



Mountain Safety Collective

AGM 12 October 2022





Welcome & Acknowledgement of Country

Mountain Safety Collective meet, work and travel on the traditional lands of the Dhudhuroa, Jaitmathang, Taungurung, Gunaikurnai and Ngarigo people. We pay our respects to their elders, past, present and emerging.

Housekeeping

Keep Zoom on mute

Use chat box for Q&A with opportunity to talk at the end



Confirmation of previous AGM minutes

Minutes provided via email and [online link](#)

Motion to accept the minutes of the last AGM

Any business arising from 2021 Minutes can be raised at the end of the AGM.



President's Report

Craig Sheppard



Operational Program



Relationships/Contributors

2022 goal was to continue to develop new relationships and strengthen existing relationships



Field Observation Team 2022

- Addition of an Assistant Forecaster
- Addition of Paid Observers
 - 3 Victoria
 - 2 NSW

Digital Field Observation Plots

- Bogong
- Feathertop
- Buffalo
- Hotham





Professional Development



2022 saw the first ever **Professional Level 1** avalanche operations course held in Australia. 12 students completed an 8 day course to get a comprehensive understanding of snow science and avalanche conditions.

Through our **Professional Development Fund**, MSC is proud to have sponsored many of these students, who in return will be providing the MSC forecast team with field observations for at least the following two seasons.

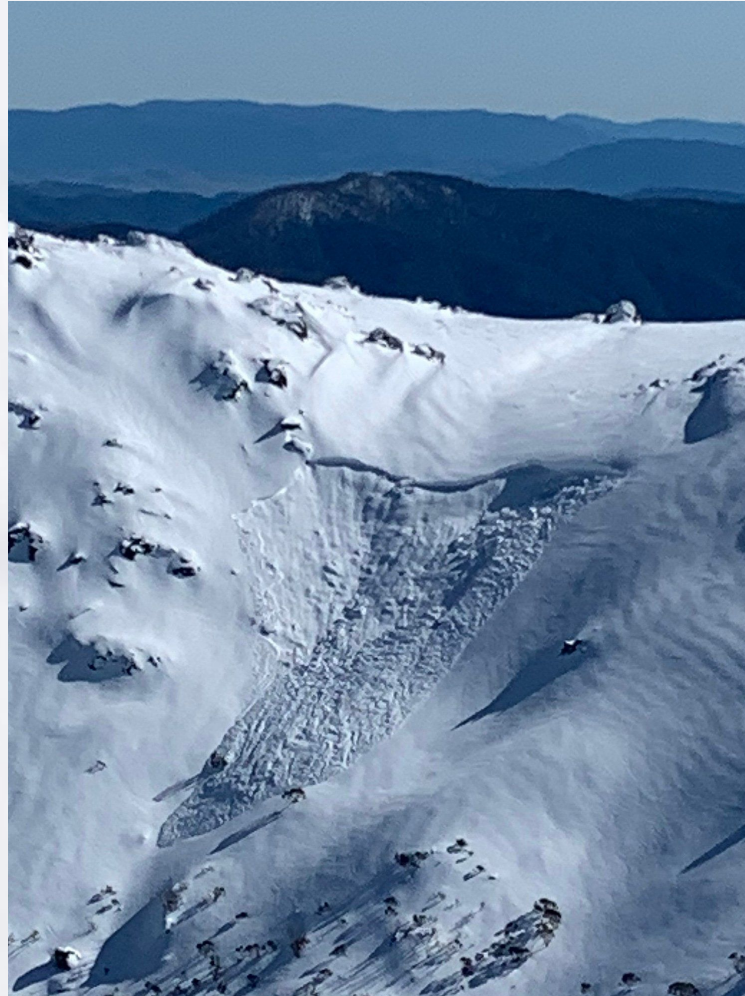
This is a BIG step in growing the professional **Field Observations Team** and ensuring MSC's longer term continuity.





Avalanche Cycles in 2022

Avalanche Cycles





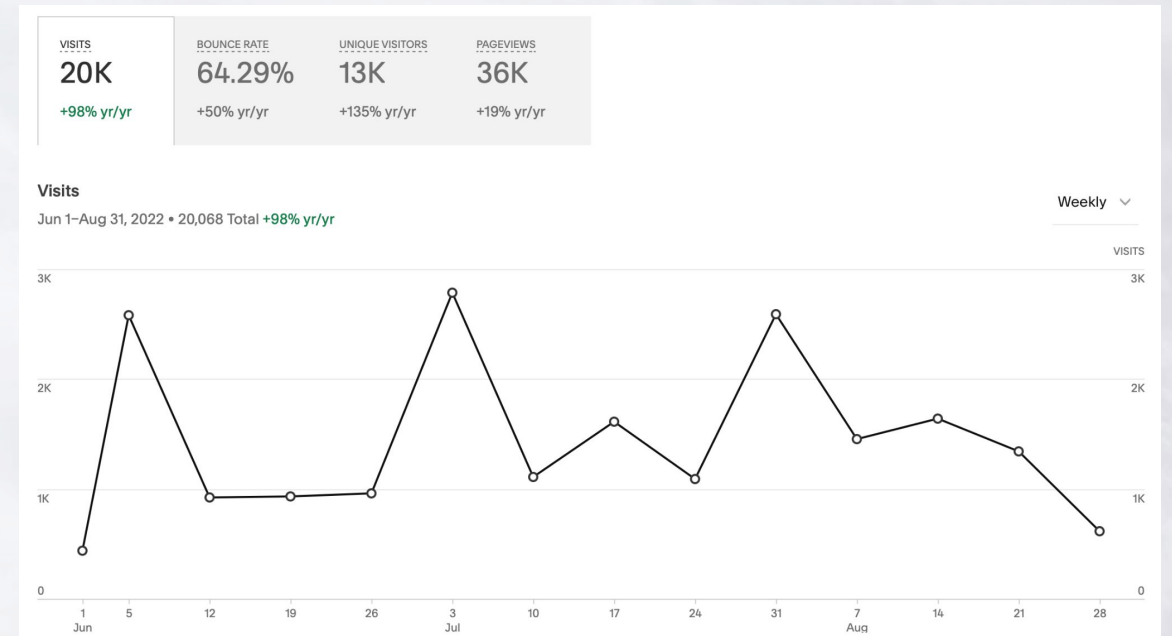
Community Engagement

Owen Lansbury



Online Reach

With the growth in MSC Membership and heightened awareness of MSC's services through extensive media coverage, MSC's **website traffic doubled** from 2021 to 2022, with 20K visits from 13K individual users between June and August. The **daily reports** (on a different platform to the website) received **32K > 38K page views per week** through winter, with the **average user viewing 5 > 15 reports**. Our monthly email newsletter reaches over 1000 subscribers and is a key driver of audience engagement.



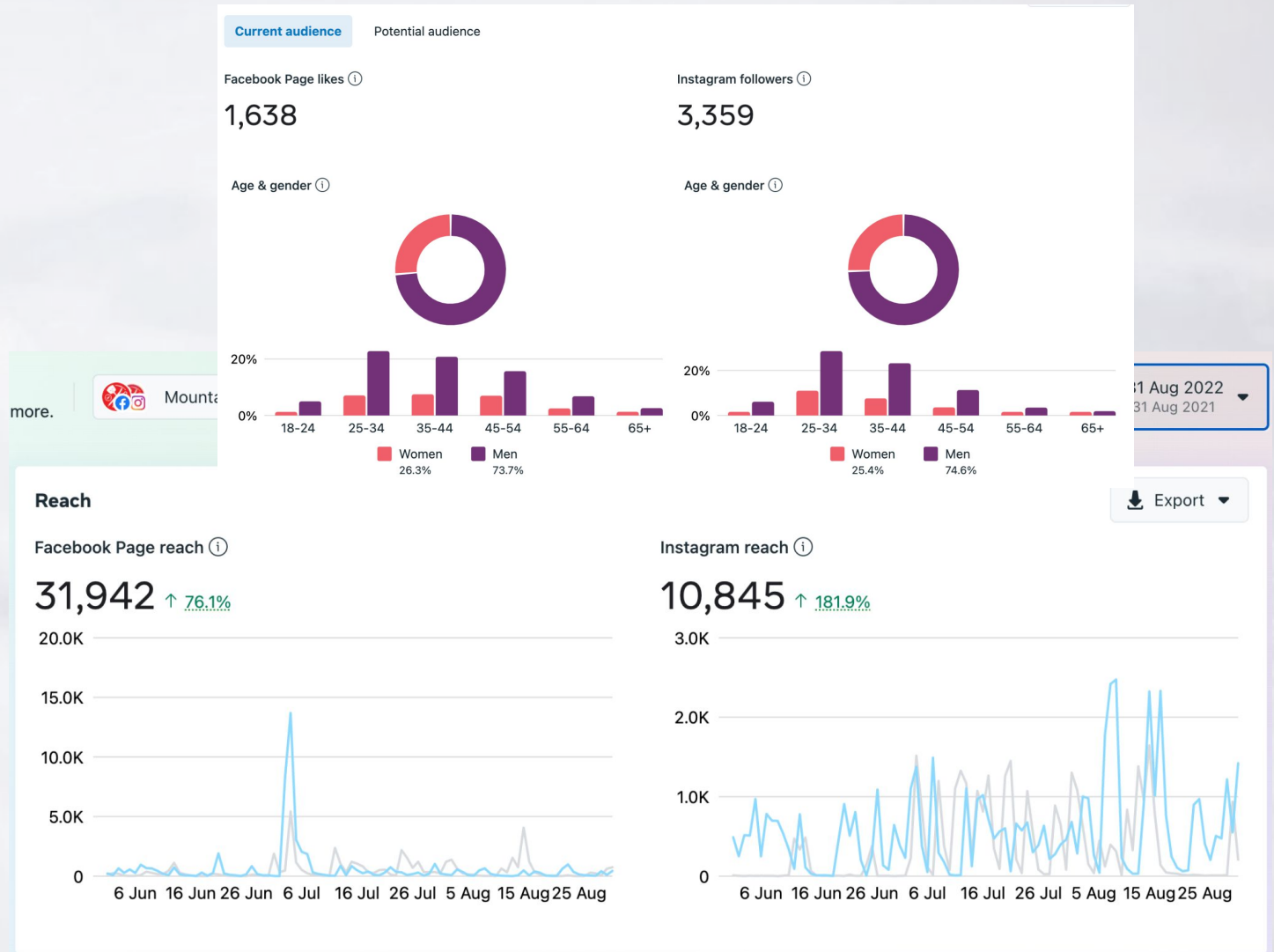


Socials

Social media activity also massively increased between Winter 2021 > 2022, with a 76% increase in Facebook reach and 182% increase in Instagram reach.

Our social audience is roughly 75% male and 25% female.

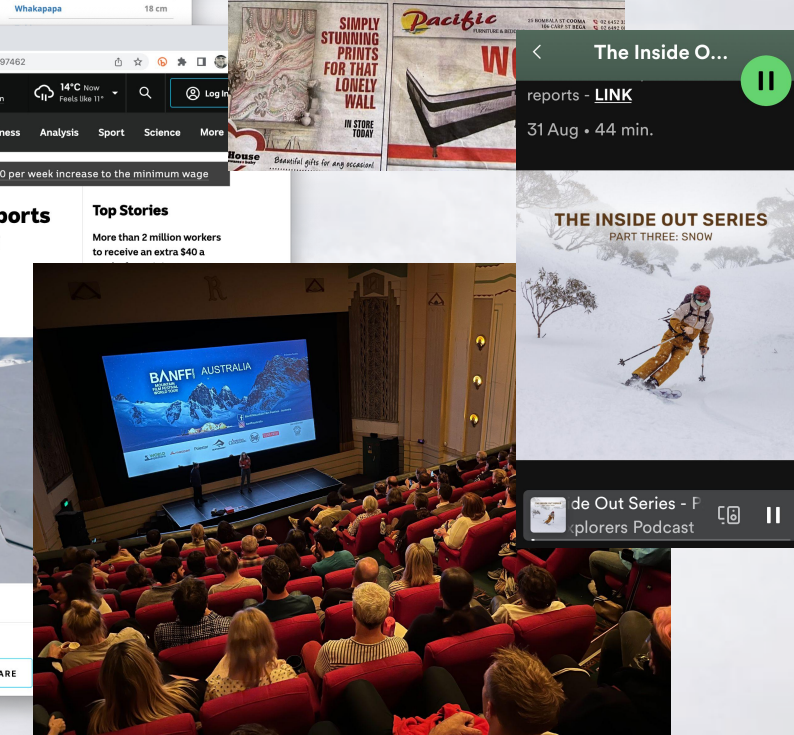
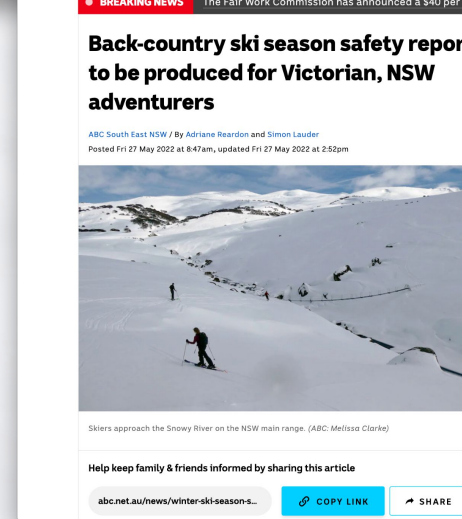
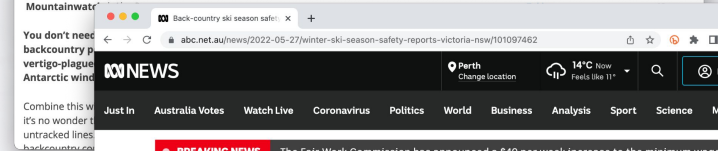
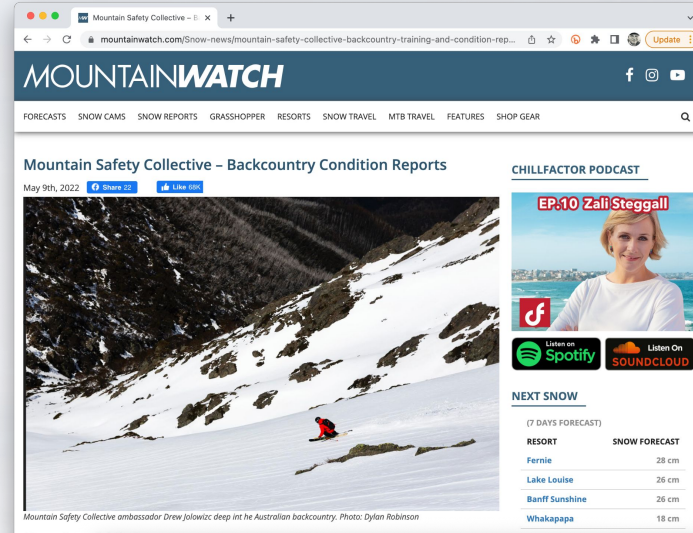
Social media is an area we will be placing further emphasis on in 2023.





Media

Awareness of MSC was also boosted significantly by partnerships with outdoor media outlets such as Mountainwatch, Wild Magazine, We Are Explorers, Snowsbest and the Banff Mountain Film Festival. A number of podcasts profiling MSC were also produced alongside radio interviews and mainstream media mentions from providers like ABC and the Monaro Post.





MSC Ambassadors

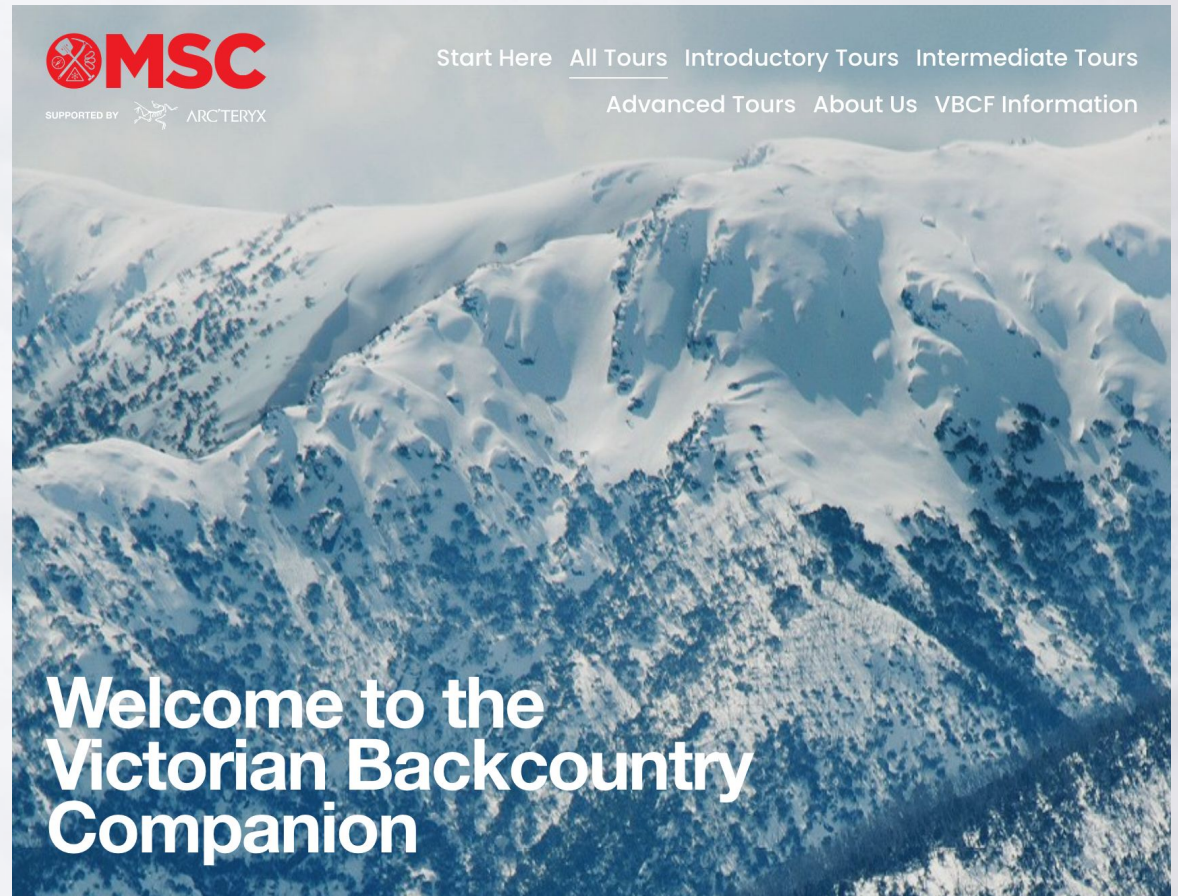




Backcountry Companion



In 2022, MSC launched the separately hosted **Victorian Backcountry Companion** - a comprehensive guide providing overviews of some of the state's favourite backcountry touring zones. Co-funded by Sport and Recreation Victoria and Outdoors Victoria, the project is a great example of MSC's ability to develop high quality content for the backcountry community. We're already planning a similar project for NSW in 2023. Thanks to Simon Murray for driving this project!



Educational Events

MSC had direct engagement with our audience through a number of successful events, including the **Alpine Education Series** run in Melbourne, Canberra and Sydney, alongside active involvement with the **Victorian Backcountry Festival** at Mt Hotham.





Sponsorship & Membership Programs



Signature Sponsor



SUPPORTED BY



ARC'TERYX



Avalanche Safety Equipment Partner



MAMMUT
S W I S S 1 8 6 2

Supporting Sponsors



Government Support





Event Supporters





Sponsorship Prospectus 2023



<https://mountainsafetycollective.org/supporters>



Membership

A core component of MSC's funding comes from individual Members who pay \$50 per year to support our services.

In May & June 2022, MSC ran its first dedicated **Membership Drive**, with prizes provided by a number of high profile sponsors.

This drive **more than doubled** the number of MSC Members to over 900 people, representing almost 10% of the active backcountry users in Australia. We estimate the reach of this campaign was in excess of 20,000 people.

We plan to run a similar membership drive again in 2023.

Going backcountry this winter?

Mountain Safety Collective provides daily backcountry conditions reports so you know before you go!

Become a MSC Member before June 12 and be in the draw for amazing prizes from our supporters...

ARCTERYX MAMMUT SWISS 1862 black crows BURTON marker THREDBO

MOUNTAIN SAFETY COLLECTIVE.ORG AUSTRALIA

The poster is set against a background of a snowy mountain peak. It features the MSC logo in the top right corner. A red banner contains the text 'Mountain Safety Collective provides daily backcountry conditions reports so you know before you go!'. Below this, another line of text says 'Become a MSC Member before June 12 and be in the draw for amazing prizes from our supporters...'. At the bottom, there is a row of logos for sponsors: Arcteryx, Mammut Swiss 1862, Black Crows, Burton, Marker, and Thredbo.



Treasurer's Report & Financials

Narelle Watters

Treasurer's Report

Income Statement for year ended 31 May 2021				
	Note	2021/22 \$	2020/21 \$	2019/20 \$
Trading Income				13,305.00
Members/Merch/shipping	45,864.85	21,383.65		
Grants	25,000.00	30,000.00		
Sponsorships/events	21,740.00	4,540.40		
Total Trading income	92,604.85	55,924.05	13,305.00	
Cost of Goods Sold				
Merchandise Cost of Sales	15,750.50	9,731.50	10,252.00	
Forecasting Costs	22,765.00	14,864.34		
Total Costs of Sales	38,515.50	24,595.84	10,252.00	
Gross Surplus	54,089.35	31,328.26	3,053.00	
Operating Expenses				
Admin/ Assoc Fees/ Insur	7,438.72	4,231.90	2,434.35	
Postage	1,967.66	792.60	354.92	
Website Development	9,260.00			
Software hosting	2,380.83	2,746.96	462.00	
Finance Fees (Stripe)	1,063.84	472.00	318.02	
Consulting fees	0.00	0.00	5,270.00	
ATC Freight/main	2,444.00			
Total Op Expenses	24,555.05	8,243.46	8,839.29	
Net Surplus/(deficit)	29,535.91	23,084.80	-5,786.29	

- Increase in membership
- Sponsors came on board
- Cost-Forecasting/ Obs expanded
- Cost-Website development
- Purchased ATC for Hotham

Balance Sheet for year ended 31 May 2021				
	2021/22	2020/21	2019/20	
		\$	\$	
Total Assets	60,121.01	30,585.00	7,343.50	
Total Liabilities	0.00		300.00	
Total Net Assets	60,121.01	30,585.00	7,043.50	
Equity				
Current Year Earnings	29,535.91	23,084.80	-5,786.29	
Retained Earnings	30,858.10	7,200.20	12,986.49	
Total Equity	60,121.01	30,285.00	7,200.20	



Avalanche Training Centres

Rolf Schönfeld



255 individual exercises

23 in Expert Mode





Confirmation of annual subscription fee

Nitasha Randall



Committee Members - 2023



Thanks to retiring committee members!

Simon Murray

Narelle Watters

Nitasha Randall



Appointment of new Committee Members

Position 1 - Coralie Reich

Position 2 - Sam Robinson

Position 3 - Rob Snape

Continuing Committee Members:

Craig Sheppard - Current President.

Rolf Schönfeld - Current Victorian Director

Owen Lansbury - Current NSW Director



Sam Robinson



Experience: Commercial Leadership and driving integration with the retail and resort communities. Deep experience in fundraising, membership, and technology as well. Some previous roles before my current Transformation Lead at Wesfarmers being Head of Sales for Amazon Marketplace, Commercial Operations Manager at Hotham as well as leading Sales for Arcteryx, Salomon and Atomic brands.

What drives your passion for BC safety? Everyone deserves fair and equitable access to experiencing our amazing backcountry safely. We need to help provide such a platform to inform, educate and encourage safe participation and awesome experiences for all.

Skier/ VIC

Coralie Reich



What drives your passion for BC safety?

Skier, general outdoor enthusiast (climb, bike, hike - just to name a few) and scientist that occasionally gets out in the field. Years of resort skiing, but over the last few years have started to venture beyond the boundaries and I'm enjoying it. However, I realised I need to educate myself to make sure I'm making informed decisions. I really appreciate the MSC and the information that is made available. And have certainly already learnt a lot, but there is always more to learn.

Experience:

- Volunteer penguin guide for Earthcare (yes they are cute, but their beaks are sharp).
- Previous experience on a committee, recently I was climbing convenor for ROC for a few years and concurrently as snow convenor

I'm putting my hand up for treasurer, I'm great at data management (it is something I do in my day job) and I always have been better working with numbers over letters.

Skier/ VIC

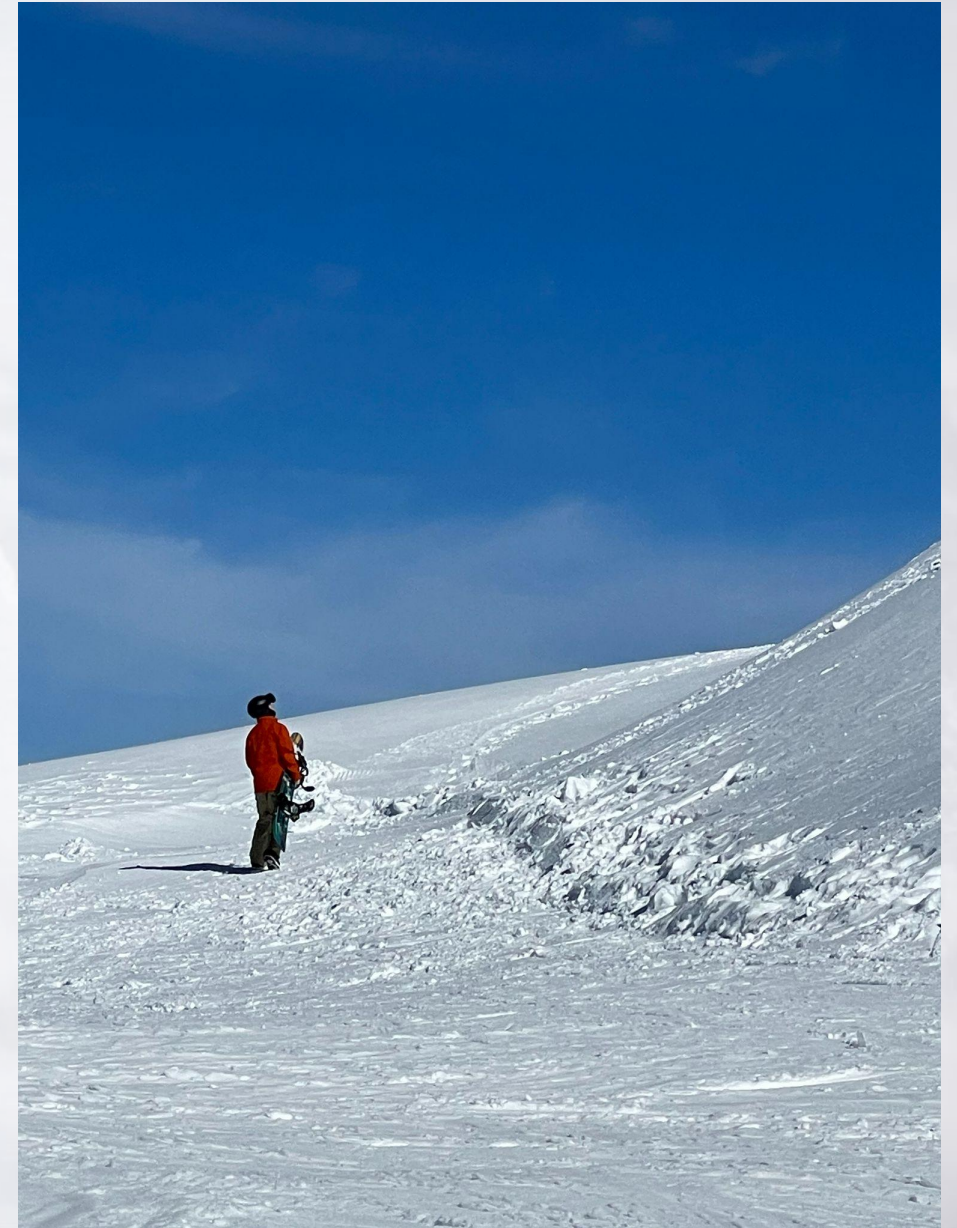


Rob Snape

Experience : My previous career was in the military and now I work in management consulting developing and implementing technical solutions for clients (centred on data and cloud technologies). This knowledge and experience has given me planning, communication and problem-solving skills that I'd feel honoured to utilise in the development of the MSC mission and strategy. I also have some ideas on how to integrate a geographic information system (GIS) into MSC's current reporting framework.

What drives your passion for BC safety? Having undertaken AST1 and with a long history of experience in high-risk environments I understand the importance of safety and want to do my part to ensure that everyone that wishes to venture into the backcountry is suitably equipped with the necessary knowledge to enjoy it safely.

Splitboarder / ACT





Goals for 2023

Craig Sheppard



2023 Goals

- Continue to develop new (and strengthen existing) relationships
- Continue to grow the professional Field Observation Team
- Standardise MSC Digital Field Observation Plots
- Expand sponsorships and grant opportunities
- Grow membership base and community engagement
- Avalanche Training Centre for NSW
- Enhance our social media and content development



General Business / Q&A



MSC



THANKS!

<https://mountainsafetycollective.org/contact>