

**Mountain Safety Collective
2023 AGM Minutes**

Date: 10th October 2023

Attendees via zoom:

Melissa McHugh	Owen Lansbury	Sam Robinson	Rolf Schonfeld
Narelle Watters	Craig Sheppard	Coralie Reich	Anne Chiew
Andrew Magart	Sam Lee	Daniel R Cocking	Dan Coletti
Cam Walker	Ant Mangelsdorf	Oliver Clayton	
Mathew Gardiner	Timothy Hanigan	Alexandra Young	Alex Motyka
James Hanekroot	Alex Parsons	Chess Smee	Snowy Mountains Backcountry
Marko Justinek	Sam von Ruetzen	Dylan Grubb	Jack Griffiths
Sarah Boyd	ByronHaywood-Alexander	Margaret Clark	Matthew Wiseman
Andrew Mortimer	Joe Coxon	Oliver Light	Amit Kessel
Jonathan Mortimer	Alex Ellinghausen	ROSS PHILIP MCSWINEY	peter robinson
Rachael Petrou	Matt Chan	Christian de Oliveira	Rion Casey
Tony Tang	Rosie Solomon	David McNabb	Simon Brook
Tom Feeney	Cameron Macfarlane	Nitasha Randall	Callum Brace
Huw Brokensha	Andrew Sheats	Adrian Beer	Christian Potzner
William McRae	Justin Loh	Andrew Myles Baker	Braeden Hyland
David Rowler	Jason Catlin	Nathan Small	Kookie Hodge
Michael Chant	Pieta Herring	Alexey Masolov	Andrew Gooday
Elizabeth Pharo	Andrew Taylor	Simon Gough	Scott Bebbington
Kristyna Moravec	Hilary McAllister	James Ramsay	Jackie Ayoub
Vol Norris	Mark Pausler	Harry Weir	Heidi Peirce
John Matic	Darren Robertson	Robert Bird	James Hibberd
Jarrold Scott	Tim Dodd	Fabrice Pierre	Donald Cheong
James (Jim) Hudson	Anthony Slatyer	Joshua Lee	Jane Birch
David Robinson	Samantha Lee	Keith Brettargh	Philip M Lamaro

Attendance by Proxy:

Johnathon Roberts
Greg Spiller
Nicholas Billings
Michael Salmon
Richard Kjar
Lari Trease
Judith Wong
Tim Vickers-Willis
Jessamine welsh
Mark Tonkin
Colin Lightbody
Benjamin Rowler
Warwick Bennett

Adrian Soares
Merijn Kuiper
Tomas f plodr
Jeremy Sternson
Daniel Bosscher
Shaun Baxter
William Hilton-Thorp
David Dunlop
Will Power
Russell Lansbury
Durelle Esnouf
Jesse hamalainen
Michaela Davis-Meehan

Melissa Clarke
Andrew McCann
Ian Ford
Sean Burke
Ian Meggitt
Theo Lansbury
Alex Turner
Taylor Rogers
William Sidwell
Charles Sevier
Emily Willocks
Mark Page
Peter Cook

Chairperson: Owen Lansbury

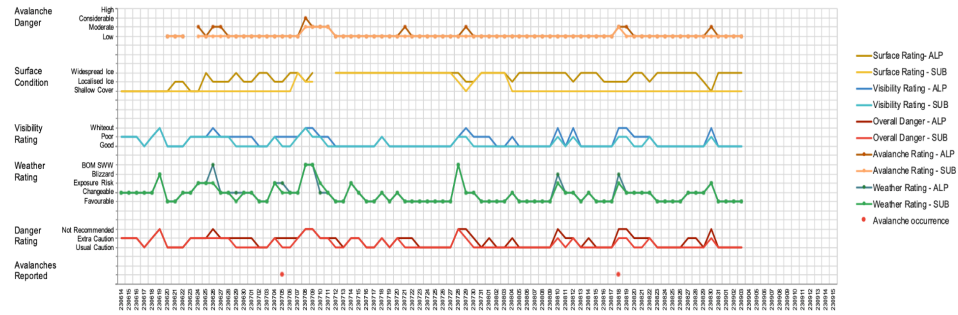
Minutes taken by: Melissa McHugh

Meeting Opened at: 6.30pm

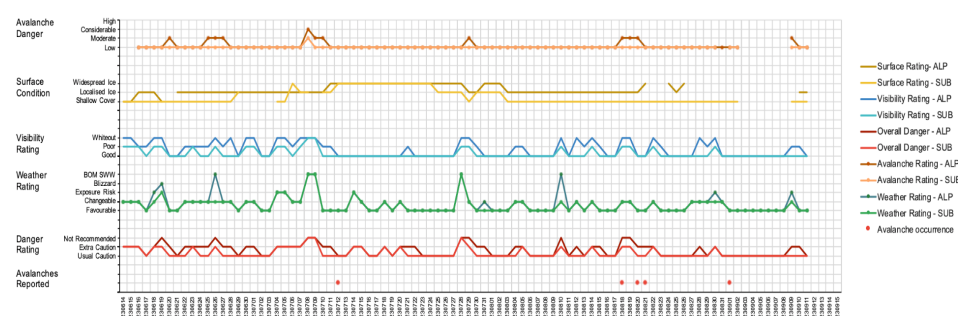
<p>Welcome Acknowledgment of Country Housekeeping</p>	<p>Thank you for joining. Delivered by Melissa</p>
<p>Acceptance of Previous Minutes</p>	<p>Motion to accept 2022 AGM minutes Move Coralie Reich: Second Sam Robinson</p>
<p>Operations Report</p>	<p>Presented By Craig Sheppard:</p> <p>Changes to regional forecast zones:</p> <p>In 2023 we moved from three to two reporting zones: Previously</p> <ul style="list-style-type: none"> ● Victoria - Front Range ● Victoria - Dividing Range ● NSW - Main Range <p>Currently</p> <ul style="list-style-type: none"> ● Victoria Alps ● NSW Main Range <p>Changed due to lack of public use, sparse information & staffing challenges</p> <p>Nevertheless, with these changes we still have ability to discuss specifics within the region</p> <p>MSC Field Team: Craig Sheppard, NSW & Kyle Boys, VIC</p> <p>The commonality of all of the field teams, we/they all have their Avalanche Level 1 or equivalent. MSC knows they can go into the field safely with these skills & knowledge</p> <p>Previously to this year we have relied upon volunteers and public to feed in info, we continue to get this info, however there were also gaps in this. Field team helped to close these gaps.</p> <p>Training With the field team were were able to continue training in:</p> <ul style="list-style-type: none"> - search and rescue skills - patient care - snow profiles - guides skills <p>Observers Jackets - making MSC more identifiable on the field</p> <p>Reporting Platform: Backcountry Conditions Report <i>Front end changes:</i></p> <ul style="list-style-type: none"> - Added BOM Severe Weather Warning - Added archives to the Spring Conditions page <p><i>Background changes:</i></p> <ul style="list-style-type: none"> - Added additional flexibility to the program to be used at the forecaster’s discretion

Winter Wrap up:

Victoria Seasonal Profile



NSW Seasonal Profile:



Overall hazard of the season, as a percentage:



Communications Report

Presented By Owen Lansbury:

In Person Events this year:

- Alpine Education Series - Sold out quickly - 315 attendees MEL, SYD, CBR. Plans for bigger venues in 2024.
- Mammot Winter Warm Up - technical talks in Melbourne
- Loving the Snowlife podcast, presented at a pre-season social
- Thredbo Ski Patrol Training - Presentation
- MSC reps on Steep Reflections movie tour - 1000+ attendees across 8

locations, 8000 views on YouTube in first week of launch. Great exposure, whole segment dedicated to MSC

- Big MSC presence at Victorian Backcountry Festival
- MSC ambassadors present at Arc'teryx backcountry weekend in Jindabyne
- Snowsports Industries of Australia - Trade Show Canberra

Other Media Exposure:

- Weekly MSC backcountry summary report on Mountainwatch.com
- MSC report links on NPWS trailhead signs and website. QR codes on their signs
- Strong coverage of the Thredbo avalanche training centre
- Link to MSC reports from Australian Ski Patrol Thredbo website

Ambassadors

Increased our ambassador roster to 8 people this year. Including MSC founder Simon Murray, FWT winner Michaela Davis Meehan, guide Chess Smee and filmmaker/photographer Dylan Robinson

Website & Report Traffic

- 27K page views on website between June 1 - August 31
- 25% drop in overall traffic page views from 2022:
 - Only 3 major storms during this date range in NSW & VIC
 - Backcountry generally un-skiable from early July to mid August due to ice cover
 - Minor changes in daily reports due to conditions
 - Report went into 'Spring Mode' very quickly, first week of September
- 9000 page views on Report landing page. Below what it was last year, but still really strong.
- Direct visits the main traffic source followed by people searching for MSC related terms indicating strong awareness as a service to go too
- 66% visitors on mobile devices
- 45% NSW, 34% VIC, 9% ACT, 12% elsewhere
- Majority of traffic straight to conditions reports, which is the intention
- Victorian Backcountry Companion Website - launched this year - 5000 visits & 10,000 page views

Social Media

- First year having a paid professional social media manager, contracted to MSC. Savannah Evans
- Goal was to actively connect with users where they consume media
- Consistent social media schedule significantly increased content volume and frequency
- Resharing of MSC ambassador content drove engagement
- Good collaboration with sponsors on shared content
- Overall Reach / FB, down in 2023, Instagram was well up

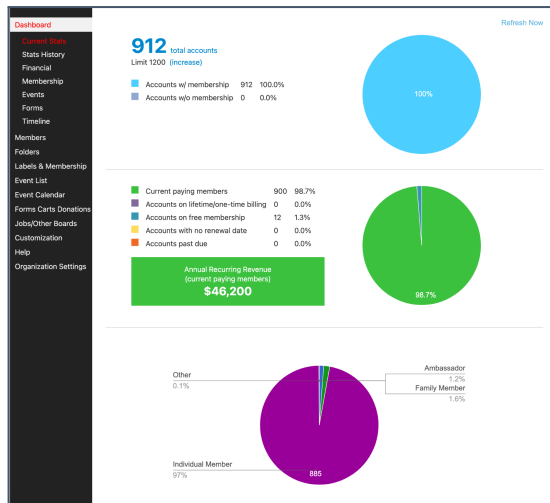
Instagram

	<ul style="list-style-type: none"> ● Instagram engagement and followers went through the roof with 1711 new followers since March 2023 (4959 total by early Oct). ● Largest following of any backcountry related organisation in Australia. ● Largely due to utilisation of reels and trending audio, with 2 videos in particular generating 175k in engagement alone (Although not necessarily with our target audience) ● Short videos with captions relating to safety, current conditions and education information were the best performers. Also had really good engagement <p>Facebook</p> <ul style="list-style-type: none"> ● Facebook engagement stagnant (following general trends) ● Reels that drew alot of engagement on Instagram were blocked on Facebook due to audio. ● FB users dont engage with stories & reels like Instagram users. Need to create more content specifically for facebook. ● Posts with photos and links to newsy content were the best performers. ● Slightly older demographic among Facebook followers.
<p>Fundraising & Membership</p>	<p>Present by Sam Robinson:</p> <p>Membership:</p> <ul style="list-style-type: none"> ● A core component of MSC's funding comes from individual Members who pay \$50 per year to support our services. ● A key strategic goal for MSC has been to build this baseline funding to a sustainable level to help support our on-going services from a previous reliance on Sponsorship and Grants. ● Thank you to Rolf and Nez who once again sent all the packs out! <p>Membership Drive:</p> <p>2023 saw our 2nd Membership Drive, following 2022 launch</p> <ul style="list-style-type: none"> ● It was supported by sponsors with a total prize pool of over \$10,000 - thank you to our sponsors! ● Welcomed 202 New Members!! ● Arc'teryx discount in 2022 drove large number of "one-off" memberships, look to learn from this in 2024 <p>Who are our members?</p>

Region	#
VIC	479
NSW	295
ACT	78
QLD	29
SA	10
WA	10
OTHER	9
TAS	5
Grand Total	915

Membership Platform:

- Squarespace to MembershipWorks transition in 2022 - thanks Nez Watters!
- Runs our Event registrations & Merchandise sales
- 900 Paying Members/Families = \$46,200
- 12 FOC (Ambassadors/Contractors)
- Switched from 1 year → auto-renewal to reduce drop-offs / admin



Thankyou to our sponsors:

Arc'teryx, signature sponsor
Mammut, avalanche safety equipment sponsor
Thredbo, Julbo, Whiteroom, Last frontier Heli Skiing - supporting sponsors

Thankyou to our event supporters

Atomic, Burton, Marker, Salomon, Alpine Access Aust, Mountain flow eco wax, POC, milo, capital brewing, black crows, wild

Thankyou to our partners:

Parks VIC, government grants

Treasurers Report

Report by Coralie Reich:

Financial Statements

Income Statement for year ended 31 May 2023			
	2022/23	2021/22	2020/21
Trading Income			
Members/Merch/Ship	57,402.64	45,800.68	21,383.65
Grants	20,000.00	25,000.00	30,000.00
Sponsorships/Events	34,643.39	19,989.93	4,540.40
Total Trading Income	112,046.03	90,790.61	55,924.05
Cost of Goods Sold			
Merch Cost of Sales	11,730.95	15,597.00	9,731.50
Forecasting Costs	35,091.59	22,765.00	14,864.34
Total Costs of Sales	46,822.54	38,362.00	24,595.84
Gross Surplus	65,223.49	52,428.61	31,328.21
Operating Expenses			
Admin/Ass Fees/Insurs	5,462.15	5,812.25	4,231.90
Postage	1,993.14	2,919.13	792.60
Website Dev	1,600.00	8,900.00	0.00
Comp Software	5,282.93	3,070.83	2,746.96
Finance Fees	1,019.92	949.39	472.00
Advertising	800.00	986.90	0.00
Training & Educ	2,000.00	0.00	0.00
Total Op Expenses	18,158.14	22,638.50	8,243.46
Net Surplus/Deficit	47,065.35	29,790.11	23,084.75

Balance Sheet for year ended 31 May 2023			
	2022/23	2021/22	2020/21
Total Assets	106,245.23	59,179.88	30,585.00
Total Liabilities	66.34	66.34	
Total Net Assets	106,178.89	59,113.54	30,585.00
Equity			
Current Year Earnings	47,065.35	29,790.11	23,084.80
Retained Earnings	59,113.54	29,323.43	7,200.20
Total Equity	106,178.89	59,113.54	30,585.00

Confirmation of Membership fees

Motion: to continue with the \$50 membership fee

Move: Second:

- Fees set to automatically renew - big admin overhead to remind single year payers to renew in past years
- Members can contact MSC to cancel membership at any time

ATC

Report by Rolf Schonfeld:

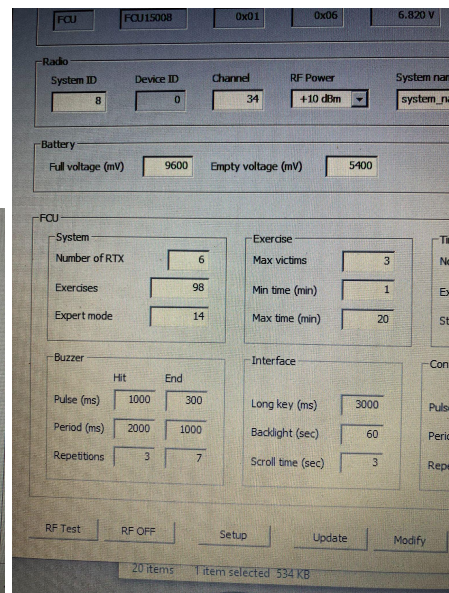
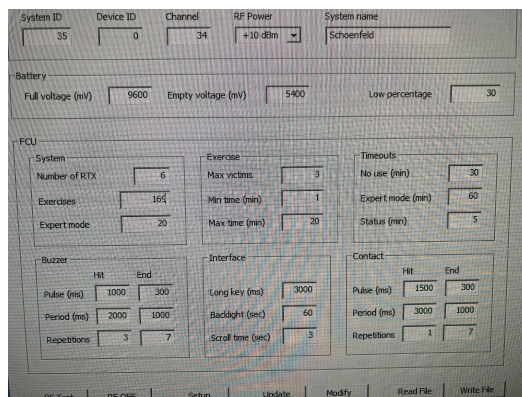
ATC Locations:

Thredbo

Hotham

Media coverage, 35,000 views of Thredbo's Instagram reel

ATC Statistics:



VCBF Competition:

Remote Cameras:

<p>Goals for 2024</p>	<p>Presented by Craig Sheppard:</p> <ul style="list-style-type: none"> ● Increase the capacity of our events to meet the demand ● Professionalise some of the other services required to sustain the organisation ● Succession Planning <ul style="list-style-type: none"> ○ Professional development fund ○ Continued training/mentoring ● Public platform to share observations
<p>Election of Committee and Office Bearers</p>	<p>Presented by Coralie Reich:</p> <p>Thank you to outgoing committee. 3 seats declared vacant 2024 - 2025 term</p> <p>New Nominations presented: Position 1 - Melissa McHugh Position 2 - Rolf Schonfeld Position 3 - Owen Lansbury Position 4 - Tony Tang</p> <p>Continuing Committee Members: Craig Sheppard - Current President. Rolf Schönfeld - Current Victorian Director Owen Lansbury - Current NSW Director</p> <p>Overview/ bio's provided for each new committee members.</p>
<p>Q+ A and general business.</p>	<p>Q Will MSC offer training opportunities? A While MSC is an educational service through our website, we do not conduct in person training. Main reason, lots of professional training services out there already, who can offer these training services.</p> <p>Q Could the page views have reduced, due to victoria & NSW reports going from 3 zones down to 2 zones, therefore looking at 1 page instead of 2. A We did consider this, but it only equated to around 1% in reduction</p> <p>Q Any further thoughts on extending reports past resort closure dates, since BC use does not stop after resort closure A Often times, the predictability with melt and refreeze does not warrant doing continual reports during the spring seasons. However during the springtime when storms come through, we ramped it back up, before and after the storm.</p> <p>Q Would be good to have an ATC in Guthega. Higher avalanche risks. A Prior to installing ATC, had a number of conversations with operators. Limitations with Guthega. There is a BLOG post which goes into details around this. Partnerships with organisation that support the installation, maintenance and storage & consistent snow cover was the primary reasons for choosing ATC locations. Thredbo, much higher altitude and close to vehicle access. Same goes for Charlottes Pass.</p> <p>Q Is there a constitutional limit of only 3 committee members, or helpful for the committee to have 4? A We have a constitutional requirement for 6 seats, 3 seats are made vacant each year. If there are certain issues that people are passionate about, then we have the ability to form sub committees.</p>

	<p>Q Can any insurance options for BC activities be recommended? Or do MSC have any plans to be affiliated with insurance options?</p> <p>A The hardest thing to find is insurance that will cover you without a guide. We dont have the numbers to approach insurance companies to bring them business. NZ Mountaineering Club Austrian alpine club - join to get emergency rescue insurance for a nominal fee. Australian companies - BC insurance (send us an email and I will share who I personally use)</p> <p>Q Are there any plans to partner with any organisations overseas?</p> <p>A At this time, no. We dont have any formal partnerships with the organisations</p> <p>Q Are there any meet and greets through the year</p> <p>A We have pre seasonal alpine education series in May 2024 - main one next year Lots of BC focused movies. Protect our winters.</p> <p>Q Is there any plan to run operations 1 course</p> <p>A We do not offer these courses. Level 1 is offered by professional operators such as Alpine Access Australia.</p>
Election Results	<p>Owen Melissa Rolf</p>
Door Prizes	<p>First: \$750 Arc'teryx Voucher, Adrian Beer Second: \$500 Arc'teryx Voucher, Sarah Boyd Third: \$250 Arc'teryx Voucher, Kristyna Moravec</p> <p>Thank you contact us via website or social media Please reach out.</p>

AGM Closed: 7.30pm