

2020 PRESIDENT'S REPORT

BRIEF FINANCIAL SUMMARY

	2020	2019
Operational Income	\$308,245	\$836,889
COVID Grant Income	\$172,900	n/a
Total Income	\$481,145	\$836,889
Total Operating Expenses	-\$439,776	-\$927,447
Net Profit	\$41,369	-\$90,558

PARTICIPATION

Event Type	Aus 2020		Aus 2019		% Increase
	Participants	Events	Participants	Events	Participants
Alpine Course Total	43	3	410	33	-89.5%
Alpine Exam Total	42	7	328	15	-87.2%
Snowboard Course Total	37	2	153	13	-75.8%
Snowboard Exam Total	18	5	130	15	-86.2%
Nordic Course Total	42	7	35	6	20%
Telemark Course Total	0	0	22	5	-100%
Telemark Exam Total	0	0	6	2	-100%
Course Total	122	12	620	57	-80.3%
Exam Total	60	12	464	32	-87%

GOVERNANCE AND BOARD

- The previous APSI Board worked very hard to update the governance structure of the association to provide quicker decision making capabilities, a more diverse Board and improve accountability with decision making.
- Some key notes to this process;
 - A **new constitution** was voted in during an EGM in October 2019.
 - The **new Board structure** saw three new general member positions, a new Vice President position and the existing positions of President, Treasurer and ASAA carrying over. The Constitution also now accurately reflects the 2017 amendment with the Treasurer's position being elected from the membership rather than appointment from within the Board.
 - Technical Director representative and General Manager roles were also included as ex officio roles with no voting rights.
 - Capacity for **electronic voting** was also added to the constitution.
- With heavy COVID restrictions affecting gatherings and travel, **the Board conducted the 2020 AGM online**. While this format made interactivity difficult, it did attract a much larger attendance.
- The voting process to elect the new board was conducted through the APSI website prior to the 2020 AGM. The new format of voting was a success with **over 280 members of the APSI submitting votes** for all board positions. At past AGM's, as few as 40 members participated in AGM voting.
- The new general member positions have also allowed **greater gender diversity in the board environment, with 43% of board positions now filled by females**. Another point of note was the nomination and election of a (then) Snow Sports School Director for a general member position which received strong support in the vote. This suggests **the membership values the input of the resorts in APSI governance matters**.
- The newly elected **Board set to work identifying areas within the association that required attention**. All projects were prioritised and recorded using a 'balanced scorecard' approach. This can be found on the "Board Hub" page of the APSI website (<https://www.apsi.net.au/who-are-we/our-board/board-communications-hub>).

OPERATIONS AND THE EFFECTS OF COVID

- Fortunately, **APSI operations in Japan took place as normal** with courses and exams concluding prior to the heavy COVID restriction seen from March onwards.
- In March 2020 a contract was offered to, and accepted by **Richard Hocking to fill the vacant GM position**.
- The Technical Committees did a tremendous job **running the annual trainers co-ordination completely online** for the first time ever. This provided all staff with the necessary training for the 2020 season.
- Unfortunately COVID saw the very early closure of three major resorts, and very heavy restrictions imposed in others. **This prevented the APSI from operating courses until September**.
- With the heavily restricted operating environment caused by COVID, the **Technical Committees did an outstanding job offering online seminars** (Après Sessions) every Wednesday throughout the season in the

effort to engage members. These were open to all members and included topics such as: Customer Service, Building a Private Clientele base, Interviews with Olympians/Para-Olympians, Mogul Judging and Gender Parity among other topics.

- The APSI utilised the Job Keeper payments along with other government subsidies and rent relief options to **operate without financial loss throughout 2020**. These subsidies covered the major “non income earning” staff expenses that would ordinarily be factored into products. The APSI remained flexible to schedule Alpine, Snowboard and Telemark courses at short notice to support resorts and members as much as possible.
- The **Nordic discipline was very active as they were able to operate without the use of lifts** offering the opportunity for resort staff to acquire a second discipline and keep motivated during a difficult season.
- While COVID significantly affected the operation of courses, the APSI was very thankful to Perisher for hosting an **end of season resit exam for the Alpine and Snowboard disciplines**. Not only was this a morale boost for those members engaged in the certification pathway, it will provide the resorts with **more highly certified domestic instructors in 2021**.
- September saw the **operation of several public level 1 courses** in both Charlottes Pass and Perisher
- Unfortunately due to the inability to travel internationally and the subsequent reduction in demand for courses in Japan, The Board made the **decision not to offer APSI products in Japan during the 20/21 northern winter**.

ADVANCING WOMEN IN SNOWSPORTS (AWS) COMMITTEE

- In July 2020, female APSI staff members approached the Board proposing the **formation of a board endorsed sub-committee** with the following charter:
 - a) **Vision:** An APSI which actively promotes the role of women and creates opportunities to empower females to participate and pursue a career in Snowsports instruction.
 - b) **Mission:** To implement and sustain long-standing initiatives within the APSI that promote equal opportunity for women across all areas.
- Members of the Board assisted this group in creating robust Terms of Reference which were agreed to by the Board in October. More information about the AWS and their Terms of Reference can be found at <https://www.apsi.net.au/members/aws>
- In collaboration with the Board, the AWS conducted a **survey of members seeking to further understand issues that affect inclusivity and diversity within the APSI**. The information gathered will assist the AWS in forming an “action plan” for 2021.

MEMORANDUM OF UNDERSTANDING (MOU)

- The MOU is the agreement held between the ASAA and APSI. This agreement outlines the APSI’s responsibilities to the ASAA, along with the ASAA’s responsibilities to the APSI including the permission to operate in ASAA resorts and the provision of lift tickets. **The previous MOU between APSI and ASAA expired in April 2020 and was not renewed at that time.**
- The APSI Board entered discussions with the ASAA in October 2020, to update the MOU for agreement prior to season 2021.

LEGAL MATTER

- After the resignation of Andrew Rae as General Manager in 2019 and prior to the appointment of Richard Hocking, the Board set about recruiting a new General Manager in early 2020. As part of this recruitment process, the APSI attended a Fair Work Commission hearing in August 2020. **An amount was paid on account of legal fees and a settlement in response to legal action taken against the APSI by a prospective employee.**

APSI GENERAL MANAGER RESIGNATION (RICHARD HOCKING)

- In October, 2020, **Richard Hocking submitted his resignation to the Board of Management** and concluded his tenure as General Manager on Friday 6 November, 2020.
- The Board **engaged Andrew Rae as Interim Operations Manager** in a part time capacity to support administration staff throughout the summer and assist the Board with the recruitment of a new General Manager in the first quarter of 2021.

INTERSKI & TEAM SELECTION

- Due to COVID restrictions, **final selection of a new National Demonstration Team was postponed until 2021**. Throughout 2020, The Technical Directors worked ardently creating tasks to challenge and continuing screening those who applied. Not only will these tasks assist the Technical Directors with their selection, but the content produced by applicants will assist the Team (once selected) in the lead up to Interski and the organisation as a whole.

FINAL NOTE

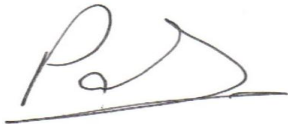
The attitude shown by the APSI community during what was arguably the most difficult of circumstances, was tremendously inspiring to me. When times were hardest, APSI staff worked harder than ever refining processes, adapting operations and implementing initiatives to engage members. 2020 was an incredible testament to the resilience, commitment and passion that members have for the organisation and industry. It fills me with great confidence that as an organisation and community, we are strong and will persevere to overcome any challenge that lies ahead.

I would like to say a special thank you to:

- Richard Jameson, Kylie Dwyer, Zac Zaharias, Tom Hodges and their respective technical committees for their flexibility in operations and incredible effort in engaging staff and members through new digital formats.
- Suzanna Brown, Tiffany Ingle and Richard Hocking for their tireless efforts in keeping the office running to support staff and members.
- Andrew Rae for his contribution and assistance as Interim Operations Manager.
- Members of the Board for their voluntary contribution to all of the projects undertaken throughout 2020.

Lastly, thank you to all APSI members for your loyalty and commitment to the APSI. We look forward to moving out of this period in a much stronger position than we started, and ready to provide an outstanding level of training to members and support to the resorts.

Yours Sincerely,



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