



Annual General Meeting

Treasurer's Report for 2023 Financial Year

By Daryl Clapton - May 2024

2023, the year that was and then wasn't. We started the season off with a few good snow falls prior to the school holidays and everyone seemed to be settled in for another busy snow season with all indicators showing that resort bookings and guest days were going to match the 2022 season. Unfortunately, the weather didn't keep providing us with enough snow and all resorts were forced to close early due to lack of snow. We empathise with those members who were unable to complete their desired training course and/or exam and share their frustration in not being able to provide you with these services.

In 2022, the new Board worked on developing new pricing models for the 2023 season as there had not been a comprehensive review or incremental increase in prices since pre 2014. The pricing model also reviewed staff wages (Technical Directors, Trainers and administrative staff). The Board's objective when reviewing pricing was to minimise the effect of pricing increases on members employed by an ASAA resort. As such, a structured pricing model was implemented with all aspects considered. Although in some areas members may have seen significant increases in course and exam costs, these increases were necessary for the APSI to continue to provide the professional services our members require along with maintaining our professional team of Trainers and office staff.

As a Non-Profit organization, the Board's core focus is to ensure the APSI is able to financially operate in a manner that will allow us to continue to provide exceptional experiences and opportunities in education, development and certification to our members and the wider Australian Snowsports community.

In line with the APSI constitution and Financial Management guidelines, the Board will continue to develop strategies to strengthen our management of accounting, planning, and budgeting capabilities to ensure the APSI remains in a stable financial position that allows our members to receive these valuable services.

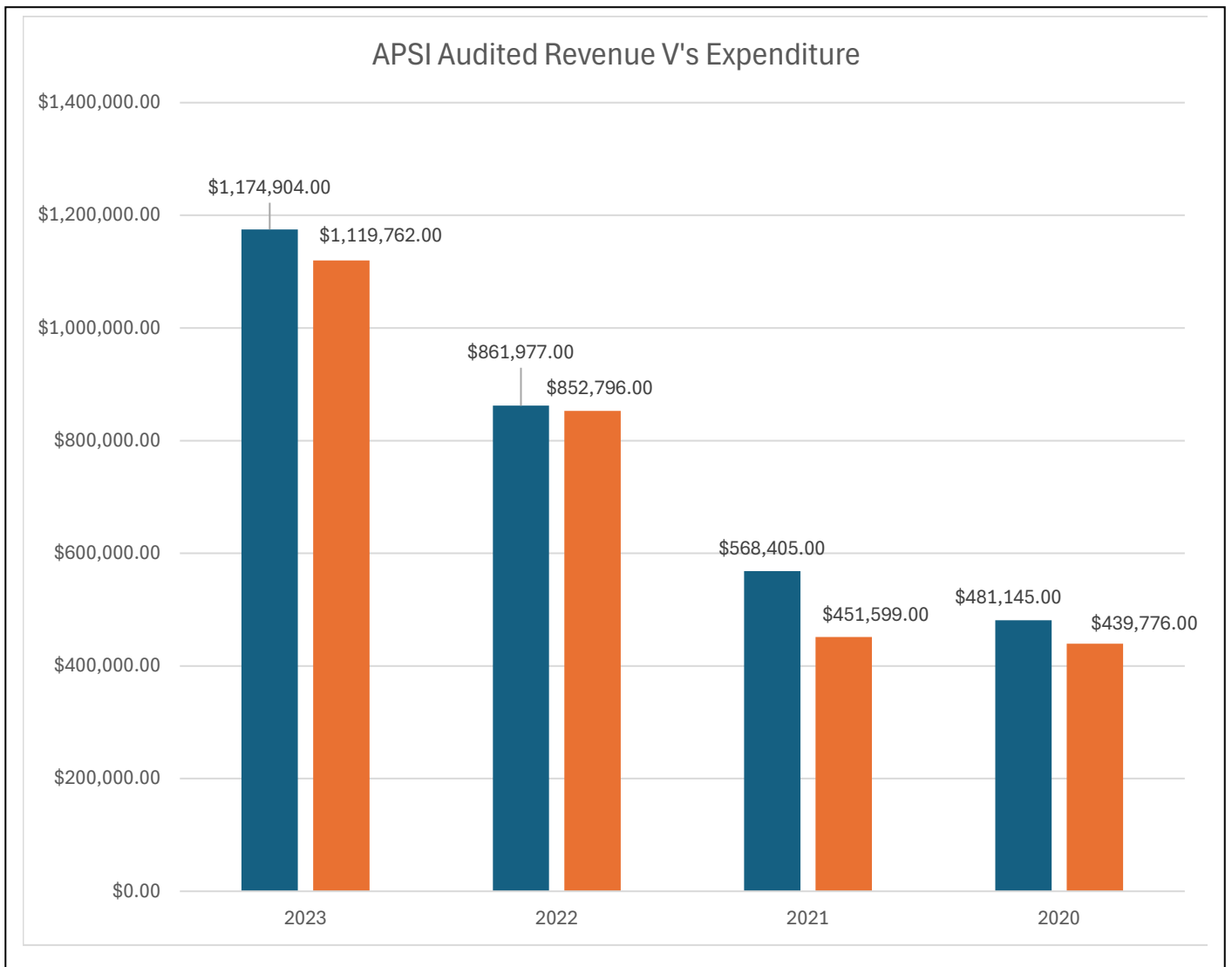
The APSI Audited Financial Statement for 2023 has reported a Net surplus of \$55,142.00. The financial statement period is based on the calendar year from 1 January 2023 to 31 December 2023.

The following table provides an historical view of the APSI financial results over the past 4 years.

Table 1

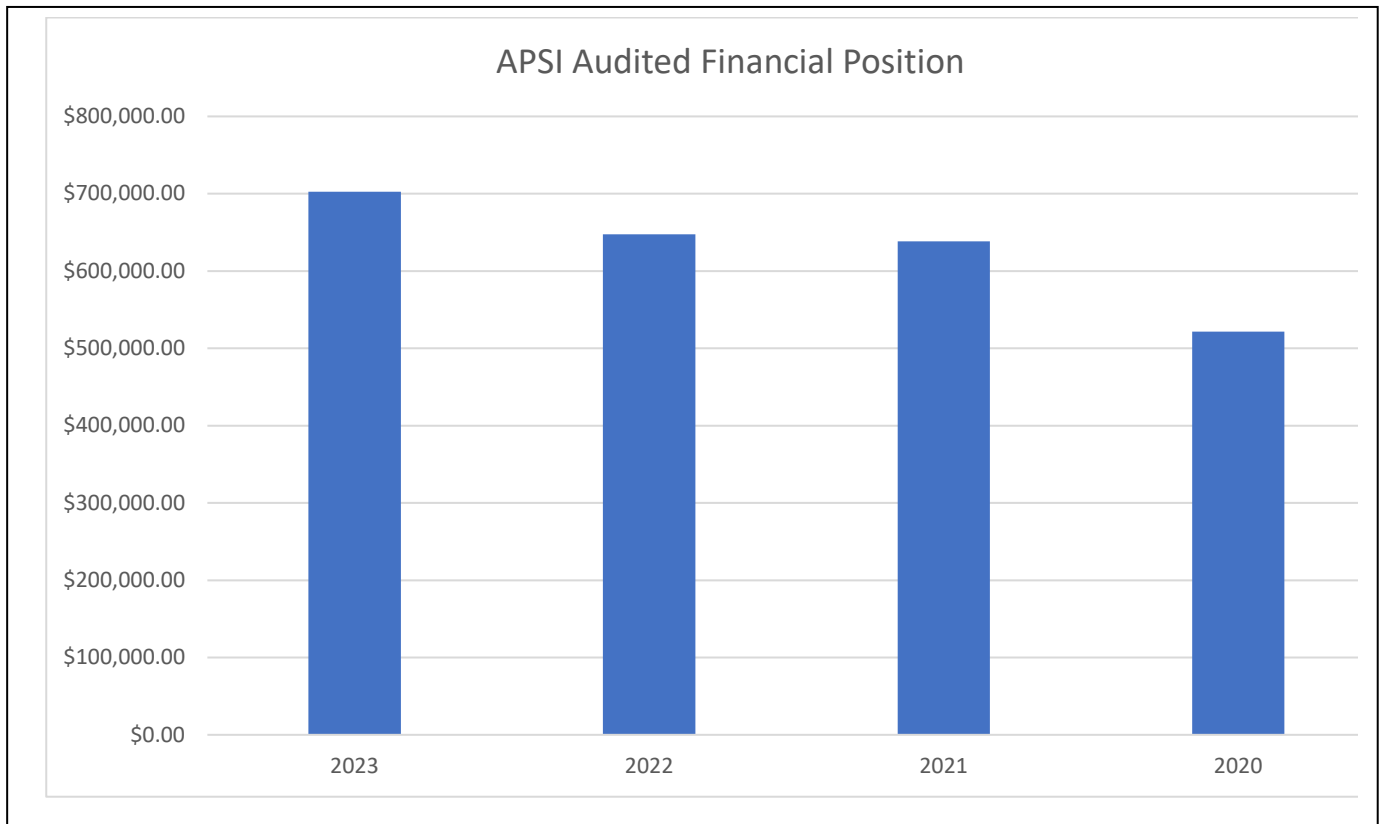
Blue – Gross Revenue

Orange - Expenses



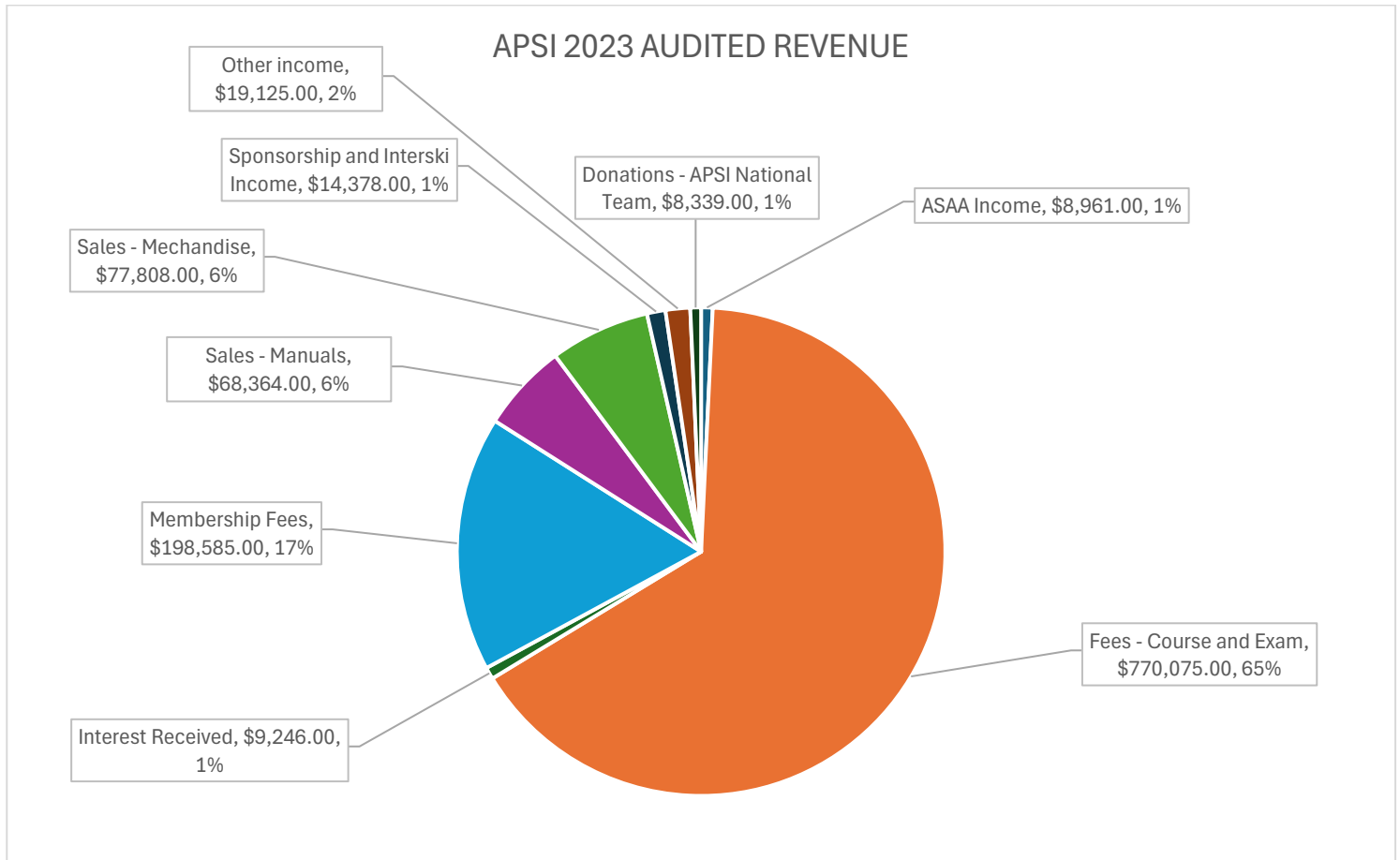
The following table provides an historical view of the APSI financial position (Total Equity) over the past 4 years. The results shown are calculated as of the 31st December of each respective year shown in the table.

Table 2



The following tables (tables 3 & 4) represent the APSI 2023 Audited Revenue and Expenses

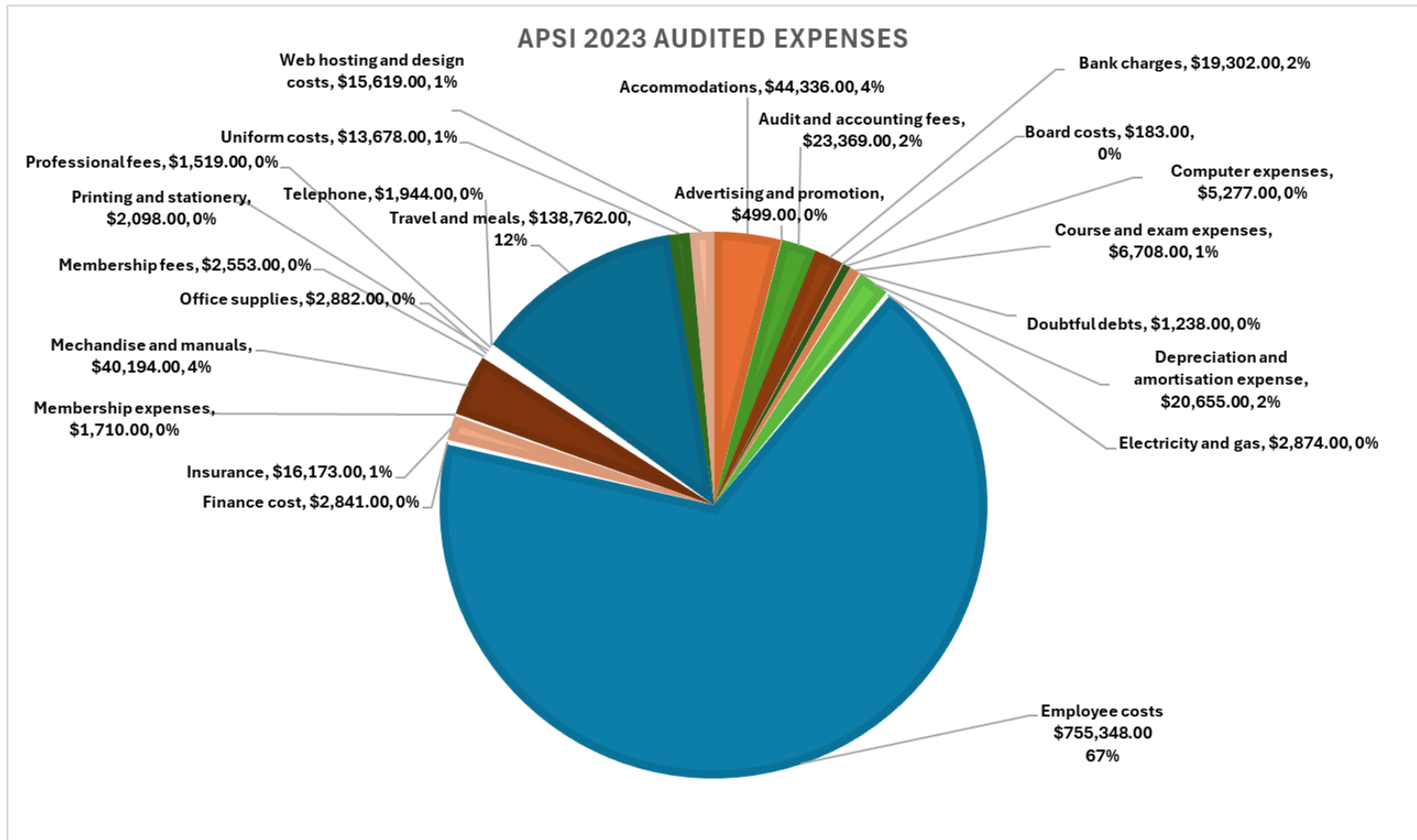
Table 3



The APSI's main three Revenue streams for 2023 were from:

1. Courses & Exams \$770,075.00 (65%)
2. Membership Fees \$198,585.00 (17%)
3. Merchandise Sales \$77,808.00 (6%)

Table 4



The APSI's three main expenses for 2023 were:

1. Employee Costs
(Office, Technical Directors and Trainers) \$755,348.00 (67%)
2. Travel & Meals Expenses \$138,762.00 (12%)
3. Accommodation Expenses. \$44,336.00 (4%)

2023 Outcome:

The new pricing models put in place for the 2023 season were monitored throughout the 2023 season and costs and margins were in line with forecasted budgets. The budgets have been developed to allow the APSI to create necessary profits that are able to be returned to members through improved training programs and exams, improved working conditions for staff and comprehensive research and development including attendance at such events as Interski.

The overall increase in gross revenue in comparison to 2022 is explained by the APSI taking payment for Interski Supporters. This revenue was then expensed prior to the Interski event in March along with APSI National Team attendance fees which contributed to the significant increases seen in "Travel and Meal expenses" and "Accommodation expenses".

Due to the early closure of resorts, many of the courses/exams scheduled in September 2023 were either relocated or cancelled. In total approximately \$94,000 was provided in refunds to participants who were unable to attend either due to not being able to attend the relocated course/exam or course/exam cancellation. All efforts were made by the resorts and the APSI and considerable time was spent trying to deliver these courses/exams. If the season's scheduled events had operated as planned, the APSI would have delivered on the set forecast and profit margins expected.

The APSI was pleased to reintroduce its product offering in Japan in early 2023. Unfortunately, the effects of COVID saw significantly less demand for events and also resulted in fewer APSI trainers basing themselves in Japan for the winter. This prompted a conservative approach with event planning and pricing. Despite scheduling fewer events than pre-covid times, 8 out of the 19 scheduled events had to be cancelled due to insufficient demand. However, APSI is pleased to advise that these events did cover costs, and no net loss was incurred.

Items to be addressed in 2024:

1. Trainer Wages and expenses are to be reviewed annually in line with inflation, minimum wage increases and market conditions.
2. Course & Exam costs to be reviewed annually in line with inflation and current market conditions.
3. Membership fees have been reviewed for 2024 with new pricing structure already in place.
4. The current APSI Manuals are being reviewed and will by majority be delivered in Digital format. The cost of the manual will become part of the members' annual membership cost. (Hard copy manuals will be available in limited numbers)
5. 2024 operations in Japan were reviewed and factored into the new budgeting tools developed. The new pricing structures were advertised late 2023 for the 2024 courses/exams and have performed as expected and were profitable.