

# 2019 Rainbow Sports Club Report



## Summary

2019 Season bought with it challenges both on and off the mountain however many members and visitors had brilliant days at Rainbow enjoying the snow and we managed the following obstacles as they came up.

An attempt to open early was not successful with little snow fall, an example to us that our winters seem to be arriving later.

In Customer Service, the discounting policy used, resulted in higher customer numbers but reduced profitability. The Intouch changeover did not create efficiencies we were expecting and increased wait time for visitors.

Operations dealt with some gear failures through the season that reduced our operational capability by demanding both time and money. This highlighted the field needs a stronger capital base to ensure the required investment to keep the field as a commercial operation.

The upside from the season was the road continued to work well after the investment, we introduced more people to the mountains and our community reach has never been better.

As a Committee we acknowledged a restructure needed to be put in place however this carried over to 2020.

## Strategic Vision for Rainbow to 2025

- ® Stay an accessible and fun facility to foster Snowsports in our region
- ® Achieve utilization of the Mountain outside of ski season
- ® Better than compliant, a responsible guardian of the land and people's safety
- ® Sustainable financially
- ® Sense of ownership among community, council, business
- ® Striving to improve the experience for users of all levels (a pragmatic approach to making Rainbow the best it can be)
- ® Sustainable volunteer and employed team

## Operational Vision

*Promote enjoyment and excellence in Snowsports Industry*

## Mission

*Provide leadership and structure for high quality, sustainable programming for our ski/boardng area and communicate the competitive, recreational and lifestyle benefits of the Snowsports Industry to our members and guests.*



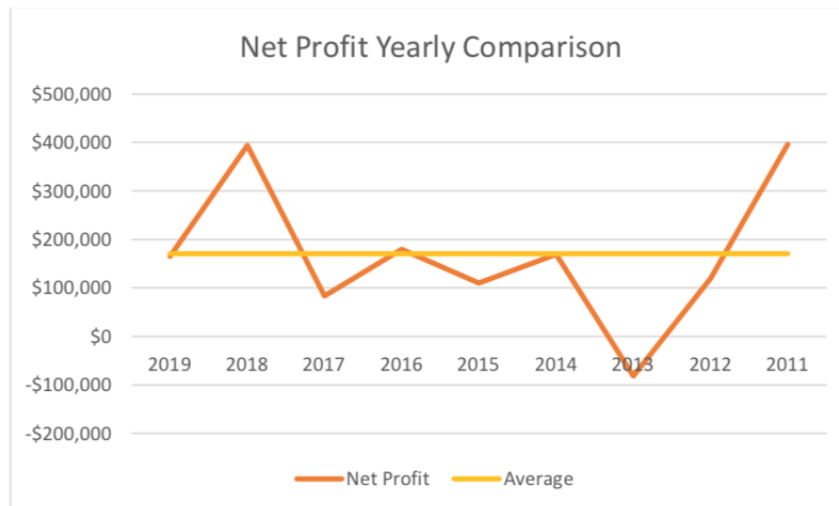
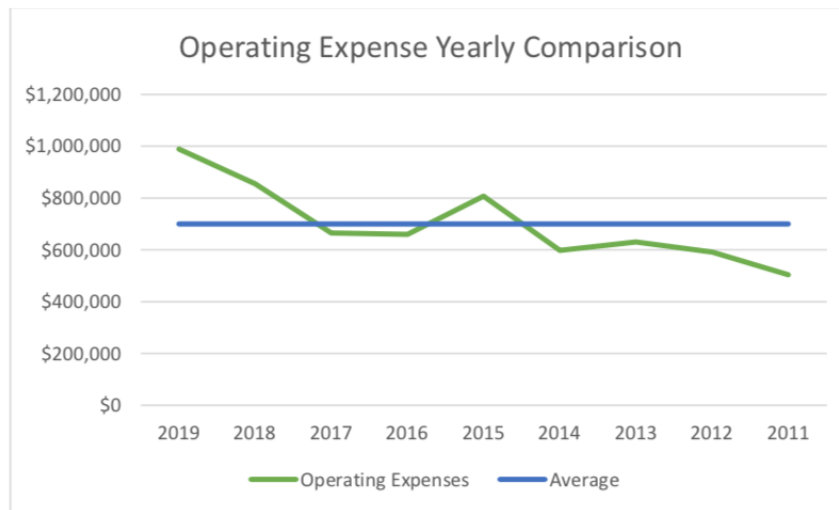
After the slow start, 2019 was the second highest grossing revenue season for the Club.

2019 ticket/passes sales were tracked at \$1,251,304 (\$1,474,212 **2018**) for an average revenue per open day at \$14,078 (\$17,142 **2018**)

The average yield per customer was at \$66.72 (\$67.47 **2018**). We had three (3) \$40K+ days with one being the highest for the past two seasons at \$45,861.

We had 20,582 visitors (22,041 2018) (Day passes - 16,361) and 6,333 vehicles.

As a Club Field our average number of days open per season is 73 in 2019 we had 71 days open for 75% of potential days.



## **Operations**

### **Report by Tom Harry**

Pre-season. The pre season work went pretty smoothly all in all. We managed to get basically all of the summer maintenance finished, and all sign offs complete with time to spare before the early opening date.

Snow making began 5 weeks out from opening. The motors will be a focus for summer maintenance, as it is our weakest link in this department. The new snow guns were fantastic.

Snow, there was none, and then heaps. Storm after storm this year. And wet. We only had one snow event that had no rain at all. This made the snow pack incredibly heavy, and wet.

The biggest challenges that arose from this was the road, and grooming. The road was very soft from the new gravel, and with a massive amount of wet snow, it made it very challenging to clear without doing damage.

The grooming/groomers. Tough season in this department. The work itself was hard, as you cannot do much/any blade work when the snow is so wet.

The mechanical, and electrical issues with the PB300 are reasonable. 10,500 hours is very high for one of these machines. PB200 has just had very basic servicing over the past few years, and will require a little bit more attention this summer. The PB200 cannot return to operation on the slopes at this stage, and should be retired to car park, and roads only.

Lifts. T-bar ran well. Issues with the twisted rope and brakes. We will be giving the T-bar a thorough service this summer. I would push for slightly higher speeds next year to help with lift line on weekends.

Platter made it, just. Rope replacement this summer.

Handle tows. West bowl. This one was really hard. Gearbox rebuild, Motor rewired, Control box issues. It did not cooperate at all. Also suppliers where slow on jobs. No major work required this summer. Terrain park requires safety system rewiring, and bits replaced that were borrowed for the west bowl tow.

Generators all ran well. No major work this summer. 300kva will require heavy servicing.

Loader had the one major issue. Main lower pivot point cracked in half due to age, and wear. This machine is on nearly 40,000hrs. Which is very rare. This will require basic servicing, blade repair work, and lower pivot point strengthening at minimum this summer.

Private vehicles. All went ok. Van and old Hilux continued to be expensive. Too many trips up and down that road has taken it's toll on them. Land cruiser has been a great up grade.

Snow machines. Both had a couple of issues, very little summer maintenance required.

### **Customer Service Report by Ryan Slot**

One major hurdle to starting the season off was the upgrade to Intouch. The upgrade had many changes and bugs that needed to be worked out.

Pre-season, we worked to familiarise ourselves with the system and had plenty of support from the techs at Intouch. However, once the season started, the support dropped off causing quality issues.

Solutions to some of these issues would include having off-season preparation as there is a lot of back-end planning needed before the season starts. It would also be advantageous for Rainbow to have Intouch in a central location available for several departments to access remotely.

The lack of staff and support throughout the season caused major issues across all departments. Certain jobs had to be put off and neglected causing less than exceptional experiences for customers as well as staff. For example, event planning and snow sports both suffered.

## Food & Beverage

Lone star Cafe was a great addition to the field

SKI AREA - NELSON LAKEE



## LONE STAR S I N C E 1 9 8 8

This year, we were thrilled to welcome some new members to the team! Meet Mat Bainbridge and Karen Fournier who run the Lone Star Rib Shack and who are two of the friendliest, smilest people to greet you right out of the car park. Because of their efforts, we were able to expand our food and beverage services, offering things like ribs, sandwiches, breakfast items, chips, and snacks! With this expansion also came more outdoor seating for our guests to truly enjoy this spectacular area that this ski field sits in. None of this would have been possible without the hard work of Steve (Gardy) and Brooke Halem, owners of Lone Star Nelson. Thank you, Mat, Karen, Steve, and Brooke for working so hard to feed our bellies during a long day of skiing and riding, and for being so friendly and welcoming throughout the season!

What a beautiful spot with so much potential!

We're really proud to be part of the first season of the rib shack. All we wanted is to make this awesome place even better. And by the positive feedback and happy faces I really hope we've accomplished that. But above all we got to work and play in this beautiful setting!

I had worked at Lone Star in Nelson for 4 years where I met Steve and Brooke. We're grateful we were given a chance to run the rib shack together. We've met some really great people. All the staff have been so friendly, helpful and happy!

We hope you can't think of rainbow anymore without the rib shack!

- Karen and Mat

## Patrol

# AVALANCHE AWARENESS

This season Avalanche Awareness courses were available to all employees by the ski patrol staff. Our aim was to promote safe travel and awareness in the back country. We also saw the need to train Rainbow staff for an incident that may occur in the ski area or in the surrounding National Park.

At the beginning of the season Rainbow Ski Area took part in conjunction with Nelson Police, DOC and SAR for an avalanche training exercise. This being the first ever co-ordinated avalanche exercise by all parties. We discovered we could improve our communication between all agencies. The patrol staff excelled in the challenge and were praised for their quick live transceiver finds and a high standard of first aid administered. This would not have been possible without the commitment from all other departments that participated from Rainbow, especially ski school. The exercise was adjudicated by Don Boogie, NZ Avalanche Professional and Matt Wilkinson, Local

Forecaster, SAR paramedic and Mountain Guide.

The patrol staff trained 10 Rainbow staff in the Mountain Safety Council (MSC), Avalanche Awareness Course. The course structure provides a 3hr lecture with one day in the field.

The course covers:

- Trip planning and preparation
- Defining the avalanche phenomenon
- Understanding the NZ Avalanche advisory
- Weather, terrain, snowpack and how these relate to avalanche conditions
- Travel: Evidence-based decision making about route selection and safe travel techniques
- How to perform a companion rescue
- Transceiver, Probe and shovel techniques.



“The avalanche does not know that you are an expert”

-Andri Rach, Mountaineer

Patrol have also provided a transceiver park which is accessible to not only staff but by anyone who uses the ski field or back country. Patrol changes the batteries every week and moves them around to keep challenging all participants. This is something we would like to provide each season going forward.

We were fortunate to have a high standard on patrol this season. Headed by myself, holding my Stage 2 certificate, many years patrol and ski guide experience. Returning staff member, Sean was armed with local knowledge having worked 4 seasons at Rainbow, and many years' experience in outdoor education training and 22 years of active service in the Army. Adam successfully passed his Avalanche Stage 2 this season whom also brings 18 years of patrol experience to the bow. Henry who completed his Polytech Patrol course and has worked in Canada at Big White Patrol and Abi with a high level of medical knowledge, whom arrived from America with her

paramedic's ticket. Abi also won the Rainbow Queen of the mountain freeride competition and travelled to The Remarkable's Ski Area and Olympus to compete in the world freeride competition.

Cait and Rosco joined Rainbow toward the end of the season. Rosco passed his avalanche rescue exams, late August and is now able to respond in an avalanche emergency. We are very lucky to have their expertise on staff. Previously response would come from Methven which would take 2-3hrs.

Till next season.

Stay Safe,  
Tracey Creedon



## Staffing

-  Fergus Hall: "Rainbow has been an amazing place to grow my knowledge of ski instructing."
-  Morag Shelling: "What a fantastic season this has been. The staff this year have been awesome, the snows incredible, pretty good weather. Wish it could've lasted longer."
-  Henry David Brown: "For the Bow, and when they start making beer here call it bow juice. Thanks for the great season."
-  Sam Hight: "I love the feel of the club fields."
-  Tim Rowe: "Rainbow's white again. Must be another ski season. Rock`n roll. All on. Yeeha."
-  Ava Unwin: "Thank you rainbow for a ripper first season."
-  Joseph Shaw: "Skiing, speights and snow"
-  Henriette Kircheis: "RAINBOW: ambitious, idyllic, nifty, better, original & welcoming."
-  Lin Brede: "A place in the middle of nowhere with an awesome atmosphere, a beautiful view from the ridge and great personalities - this is what makes this place a hidden gem."
-  Paul Schönwald: "Having a good time. I have no success in pool, but I still love the poolnights!"
-  Thomas Loetzsch: "Good friends from the whole world coming together here for skiing, loving and laughing."
-  Evan Williams: "Rainbow is awesome."
-  Matthew Bainbridge: "Ho ho ho, I love snow. And ribs."
-  Seán: "Proud to be part of this year's team who've bounced back and stood up again and again during our challenges!"
-  Sarah Frost: "Over the season Rainbow has continually grown on me to feel like one big family. Small club field, big hearts. #forthebow"
-  Abi Harris: "Please sponsor me."
-  Susan Baumgardner: "Coming together is a beginning, staying together is progress, and working together is success. -Henry Ford"
-  Chris Becker: "Word"
-  Karen : "A simple complicated beauty. New Zealand you did it again. There's no place I'd rather be. Less is more. We complain, we laugh about it and we all know each others names."
-  Alex Wheeler "Great season with a fun team and good memories."
-  Jorge Giammona: "I never liked cold and winter, until I started working here. Amazing first snow experience."
-  Thomas William Salas: "Absolutely marvelous."
-  Simon Hunt: "Surprisingly fantastic."

Events/Marketing/Partnerships:

## EVENTS



### RETRO DAY

*Oldschool is the newschool*



### KING AND QUEEN OF THE MOUNTAIN

*Freeride competition*



### SLUSH CUP

*Pond skim*



### ATOMIC RACES

*Speed is of the essence*

## In loving memory



### Garry Askew

Members of the Te Tau Ihu Snowsports community will be saddened by the news that Rainbow Life Member and Snowsports pioneer Garry Askew died in Nelson Wednesday the 7th of August at the age of 81.

Rainbow Sports Club and Mt Robert Ski Club members have fond memories of Garry's contribution over the last 60 years, as an active and energetic coach, mentor and leader. With his wife Philippa, they led the ski school (Snowsports) at Mt Robert from the early 1960's, forming the solid foundation for skiing in Nelson and Marlborough regions. When Rainbow became a commercial entity 30 years ago, Garry and Philippa formed the St Arnaud Ski Racing Foundation (SASRF), to continue Snowsports leadership as people moved over to the commercial Rainbow field.



### Norm Surprenant

"I had the pleasure of knowing, working and living with Normand Surprenant, or Norm, for a couple of seasons a few years ago including his last season.

Norm was late to skiing from the auto industry but was the highest qualified and most technically refined ski instructor we had.

When we lived together he showed me many pictures of his horse in Vermont and we talked at length about skiing, Rainbow, politics while we churned through the contents of the woodshed; he lived a warm house!

Anyone who was lucky enough to know or be taught by Norm will only have fond memories of him and his gentle smile.

I miss him greatly and learned a lot from him. I'm sure you all feel the same."

- Seán

## Partners

We really couldn't operate the field without the support of our commercial partners. They really help reduce our operating costs and ensure our ability to open.

# PARTNERS



**MEDIAWORKS**

A big thanks to Media Works for supporting us by advertising Rainbow on radio stations such as The Edge, The Breeze, George FM, The Rock and More FM.



1 Call limited provides us with great IT and hardware services which allow us to deal with daily duties. We appreciate having 1 Call limited as our partner.



We are extremely grateful to Bowater Motors Group for providing us with off road vehicles. This year Bowater supplied us with a new Landcruiser which has been very helpful.

**EDRIDGE**

**Roading - Drainage - Quarries**

It is a long and windy drive to Rainbow, we are extremely thankful that Edridge is helping us by upgrading and maintaining our road. Thanks for that!



We appreciate Callahan & Martella who are name partners of the Intermediate area. This lift is very important for those who are sharpening up their riding ability.



We count on our partner Farm Agri Centre to provide us with snow making equipment and water supply. This was especially important at the beginning of the season this year and we are very grateful.

## **FINDLATER**

---

### **CONSTRUCTION**

Findlater Construction Ltd provides us with excellent earth-moving machinery which enables us to keep the long mountain road good and safe. A big thanks to Findlater Construction Ltd to help this year for fixing our loader in such short notice.

## **Torpedo7**

The great outdoor gear store, Torpedo7, supplies our Retail Shop with snow gear and provides event prizes. Thanks for your continuing support!



Everyone driving their own personal vehicle needs to be informed about the current mountain road conditions. We are glad that Power Signs is supporting us with all the important road signs.



The Beginner area of Rainbow is very helpful to those who are learning to ski or snowboard. Thanks to our name partner Pomeroy's Coffee and Tea Company for making the beginner area possible.

## **netMaestro™**

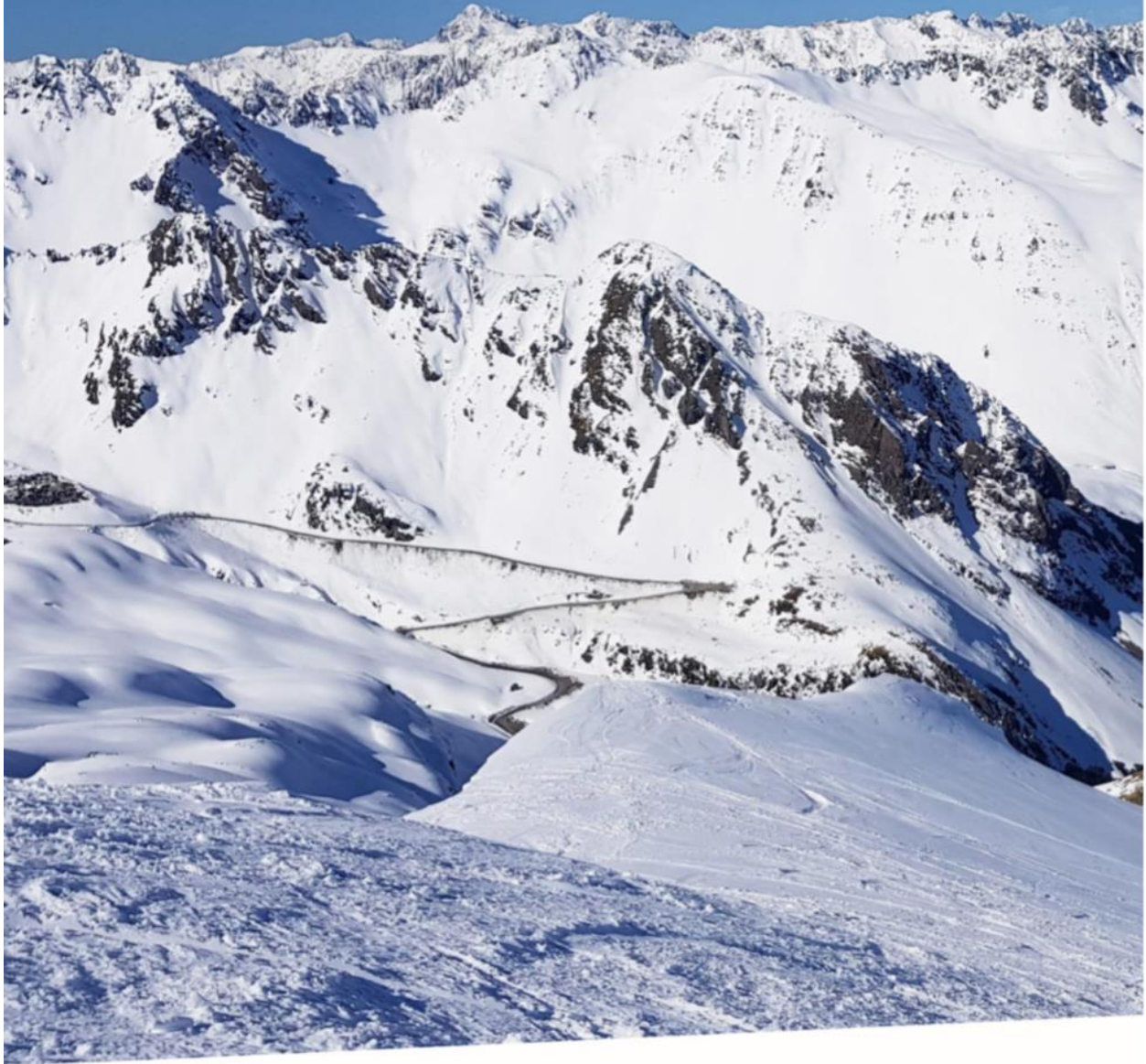
Many of our customers check the ski field conditions through our website and we appreciate NetMaestro Ltd for taking care of our web design and is providing us with great hosting services.

# THANK YOU

A big thank goes to Jules Taylor Wines Limited, Hardy Car Nelson, State Cinema, Curio Construction, Whiteware Solutions, Summit Real Estate and Tringham Wines for another year of an excellent partnership. Besides this, we want to say thank to Mike To Mags Nelson and Steve David Wines Nelson for the picnic benches and tables. In addition, we are glad to mention that Continuous Group provided us with a great ski field map and their continued support, especially through the delicious cafe. As in recent years, Skispecs supported us with quality poles and NPQ ski Fuel. Furthermore, we are grateful that Atomic is still providing us with a lot of rental gear and we really enjoyed the Atomic Masson's race.

Thank you all for your great work and support!





Big thanks to all partners, members, and staff who made this 2019 season such a success.

**See you next year!**