



Email: apsi@apsi.net.au

Post: PO Box 131

Jindabyne, NSW 2627

Phone: +61 2 64561255

Australian Professional Snowsport Instructors Inc.

Board of Directors Meeting Minutes

11 September 2016

34 Collingwood Close, Bungendore NSW

Attendance

Present

Anthony Hill (chair), Andrew Rae, Richard Jameson, Deborah Meehan, Adam Federico, Warren Feakes, Richard Hocking, Tom Hodges, Michal Bierczynski, Adam Hosie.

Apologies

None

Secretary

Alexia Colville

Meeting Opened

The chair, Anthony Hill, declared the meeting open at 9:17 am.

Approval of Minutes

The minutes of the board meeting held on 24 May 2016 were adopted.

Agenda Items

Director's Reports

Alpine Report: Richard Jameson

See attached alpine report.

Discussion

- Technical committee will review pass rates/level standard at their next meeting.
- Discussed theory exam date in relation to on snow exam date.
- Recommended end of 2017 as review date for trainer wage structure.
- A need for more trainers has been identified.
- Board discussed current trainer rookie arrangements.
- Board considered member request for hats with patches for years of membership.
 - Logistically difficult to produce.
 - Cost against current neck buffs.

- Discussed current sponsorship arrangements, potential partners and future strategy to attract sponsors.
- Anthony Hill proposed that funds be made available in the budget to develop a sponsorship marketing strategy.
- Reprint of manuals and due date for revision to adaptive section.
- Electronic version of manual.
 - Concerns regarding security of electronic data and potential loss of manual sales revenue.
 - Andrew Rae suggested packaging manual with membership or with courses.
 - Warren Feakes suggested a protected USB drive.
 - Adam Federico explained that NZ informed him that their manual sales were not affected by electronic version.
 - Andrew Rae clarified that it may be possible to include manual as part of the app, although app is currently only available on mobile device, not computer which could make it hard to read.
 - Richard Hocking suggested that manual sales revenue could be recovered through increased membership prices.
 - Adam Hosie proposed moving to electronic only version.
 - Board agreed that APSI need to continue to produce physical manual for members that are less computer literate.
- Richard Jameson proposed that there is a need for one person to manage/coordinate supporters at Interski.

Action Item: Email sponsorship ideas to Andrew (what board would like to achieve and what are able to offer in return), All.

Action Item: Follow up on security and cost of production and distribution of an electronic manual, Andrew Rae.

Vote: to appoint a "supporter's coordinator" for the next Interski.

Snowboard: Adam Federico

See attached snowboard report.

Discussion

- Board questioned pass rate at level four and whether the required standard needs to be re-evaluated.
 - Andrew Rae suggested snowboard technical director attend alpine technical committee meetings and an alpine exam day to get ideas for process to become more even across disciplines and levels.
 - Review calendar, scheduling of level four exam to reduce fatigue in candidates.
 - Adam Hosie suggested development of a standalone freestyle certificate, separate to level.
 - Andrew Rae proposed that snowboard technical committee should re-evaluate required standard at all levels.

Action Item: Review standard at each level, with assistance from technical committee and alpine team, Adam Federico.

Telemark Report: Richard Hocking

See attached telemark report.

Discussion

- Barriers faced by telemark and opportunities for growth.
 - Training days
 - Public events
 - Japan courses
- Adam Hosie questioned the minimum teaching hours required for telemark certification.

Nordic Report: Warren Feakes

See attached Nordic report.

Discussion

- Warren Feakes proposed APSI run a training day at Windy corner for advertising Nordic training to their instructors. Format & cost will need to be finalised.
- Board discussed licensing arrangement with La Trobe University.
- Board discussed nordic advertising opportunities:
 - Hoppets
 - Outdoor education conference
 - University open days
- Warren Feakes brought a website advertising APSI courses to the attention of the Board (studyalpine.com).
- Question to Warren Feakes regarding K7 staff attending nordic events in APSI uniform.
 - Warren Feakes responded that K7 staff use APSI uniform appropriately and it may have been his demo team jacket misconstrued as uniform.

Action Item: Develop a plan to increase presence by offering training to Nordic ski schools, Warren Feakes.

Action Item: Forward copy of arrangement with La Trobe to board, Warren Feakes.

Adaptive Report: Tom Hodges

See attached adaptive report.

Discussion

- Board discussed higher level adaptive certification and options for delivering this course.
- Board discussed revisions to adaptive section of manual.

Action Item: Send Tom Hodges raw text of current manual for editing prior to manual re-print, Richard Jameson.

Resort's Representative: Michal Bierczynski

See attached resort's representative report.

Discussion

- Membership reminders, invoicing. Mandatory membership. Raised by Michaela Patton, see attached letter.
- Request to set NTC dates earlier to allow resorts to schedule time off for instructors to attend.
 - Andrew Rae will work with TD's and snowsport schools on the 2017 calendar.
- Michal Bierczynski would like to develop and implements a feedback template to assist Resort Representative's reporting to APSI Board.
- Corporate membership, Michal presented a tiered corporate membership structure.

Action Item: Contact ASAA regarding mandatory membership and currency for employees, Andrew Rae.

Action Item: Develop form for feedback from Resort Representatives, Michal Bierczynski.

Action Item: Forward feedback on corporate membership proposal to Michal Bierczynski, All.

Action Item: Review corporate membership structure and set pricing, Michal Bierczynski (with assistance from Office and Treasurer).

Snowsport Director's Representative: Adam Hosie

Discussion

- Snowsport Schools have requested that APSI develop a dual discipline certification.
 - Board raised concerns in regard to shortening level one course for second discipline and believe training time on skills needed for the candidate's weaker discipline.
 - Concerns regarding costs to new instructor candidates.
 - Potential format of a dual discipline certification will be discussed at the technical committee level.

Training Calendar

- Mt. Buller have requested that APSI does not schedule events on weekends.
- Snowsports Schools are finding it increasingly difficult to schedule staff off for long blocks (e.g. 5 days) to attend APSI courses.
- May need to look at multiple course dates to reduce numbers of staff away from resort at once.
 - Andrew Rae will work with resorts on the calendar for 2017.

NTC Days

- There was a reduction in requirement from the resorts.
- The availability of snowboard NTC to provide training is a concern.

Financials

Treasurer's Report

See attached report

- Anticipated net profit of approximately \$100,000 for 2016.

2016 Payroll Review

- New payroll structure cost more than expected due to of increased course / exam participation. However, this is offset by increased in revenue from participation.
 - Both positive and negative feedback has been received from trainers.
 - Board will review wages again in 2017.
- Deborah Meehan recommended a personal leave policy for office staff be implemented.
- Board questioned tracking and record of administrative hours worked, particularly with regard to safe driving policy for General Manager.
 - Admin staff to keep a record of hours worked in the office.

2017 Budget and Pricing

- Preliminary forecast for 2017 is conservative, however hope to achieve a positive net result.
- Board discussed submissions for inclusion in 2017 budget.
- Richard Jameson questioned whether more information can be included on trainer payslips.

Action Item: Price beanies, caps vs. neck buffs for member's 2017, Office.

Action Item: Review trainer payslips, Alexia Colville.

Action Item: Research quick books online/financial software options, Alexia Colville.

Property Purchase

- An opportunity to purchase a unit in Jindabyne has been identified.
 - Treasurer advised that it is potentially achievable for APSI to invest in a property, more research is needed on interest rates, loans etc.
 - APSI will need to check with ATO regarding scope, if this falls within the parameters of APSI's mission as set out in the constitution.
 - Board raised concerns whether that a property purchase is connecting the association too closely to NSW.

- Warren Feakes questioned whether APSI should be looking at commercial office space as opposed to a residential unit.
- With further information, this matter will need to go to members via AGM / extraordinary general meeting.

Action Item: Seek financial advice regarding property purchase and draft proposal for review, Deborah Meehan.

Term Deposit Account

- Term deposit account has ended.
- Board needs to decide whether to continue for another term or move funds to regular savings account.
- Term deposit receives higher interest rate and the funds should not be required for Summer operations.

Vote: Rollover funds plus accrued interest for another term with plus an additional \$50,000 from savings account.

Other Business

Training in Hakuba, Japan

- Andrew Rae asked the Board to consider whether the APSI want to continue training in Hakuba, Japan.
 - Payment will be required in advance.
 - APSI has no trainers based in Hakuba it is difficult to organise.
 - In Niseko APSI has backing from and strong relationship with resorts. Need to double check regarding work visas. Is it OK for APSI to be training in Hakuba?
 - Should APSI be registered as a business in Japan?

Action Item: Research operating in Japan, Anthony Hill.

Action Item: Follow up with Evergreen regarding their training requirements for 2016/17, Andrew Rae.

2017 Mt. Buller Calendar

- Mt. Buller has requested an alpine level 2 exam next season.

Vote: Move to technical committee level to discuss viability.

Website

- Website needs to be upgraded, three options were proposed:
 - Move website to Tim, keep database separate with Greg (lowest cost)
 - Continue with Greg, update current systems (mid cost)
 - Move website and database to Tim (highest cost)

Action Item: Quote for on ongoing costs of moving website and database to Tim, Andrew Rae.

TWHC

- The Working Holiday Club contacted APSI to request their own level one course in June, and suggested they may have up to 100 candidates and requested a discount.
 - Schedule too busy in June for additional courses
 - Payment will be required in advance
 - No discount will be given on course fees.

Action Item: Contact TWHC with response from Board, Andrew Rae.

Courses

- Higher Level Adaptive Certification
 - Tom Hodges would like to develop a higher level / advanced adaptive certification.
 - Board discussed demand for a higher level adaptive certification.
 - Andrew Rae suggested that Tom Hodges should think about offering that type of course in a different format (e.g. modular).
- Public Adaptive Certification
 - Tom Hodges suggested that APSI offer the adaptive certification to the public.
 - Possible, but will need to develop a convincing case to put to board and snowsport schools.
- Public Level Two
 - Adam Federico asked whether alpine/snowboard level two certification should be opened to the public.
 - At the moment this doesn't fit with the teaching requirements for level two, although it may be possible in the future.

ASAA Meeting Review

- Andrew reviewed his presentation to ASAA.

Skiing Australia Update

- Discussed coaching course at ASAA meeting.
- ASAA will follow up with SSA.

Work Cover

- A number of injuries have been sustained by trainers this season.
- Need to review safety training, work cover processes pre- trainer's coordination 2017.

Action Item: Review injuries and work cover processes, Office.

3rd Party

- All third party providers (e.g. Elite, Evergreen) must pay in advance.

Action Item: Review invoicing terms and conditions, Anthony Hill.

Strategic Plan

- Anthony Hill suggested that a strategic plan sub-committee be established.

CZECH partnership

- President was approached regarding opportunity for instructors to attend training in Europe.

Action Item: Follow up with contact for further information, Anthony Hill.

Revenue

- Board needs to think about goals moving forward and suggested that it would be beneficial to set aside a day to work on a strategic plan.

Review of Action Items

The action items from the previous meeting were reviewed:

Action Item List			
Item	Responsible	Status	Notes
Create snowboard level one training guide for trainers.	Adam F	Incomplete	Demo Team
Film level four demo DVD footage.	Adam F	Incomplete	
Research options and costing of upgraded website platform (included in agenda).	Andrew	Complete	
Long member discounts.	Andrew		Website upgrade needed
Develop members survey to inform cost/benefit analysis of long member discount.	Lexi		Website upgrade needed
Review forms of recognition for members and employees.	Lexi	Incomplete	
Develop interschool's scholarship selection criteria and application process.	Lexi	Complete	
Contact snowsport schools regarding pricing for corporate membership.	Michal	Complete	
Develop a plan for higher level adaptive certification.	Tom H	Complete	
Develop adaptive training resources.	Tom H	Incomplete	Manual is priority

ISIA

- There are Director positions coming up for re-election on ISIA Board (Southern Hemisphere coordinator position) and there may be an opportunity for an APSI delegate to nominate for vice-presidency.
 - Board would like more information regarding cost to association if an APSI representative were to be elected to ISIA Board.

Action Item: Follow up with ISIA for more information, Andrew Rae.

Pricing

- Adam Hosie suggested board review pricing for 2017 and whether APSI can afford to lower course / membership pricing on basis of potential strong forecast net profit for 2016.
- Andrew Rae responded that funds should be used to develop resources for members rather than lowering prices.
- Deborah suggested that board need to analyse breakeven point.
- Adam Hosie suggested that APSI should develop a pricing strategy.

Action Item: Work on more in depth financial analysis to inform a pricing strategy, Deborah Meehan (with Office).

Vote: No change to pricing for 2017.

Next Meeting

The next meeting of the Australian Professional Snowsport Instructors is to be decided.

Adjournment Meeting Close

There being no further business, the meeting was adjourned by the chair at 4:19 p.m.