

## Indoor Lectures New Zealand

### **Aotearoa, New Zealand – A Snow sports Story**

Aotearoa, New Zealand - "Land of the long white cloud" has had a long and challenging history in the snow sports industry. This indoor presentation illustrates the journey of the NZSIA and Snow sports as an Industry in New Zealand including the history and people that created it, while showcasing New Zealand as a snow sports as it is today. New Zealand is now considered a developed snow sports destination but like many other countries, it face similar challenges in areas such as innovation, development, attracting new customers to the snow and bringing instructors through our qualification system.

Throughout this presentation we will highlight NZSIA and industry wide innovations, strategies and partnerships focused on the growth of the snow sports industry in New Zealand.

### **Student retention through achievement**

With the goal of greater retention of snow sports students we will discuss the theme of "safety-fun-achievement" and in particular achievement versus learning. This is a model currently being implemented in New Zealand with a strong focus on the student's end experience and desire to return for more lessons. We will also introduce the FUNdamentals programme, a nationwide initiative aimed at retaining young people in the sport and providing pathways from recreational to competitive participation through awards based skill development.

### **Developing Inspiring Snow Sport Professionals**

The NZSIA, in collaboration with other key stakeholders is investing heavily in the development of our people. Through broadening certifications and seeking new opportunities, the NZSIA has revamped its education pathways to create an inspirational and simplified experiential learning approach with the goal of promoting greater self-awareness.

Complementing NZSIA initiatives, we will look at the development of New Zealand's most inspiring athletes and the world class competition within New Zealand that provides preparation for Olympic level events in the northern hemisphere. Come join us as we introduce the pathways being created to develop and inspire the next generation.

### **Adopting ISIA Card as a southern hemisphere nation**

The NZSIA has been training snow sports instructors since 1970. Our qualification system prepares instructors for both our strong domestic industry and overseas. In 2012 New Zealand implemented the ISIA Card qualification, running the first ISIA speed test in the Southern Hemisphere. This indoor presentation discusses the process and challenge in developing the Card Qualification in New Zealand and outlines why as a small southern hemisphere nation we have gone down this route.

The overall theme of New Zealand's presence at Interski 2015 is the challenge "Attract, retain and develop" participation in snow sports. Our presentations will provide a response to this challenge by discussing initiatives targeted at all snow sports participants.

# "Attract, Retain and Develop"



For more information email:  
[interskimanager@nzsia.org](mailto:interskimanager@nzsia.org) or visit our  
website [www.nzsia.org](http://www.nzsia.org)