

Fresh Powder – Rebuilding Nationals Snow

A large, light blue silhouette of a kangaroo is positioned behind the main title. The kangaroo is facing right and is in a leaping or running pose. The silhouette is semi-transparent, allowing the white text of the title to be clearly visible over it.

Facilitator: Christine Voge, UniSport Australia

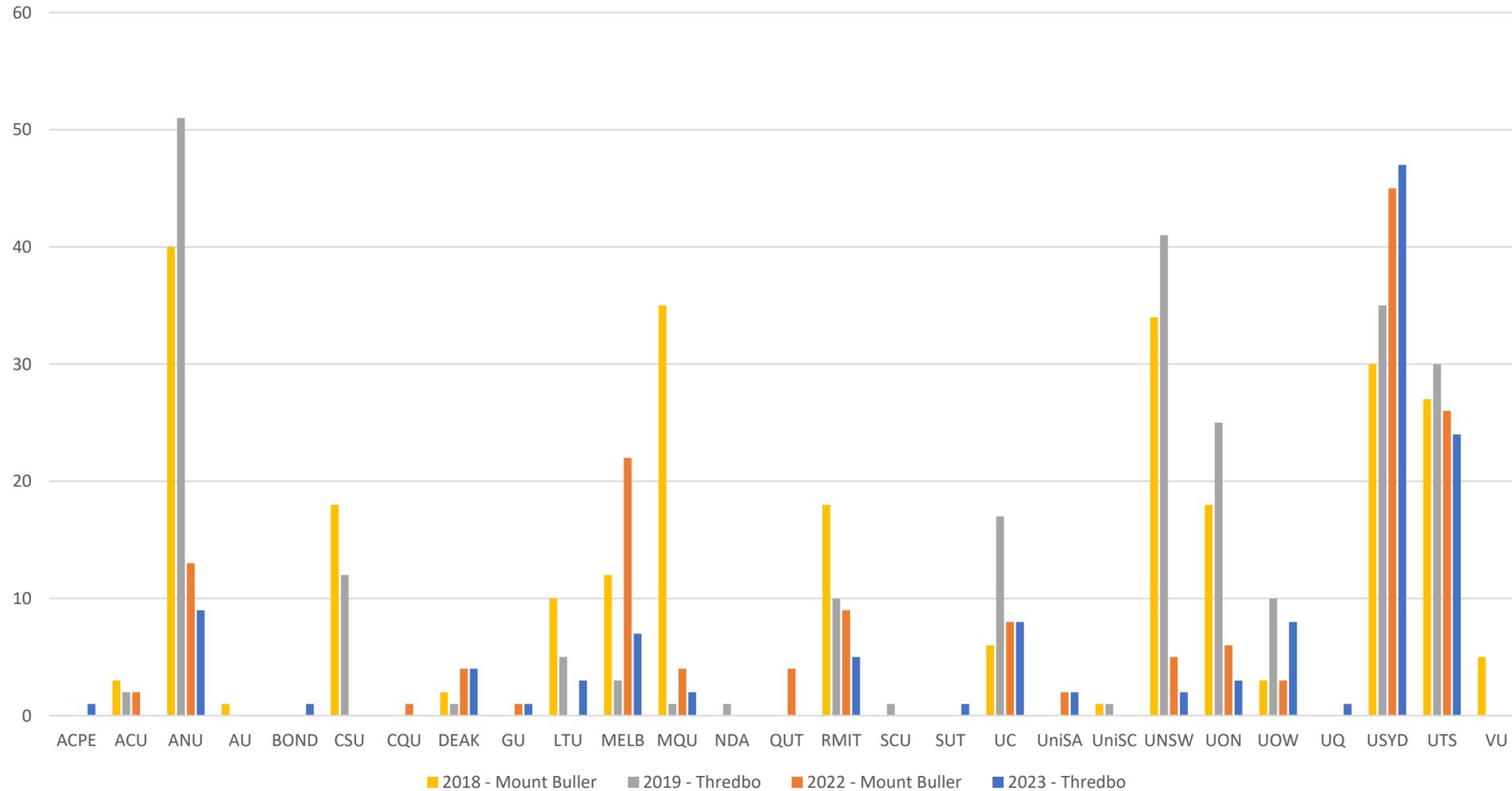
Background

Since 2018, there has been a steady decline in participation numbers at Nationals Snow. Member feedback can attribute the decline in entry numbers to a variety of reasons, including:

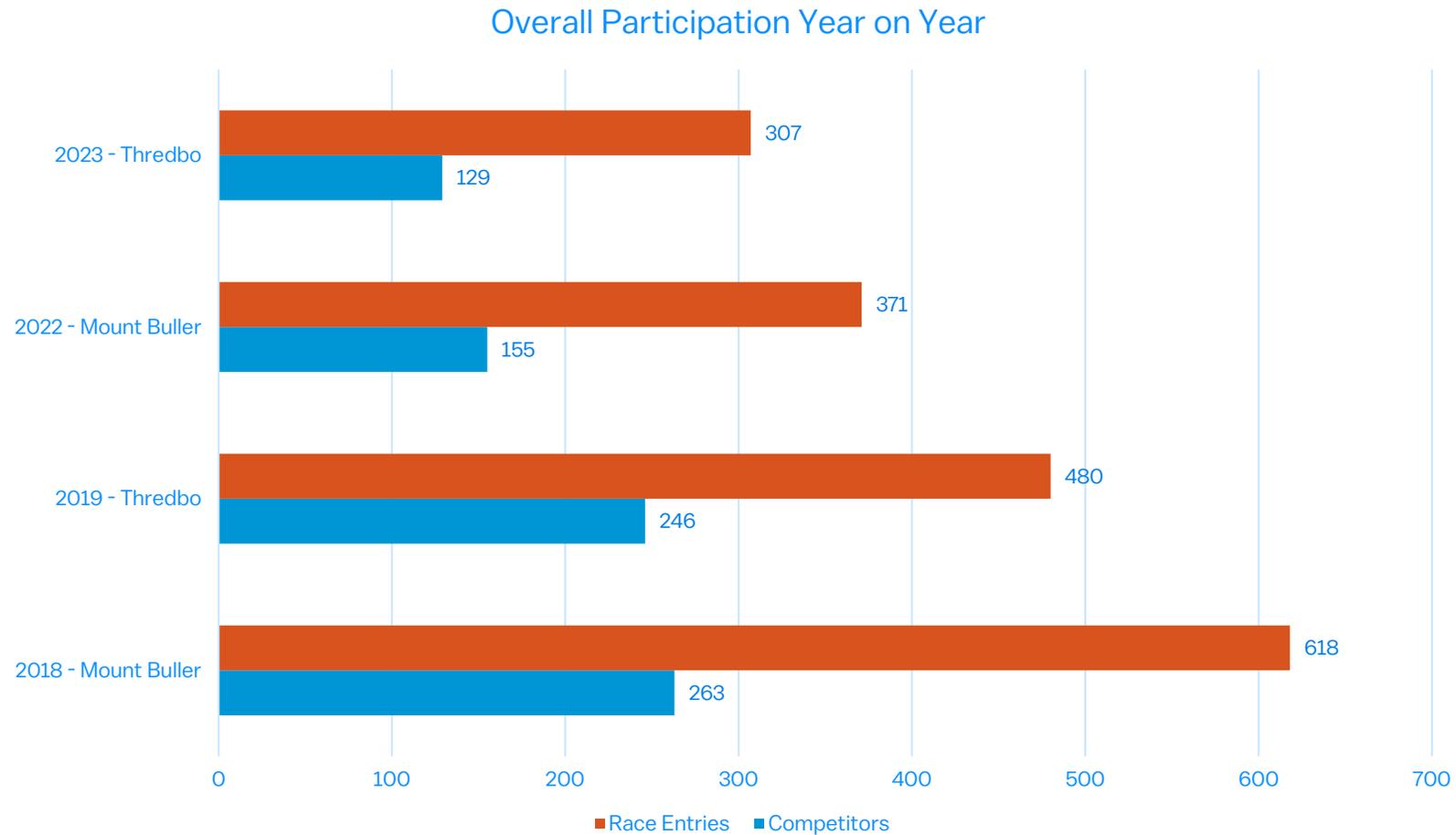
- UniSport rebrand/repurpose of events – unis only targeting the most competitive athletes.
- Behavioural issues with snow sports clubs.
- COVID-19 pandemic and student turnover.
- Accommodation availability
- Expense of trip for students.
- Poor snow conditions
- Preference to attend other snow sport events or social ski trips.

Participation Data

Participation by University



Participation Data



Overall reduction from 2018 with 263 to 129 registered participants in 2023.

2024 Event Details

- Reduced to a three-day competition, 2-4 September 2024
- Event program reduced to following events only*:
 - Alpine and Snowboard Giant Slalom
 - Alpine and Snowboard Super G
 - Ski Cross and Snowboard Cross
 - Ski Slopestyle and Snowboard Slopestyle
- Minimum entry numbers (240) required for event to be guaranteed to proceed - informed through consultation with Mt Buller
- **Unfortunately, the disciplines of Alpine Slalom, Cross Country races, Moguls and Rails have been excluded due to decision from Mt Buller Race department.*



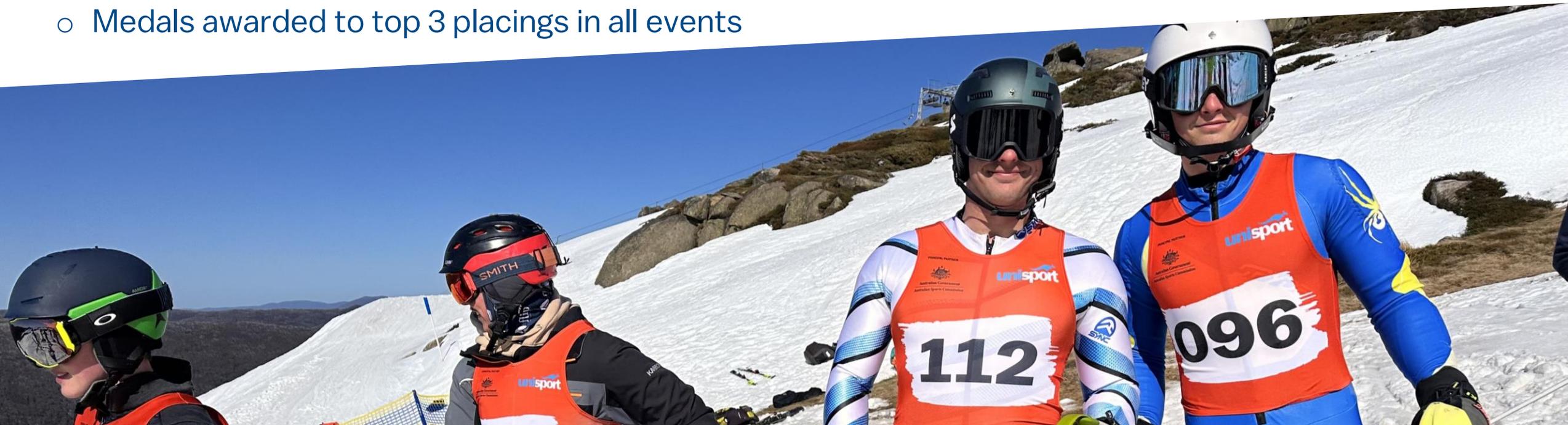
2024 Event Details

- Men & Women Alpine Giant Slalom - 75 people
- Men & Women Snowboard Giant Slalom - 75 people
- Men & Women Snowboard Slopestyle - 40 people
- Men & Women Skiing Slopestyle - 40 people
- Men & Women Alpine Super G - 60 people
- Men & Women Snowboard Super G - 60 people
- Men & Women Ski Cross - 75 people
- Men & Women Snowboard Cross - 75 people



Point score system and pennants

- Consider a top eight points score calculated per event to contribute to the calculation of overall awards
- Reduction in pennants to Men's and Women's Snow Sports (2)
- Spirit of the Mountain award still applicable
- Individual awards to be reduced to recognise one overall champion per gender (highest placings across all events)
- Medals awarded to top 3 placings in all events



2024 Snow Pricing

- The following pricing has been sourced from Mt Buller and reviewed in line with the event delivery budget.
- The lift ticket pricing has been offered to UniSport at a significant reduction in comparison to Thredbo prices last year.
- Current pricing model would need to ensure we have over 250 race entries.

Registration Prices	
Events	Price \$
1 event	95
2 events	170
3 events	225
4+ events	310

Lift Ticket Prices	
Events	Price \$
1 day	120
2 days	245
3 days	330
4 days	415

Workshop

- 1. Considerations for the new point score system**
- 2. Consideration for pennants and awards**
- 3. Pricing considerations**

Other Plans and Considerations

- Attracting the Social team racer – B team racer option?
- Less confronting, more embracing to more people
- Snow Australia connection - registering for a snowID
- Open Ceremony and Closing Ceremony, Après opportunity
- UniSport, Mt Buller, Snow Australia Marketing Campaign
- Connections with University Snow Clubs
- Student Athlete ambassadors
- How can universities assist with building and promoting Nationals Snow?