



Email: apsi@apsi.net.au

Post: PO Box 131

Jindabyne, NSW 2627

Phone: +61 2 64561255

Board of Director Meeting Minutes

Time/Date: 5.30pm (AEST), Wednesday 26 April 2023

Location: Microsoft Teams

Present

Tim Bland, Daryl Clapton, Gemma McMillan, Sarah Lyster, Jenna Shaw, Tina Burford, Ben Jackson, Paul Lorenz

Apologies

Joshua Himbury

Secretary

Lisa Ingegneri

Meeting Open

Meeting was opened at 5:35pm AEST

Agenda Items

Agenda Item	Action
Welcome, Acknowledgement of Country and Apologies <ul style="list-style-type: none">- Meeting opened by the GM.- Acknowledgement of Country conducted by VP. Apologies recorded.	
Acceptance of Minutes from the previous meeting held on 8 March 2023 Proposed by: T. Burford Seconded by: S. Lyster	
GM Report <ul style="list-style-type: none">- The GM provided an update on pricing.- The GM advised that AGM documents are due to be sent on the 16 May.- The GM advised that the financial statements indicate a significant difference in comparison with the Cash P&L due to the fact that they are compiled on an accrual basis. GM recommends that cash P&L is presented alongside the Financial Statements or spoken to in the Treasurers report.	
Pricing Discussion <u>General</u> <ul style="list-style-type: none">- In the effort to release courses and events for sale by Friday 28 April, we much make decision on 2023 pricing during this meeting.	

- GM presented new pricing model as shared via email in the previous days. GM proposed that manual, course, and exam pricing increase to include all non-revenue earning expenses along with increased operational expenses. Suggested pricing structure supported by extensive modelling using data recorded during 2022, along with all available data from previous years.
- There have been no pricing reviews of APSI products since prior to 2014 while inflation has increased by 32%.
- Pricing proposal employs strategy seeing larger increases in products available to non-ASAA employed members in the effort to reduce the increase in products accessed by ASAA employed members. This will encourage participation at the higher levels
- The GM advised that there has been much discussion with the Snowsports School Directors regarding Level 2 courses being available to non-ASAA employed members in a small, trial capacity for review at the end of the year. Opening this revenue stream will allow us to reduce the increases seen at higher levels accessed by members working in resorts.
- With no incremental increase to fees, current Board are bearing the burden of having to make a big increase in one go.
- It is stated that the increase in prices is required to simply break even in 2023. APSI want to deliver and continue to deliver a great service. Rates must increase to be sustainable.
- The Board discussed dynamic pricing options to incentivise purchasing ahead of time. Concerns this may not be practical.
- The Board discussed the previously implemented \$100 late fee for purchasing within 7 days of course commencement and agree that this should remain in place to encourage early bookings.

Manuals

- Discussion was had regarding a digital version of APSI manuals being available for members in the future. Further discussion regarding digitising APSI manuals to be had over the next year with Technical Directors.
- Concerns raised around the price increase being a burden on new/junior staff entering the industry. Board agrees to reduce the proposed manual pricing by reducing the amount budgeted to review/rewrite and amortising over a 4-year cycle.
- Board discussed exact pricing of the Alpine, Snowboard and Nordic manuals.

Board proposed that the cost of manuals increase as follows:

Alpine, Snowboard - \$125ea

Nordic - \$40ea

The Board approved this proposal, 6 in favour, 0 against.

Exams

- GM advised exam pricing is very hard to determine due with exam numbers consisting of resits and full exam sitters.
- When factoring in all non-revenue earning expenses, along with examiner costs and other expenses, GM concerned that the proposed exam fees are too high.

<ul style="list-style-type: none"> - Board agreed that exam fees should incur a smaller portion of non-revenue earning expenses and course fees incur a larger portion to compensate. - Board shared concerns of the efficiency of the exam process and requests GM work with TD's to review/streamline processes. - The Board discussed price rise for resits inline with average product price increase. <p>The Board voted on proposed exam pricing <i>The Board approved this proposal, 6 in favour, 0 against.</i></p> <p>7:48pm- The Board take a break. 7:56pm- The Board resume.</p> <p><u>Courses</u></p> <ul style="list-style-type: none"> - Board discussed proposed course pricing and agreed that Non-ASAA members bear more of an increase (retail level 1 and level 2 courses) - The Board discussed the how the non-revenue expenses are divided between courses and exams and are comfortable with proposal. - Board discussed course pricing in relation to other organisations and are happy that the proposed course pricing is inline with or less expensive that other organisations around the world. <p>The Board voted on proposed course pricing <i>The Board approved this proposal, 6 in favour, 0 against.</i></p>	
<p>Early Bird Pricing</p> <ul style="list-style-type: none"> - The Board discussed whether or not early bird pricing at the higher levels would incentivise members to book earlier. It would require discounts offered if booked prior to 1 June. - Suggested that this may lead to more people pulling out of courses and exams. - The Board agreed that this would ultimately not benefit members as they often aren't ready to book into courses by June and we should be always offering courses at the cheapest rate possible. <p>Agreed Early Bird Pricing did not go to vote.</p>	
<p>Course pricing for Resorts without in-house trainers</p> <ul style="list-style-type: none"> - The issue of resorts not being able to run in-house courses due to lack of trainers working at their resort is discussed. - Suggested that ASAA members should not have to bear the burden of "retail" pricing due to lack of in-house trainer employed at their resort. - Suggested that there could be a discount for staff working in these smaller resorts if having to attend APSI operation L1 and L2 courses. - Suggested to run at a break-even for resorts experiencing this issue. - The Board agrees that they are happy for the GM to determine break-even costs for smaller resorts. - Board agrees to provide a discount to ASAA employed instructors attending smaller disciplines' courses and exams. - The GM to revise smaller discipline costs and release to the Board for review approval via email - Alpine and Snowboard events can now be released. 	

<p>Pre-Season Meeting</p> <ul style="list-style-type: none"> - The GM thanked everyone that has already provided availability for the pre-season meeting. - GM reminds that President and Treasurer reports need to go out with AGM docs by 16th May. - The pre-season meeting will be held to finalise all AGM details. 	
<p>Other Business</p> <ul style="list-style-type: none"> - No other business to discuss 	
<p>Next Meeting</p> <p>Next meeting will be the pre-season meeting. This will be scheduled once availability is provided from all board members.</p>	

Meeting closed

Meeting closed at 8:47pm AEST