



**APSI Board of Management Meeting  
27<sup>th</sup> September 2013 – 9:00 am  
4/10 Gippsland St Jindabyne NSW**

Attendees: Andrew Rae, Mark Dixon, Jason Clausen, Richard Jameson, Richard Hocking, Tom Mitten

Apologies: Nigel Mills, Martin Firlie

Secretary: Alexia Colville

Meeting opened at 9:00 am by President Mark Dixon

**Welcome**

Email advertising

RH: APSI can use external service to make marketing material to send to the membership. Best done with html but there are problems with spam filters. Using this service will allow our emails to get through spam filters. Can also generate data – how the email was used, how many opened etc., how many went on to open APSI page. We have about 1600 working emails above level 2 – if we added all members it would be about 4000. We can tie it in to nop commerce, automatic emails, facebook likes, send out automatic emails to members who join, when they buy something etc. ties in with goggle analytics. From the last email that was sent, it would have cost APSI \$1.25 for each person that opened the email and went through to the APSI website.

Subscription - \$50.00 per month = 2500 to 5000 people with unlimited emails

Prepaid - \$250.00 = 10,000 emails probably the best way to start to test the waters.

Best benefit = stopping spam filter and tracking use/ effectiveness of emails

Members would like more engagement – outside of when they need to do a recall or membership is due.

**Board votes – start with prepaid \$250.00 mail chimp email service then reassess effectiveness when that expires.**

TD Reports

See attached

JC: Discuss Snowboard TD position for 2014, I would like to continue as TD but have James Lloyd in charge of NTC training days and look to have Matt Ronald move into TD position potentially at the end of 2014.

AR: When we're talking about people taking over the role, we have to put out a job description and allow everyone to apply. Jason – who is elected as TD on the board, stays as TD on the board and from that position on the board can help train people that are interested in taking over. We can offer a role that is similar to chief of exam/ national training coordinator – that person, together

with TD can train up other more senior snowboarder to be ready to take over. We need to prepare for who's coming up and train them to the standard required to be TD. Fairly logical succession plan – Jason stay on as TD in advisory/ director capability. Hand over NTC days to another senior Snowboarder and then work together to train someone up to TD standard.

### **Board votes – advertise for position of APSI Snowboard NTC**

#### Car sponsorship

Subaru were interested and then not replying anymore. **Improvements need to be made to the sponsorship information that is given out.** Better understanding of how car sponsorship works, they look at kilometre usage as their donation/ sponsorship. We can get some information from American as to how their agreements work, the proposal that they put to Subaru etc. We need to move on this because it takes time. If we approach 10 car manufacturers then we might get one.

#### General Manager's Report

With a low snow/ difficult season we were presented with a few challenges and we need to look at the causes for these challenges and ways to ensure that they don't happen again. Overall the general issue is that the rules/ guidelines set by the APSI are not being followed by all (APSI, trainers, resorts etc.)

- **We need to check all of the printed & website material is very clear with the rules.**
- **Make sure at trainer's coordination that everyone knows the rules.**
- **Make sure the candidates know as well**
- **Keep in contact with each other so everyone knows what's going on**

#### 2014 Budget

Manuals, Jason and Richard are going to put in a considerable amount of time to preparing the manual. There needs to be some compensation provided for the amount of work that they will put in.

**Board votes – Compensation should be provided for work done on the manual. Richard and Jason to keep track and let the board know when they have reached 10 day work on the manual and then provide an estimate of how many more days work are required. To be added into their contracts.**

Costs for editing/ publishing/ printing the manuals. Look at going to electronic version – include in cost of membership? Will always have to have a print run of manuals.

Office computer. Andy's computer needs to be replaced. It is now 4 years old. Computer technician has quoted to purchase a new computer that will work for our needs. We can either purchase a new computer which will come with a warranty (~\$2000), or he can build one for us which will be cheaper but will have no warranty. He also suggests that we purchase an office 365 subscription. Adobe elements for video / photo editing software.

**Board votes – purchase a new computer for the office under direction from Paul as to our requirements. \$1699 plus some extra for Adobe & MS Office = ~\$2000.00**

Drill purchase. We were given brushes and a drill bit for race training but it would be useful to have our own drill to use – the type of drill required can be purchased from Mitre10, comes with 2x batteries, power charger= ~\$265.00 plus 5% trade discount.

#### **Board votes – purchase a drill.**

Old uniforms need to be disposed of. It's not cost effective to send them overseas, we can't give them away in Australia because people will turn up wearing them in the resorts. The black pants can be donated. Trainers/examiners can be asked if they would like a jacket to keep as a memento. The rest will need to be thrown out.

#### Financial

#### **Board votes to audit bi-annually and also administrator to send the board monthly financial reports.**

Course and membership prices need to be set now for 2014 so that we can begin advertising in March after Japan courses have run to give members the opportunity to register early.

#### Sodergren Scholarship

Recipients – where are they now? Should we be mentoring them more to ensure they stay in the industry? They are providing a snowpro report at the end of the season however we should be following their progress for the second and third year after they receive the scholarship.

#### Interski training plan

Training went well this season, TD's need to meet to discuss training for next season. Fundraising was average. The first training session looked at where the team should be working towards to skiing/ riding. Team had a get together after spring sessions and decided to let Riley have a go at training as he missed out due to illness last year. We thought he had good things to offer to the team but he needs to meet the expectations of being a member of the team. Andy has an ASAA meeting in mid-October and will show them interski promo video etc. **Need to work on improving team sponsorship promotional material**

#### Moving the office

We have spent the last few years increasing the profile and the image of the APSI. The office does not project a professional image. Also, the office does not provide a restful environment for the trainers that are staying or a safe working environment for the employees. **Begin looking for suitable properties up to \$350.00/ week.** In the future look towards purchasing a property or office space to build the asset base of the APSI for the members.

#### Administration assistant

3 days per week for November to May. This allows Lexi to focus on developing operational plan and assisting Andy to work on Manuals = extra 9 days work total = \$1600. **Board agrees.**

#### Fees for 2013

Membership fees:

MD: Comfortable leaving membership fees the same for 2014 financial year. Believe we have a balance that will not be jeopardised by leaving fees the same.

Early bird rate for 3 year membership: do we need to offer a discounted price for 3 year membership? They're receiving a discount already.

Board votes: leave membership fees the same for 2014, remove early bird price for 3 year membership.

**1 year early bird = \$95.00**

**1 year full = \$120.00**

**3 year full = \$270.00**

**New member = \$95.00**

**Associate = \$70.00**

**No 3 year early bird**

AR: It would be nice to leave the course/ exam costs the same but we need to make sure that we are covering ourselves to be able to pay CPI% increases on trainer superannuation, meals, accommodation etc. Higher level courses/ exams are the most expensive to run, but we are disadvantaging the members that spend a lot of money on APSI training by increasing the higher level courses and exams. We should look at increasing the level on public package to subsidise the higher levels. **Board agrees increase Public Level One package by 10% to \$880.00.** Marketing to improve level one numbers – target schools, schedule some weekend courses.

There is an argument for increasing the cost of spring sessions – the demo team are volunteering their time and providing a really good product. \$85.00 is under-priced for full day training and the quality of the product being received, increasing it will bring the price in line with a home study recall and the price has never been increased. **Board agrees increase Spring Session one day from \$85.00 to \$95.00.**

**Level one, two, three, four exam and two, three and four course costs the same for 2014 to be re-assessed at the EOS board meeting 2014.**

Other business:

**Board agrees By-Laws to be reviewed over summer, particularly the trainer and certification levels.**

Look into admin rate rather than full trainer rate for trainers working on manuals/DVD etc.

The more assistance that resorts can give to the APSI travelling to resorts, the easier it is for us to travel and schedule courses and exams. If resorts like Falls Creek/ Hotham/ Perisher are willing to support the APSI (through accommodation etc.) then we should be supporting those resorts that support us by running courses and exams there. At some stage the APSI may need to decide that from a business perspective it is only practical to run events such as TC in NSW.

Japan 2014

8<sup>th</sup> - 28<sup>th</sup> February at this stage. Some of the businesses in Niseko that own parts of the resorts are trying to put checks in place to stop businesses operating 'pirate ski schools' within the resorts. Andy does not have a work visa for Japan. However our products are not sold/ advertised in Japan, only money is collected in Australia and Andy is paid in Australia. We will have to have further discussions to ensure that we can work legitimately in Japan.

### Yearly business plans

**From the office but also from the TD's including budget items for each discipline, including goals for the following year. Then this can be reviewed at the end of next season to see where there were issues, what can be improved, why goals were/ were not achieved.**

### ATO/RTO Update

No further progress made over winter. Need to follow up again, there are benefits to becoming an RTO, but the costs are prohibitive. We cannot retain control over the certification if we register them as RTO packages, the resorts would not be able to offer in house training to their staff (or they would also have to become an RTO).

### Reunion for 2014

There has never been an APSI reunion, maybe tie in with Spring Sessions. Get together for a weekend or an evening – have snacks/drinks and an auction for Interski.

- a) Fundraiser for Interski
- b) Membership drive
- c) Promotional opportunity

Spring Session weekend 2014 ~ 2<sup>nd</sup> or 3<sup>rd</sup> week in September. Probably 13<sup>th</sup> and 14<sup>th</sup>

### Other Business

- Group bookings for 2014 Trainer's Coordination/ accommodation contacts.
- New manual discount for trainers & in house trainers.
- Ski city – interest in pre-season event, trainers would like to try out slope.
- Board to meet 30 mins before AGM next year.
- Consistent image for APSI – create TD/ discipline specific email addresses.
- Office/ internal calendar when Lexi & Andy are away or out of the office.
- A lot of refunds this season, based on course/exam cancellations and injuries although on-course injuries were lower.
- Tightening of the rules – course cut of dates etc. TDs & office to think of some ideas and create a plan for 2014.

Incentive for paying early or for paying for course and exam together? Shop discount code that can be used on merchandise? Discount on course & exam? We can't really discount the courses & exams at all – they are already set to close. Or we could change the perspective of 'late fee' so that instead of being charged \$100 late fee – you are receiving a \$100 off up until a week before. Should be rewarding those that have been members for a long period of time (e.g. 5% 5 years, 10% 10 years).

**Board agrees that long term members should be given a discount on membership through APSI store – 5% for 5 year members, 10% for 10 year members, office will look into logistics of administering.**

Thank you and meeting closed: 4:35 pm