$451,599	-\$439,776
Net Profit	\$55,142	\$9,181	\$116,806	\$41,369

Course and Exam Participation

	Aus 2023	Aus 2022	Aus 2021	Aus 2020
Event Type	Participant	Participants	Participants	Participants
Alpine Course Total	423	503	173	43
Alpine Exam Total	685	709	380	42
SB Course Total	157	214	92	37
SB Exam Total	193	269	79	18
Nordic Course/Exam Total	28	44	23	42
Telemark Course/Exam Total	27	25	13	0
Adaptive Course/Exam Total		37	19	
Course/Exam Total	1513	1801	779	182

Governance and Board

- The 2023 AGM was held in person once again, with a hybrid option for those only able to attend online. Once again, attendance was great and it was excellent to have our members interacting with the APSI Board of Directors and APSI staff.
- Telemark TD, Ben Jackson, was appointed to the role of Technical Director Representative on the Board. We welcome Ben back to the position after a brief hiatus, and look forward to continuing to work with him.
- The APSI Board welcomed back Gemma McMillan and Sarah Lyster as Ordinary Members. They were joined by incoming Ordinary Member Chloe Merry, who brings years of experience and understanding of the industry. Welcome Chloe, Gemma and Sarah!

- Ordinary Board member Sarah Lyster re-joined the Executive Board for another term. As always, Sarah's guidance and expertise from a broad range of experiences is invaluable for the APSI Board of Directors and the APSI more broadly.
- Tina Burford was appointed to the position of General Manager at Mt Hotham. This is a testament to the many years of hard work that Tina has put in at Perisher and in the snowsports industry more broadly. The APSI extends a warm congratulations to Tina and wishes her all the best in her new role. As a result, Tina kindly assisted the APSI in transitioning Danny Foster to the role of ASAA Representative on the board. We welcome Danny, and have already enjoyed working with him in the months since his appointment.
- The Board continues to implement the Employee Assistance Program (EAP) services through Acacia counselling to provide extra support to APSI employees and office holders.
- The APSI Board remains committed to transparency in its dealings and operations, and all information on Board meetings can be found here: <https://www.apsi.net.au/about-us/board/>

Operations and Member Engagement

- 2023 saw the implementation of a new pricing model. Whilst there were increases to the prices of products, this was done in a comprehensive way to ensure fairness across the disciplines, levels and types of offerings. More information on the financials are in the Treasurer's report. Whilst September event cancellations drastically affected the bottom line due to widespread refunds, the APSI was still able to operate responsibly thanks to the implementation of this model. Many of these losses were offset by other products being offered and additional groups being formed for courses.
- In conjunction with the pricing model, the first trainer/staff wage review was conducted since 2019, resulting in an increase in wages for all staff.
- Japan operations resumed with an Alpine exam block in Niseko. Unfortunately, there were a number of events that had to be cancelled due to insufficient numbers, including all Snowboard and Telemark events. With 41 total candidates for exams, and 28 participants in courses, the APSI broke even on Japan operations. Further, several trainers had the opportunity to rookie L3 events in Japan, continuing the development of the Trainer Pathway Program. Whilst it was great to resume Japan operations, the APSI is cautious about future growth due to staff availability, increased logistical costs and ability to meet group size minimums.
- Trainers Coordination once again operated successfully with a very positive vibe amongst the staff and in-house trainers who attended. With a particular focus on Interski, there was a significant inspiration piece that drove attendance, including over 90 trainers from around the country. Many thanks to Mt Hotham for hosting the APSI, as their continued support of the organization is obvious to all of our trainers and staff in attendance.
- The APSI website has undergone a redevelopment, to make the usage of it easier for all members, and to digitise various aspects of the product offerings. Stay tuned for continued updates.
- The APSI trialled a pilot mentorship program in 2023, with 6 pairings of mentor/mentee and the plan to increase and broaden participation in years to come. Feedback was sought and collaborated at the conclusion of the program, with the plan to continue to bolster this program across the resorts.
- The APSI Winter Week was a successful week for a product in its first year. With over 70 participants in events across the 5 major resorts, it is the APSI's hope to continue to build on this in years to come.
- Spring Sessions were smaller in 2023, due to the lack of snow and the departure of many NSW staff. Nonetheless, the Saturday Session was still attended by 20, and the Après Session at the Jindabyne Brewery continued to be a hit. Thank you to Karl at the Jindabyne Brewery for his support of the APSI.
- Unfortunately, due to one of the lowest snow years ever, there were substantial disruptions to courses and exams throughout the resorts. The APSI team was extremely nimble and versatile, making difficult decisions to change locations in order to provide products for our members where possible.

- As a result of these operational adjustments, refunds were distributed to participants. Whilst the APSI operates in an environment that is volatile and must assume these risks, the careful planning of staff ensured that events were able to be run wherever possible, and the organisation remained fiscally responsible in doing so.
- Snowpro was once again published in December 2023, and in keeping with our push to be more environmentally friendly, was distributed digitally.

Long Service Awards

- A huge congratulations to Richard Jameson (20 years), Andrew Peppard (10 years) and Scott Birrell (10 years) for their milestone long service awards.
- Many more trainers who have worked for more than 10 years were verbally acknowledged during Trainers Coordination.

APSI Staffing

- The APSI welcomed a new Office Administrator, Lisa Ingegneri. Having subsequently moved into a full-time role during 2023, Lisa has done an amazing job with Tiff and Paul of steering the APSI ship through a difficult winter. Also a level two instructor, Lisa's experience creatively has been invaluable through the website upgrade and digitization of APSI assets. Welcome Lisa, and we look forward to continuing to work with you!
- It was difficult to secure Trainers to operate courses/exams in 2023. The ASAA allowed a temporary adjustment in the MOU with the APSI, permitting the occasional employment of suitably qualified individuals as 'external trainers' to run courses when necessary. This has allowed the APSI to temporarily address trainer shortages and operate courses more consistently, but only had to be invoked twice in 2023. This adjustment will be revisited in 2024.

Interski and the APSI National Demo Team

- A delegation of 43 members attended interski, with a APSI National Demo Team size of 16, joined by 27 supporters. This was the largest group Australia has ever had attending an Interski congress.
- The Interski congress in Levi was the most well organised and facilitated of any in recent history, with excellent slopes, conference facilities and organisation. Australia was well-positioned due to the hard work of the APSI National Demo Team, which only meant that the learnings from the congress were even more substantial.
- The coaching team were outstanding at supporting and coaching the team and individual disciplines throughout the event.
- The dissemination of information from attendees at the event was done by way of a structured plan, agreed to before attendance. Not only was this information passed on in written form, but also at Trainers Coordination, Winter and Spring Session operations, in-house training and manual reviews.
- The Interski Edition of the Snowpro was published on the APSI website in the Interski Resource Library, a fantastic resource for all APSI members which includes all team reports, Interski videos, InterskiTV webisodes and more. This library is one of the largest source resources on the internet from any nation.
- The value of Australia's large attendance at Interski continues to be large, with the APSI membership benefiting vastly from the preparation and research leading into the event, as well as attendance at the event and subsequent distribution of information and content updates.
- Financially, Interski attendance cost was under the budgeted amount, and included covering the cost of all team and coach travel, meals and pay for the congress.
- The manual reviews is well underway, with the GM and TD's working together with their respective committees to be able to revamp the APSI manuals for our members.

- The next Interski Congress in 2027 will be held in Vail, USA. The APSI is already deep in planning mode to be able to strongly attend once again, and ensure that the benefit is passed on to members.

AWS Committee

- The Unconscious Bias presentation was very well received and sparked positive awareness and deep discussion at Trainers Coordination. This was supplemented by a networking event with minutes provided on the APSI website.
- The AWS Full Exam Scholarship was released and awarded to Maddie Carroll, with Resit Scholarships awarded to Libby Newman and Shea De Lorenzo. Congratulations to all!
- For more updates on the work of the AWS Committee, visit <https://www.apsi.net.au/community/aws/>

Overall, it was a difficult year of operations for the snowsports industry in Australia. Whilst the APSI is not immune from the effects of the environmental changes, the organization is in a strong position to continue to offer products to our members that are the best in the world, underpinned by a social and fiscal responsibility to do what is best for our members and the organization.

In particular I would like to thank:

- Richard Jameson, Kylie Dwyer, Tom Hodges, Zac Zaharias and Ben Jackson for their incredible work as Technical Directors. Your ability to be nimble and agile in a difficult year is incredible, and we are very appreciative of your work.
- Paul Lorenz, the General Manager, for his pursuit of excellence and his inspirational leadership of the APSI.
- Tiff Ingle and Lisa Ingegneri, for stepping up to the plate in difficult times, and then extremely capably moving beyond this into a bright future.
- The Board for your support of the APSI staff and of each other,

Finally, thank you to you, the APSI member! We hope that you continue to see the hard work that is being done to ensure that the best quality product is delivered to you! In turn, we are then able to ensure that people coming to enjoy the mountains in Australia and across the world are inspired to continue pursuing snowsports. We are incredibly excited to be entering our 50th year of operation and look forward to celebrating with you all throughout 2024!

Sincerely,

Joshua Himbury
President
APSI Board of Management