

**MINUTES OF THE 48TH ANNUAL GENERAL MEETING OF
THE OUTDOOR INDUSTRIES ASSOCIATION
HELD AT LANCASTER UNIVERSITY MANAGEMENT SCHOOL
ON TUESDAY 09 DECEMBER 2008**



OIA Council Members:

Frank Bennett (Chairman)	Lyon Equipment
Darrell Laxton (Treasurer)	Sub Zero Technology
Mark Held	EOG
Jack Galaun	1000 Miles
Alistair Philips	Alibi Publishing
Brian Smith	HF Holidays
Chris Lines	Press Ahead

Representatives from the following companies:

Colin Westland	Allcord
Alan Birkmyre	Allcord
Steve Fowler	Brasher
Matthew Williamson	Croner
Andy Airey	George Fisher
John Traynor	Greenshires
Steve Fowler	Haglofs
Mary Rose	Innov_ex
Stephen Bailey	Oswald Bailey
Wendy Wilson	Press Ahead
Peter Luscombe	Profile Outdoors Ltd
Ralph White	Rosker
Matt Graves	Storm
Pippa Thackray	Tiso
Fran O'Donnell	
Charles Ross	

1: APOLOGIES FOR ABSENCE

Received from Peter Lumley, Kate Spencer, Gill Wootton, Stephen Newlands, Dave Turnbull, Sarah Wilson, Richard Cotter, John Coppock, Andy Utting, Tim Wilson, Terry Frost, Ann Bignold and Jon Bruford.

2: APPROVAL OF THE MINUTES OF THE 47TH AGM (THURSDAY 18 OCTOBER 2007)

Proposed by Darrell Laxton
Seconded by Brian Smith
Unanimously approved.

3: CHAIRMAN'S REPORT

Frank Bennett welcomed members and guests to the AGM. Below is a summary of Mr. Bennett's address to the AGM:

"A warm welcome to you all and thank you for taking the time to attend. This is the Association's 48th AGM, which demonstrates the longevity and support the OIA enjoys.

The challenge for Council members is to unite the trade. However a new challenge came to the fore when the trade show ceased operating in 2006. The resultant closure of the Ruislip office and departure of staff in October 2007 meant the Council has had to undertake a root and branch review of the organisation.

In response, the Council has developed a five year strategy for an organisation which is reshaped, revitalised and relevant. The OIA's stated mission is now:

'Our role is to be a high profile, campaigning organisation that provides leadership and promotes the outdoors, persuasively representing the industries' interests in all activities and at every level.'

The five key objectives to deliver this are:

- Engage with and unite the UK outdoor industries
- Develop a strong and influential voice, able to effectively represent the interests of the industries within UK and European political spheres
- Develop an outreach programme to encourage more people to explore the outdoors
- Work with other associations and interest groups to develop joint activities in areas of common interest
- Develop and deliver a communications strategy to promote the outdoor industries and the outdoors, and to support all OIA objectives and activity

To help with the development and delivery of this strategy the OIA appointed PR and media specialists Press Ahead at the end of 2007. Chris Lines from Press Ahead will cover progress to date after the formal meeting, however the main achievements for 2007/08 include:

- Proactive PR campaign
- Lobbying & partnership activity
- Improved dialogue with members
- Brand development
- Website development
- REYS
- Research
- Get outside this half term! – radio campaign

In addition, it is essential that the OIA recruits a proactive and motivated individual to drive forward the organisation in 2009. Recruitment for the position of the OIA Director has begun and interviews will be held early in 2009.

I am confident that strong building blocks have been put in place across the last year, and although there are still many challenges for the OIA, the development of the strategy, alongside recruitment of a Director in 2009 will stand the organisation in good stead for the future.

I would like to thank the Council, on behalf of the members, for their time and dedication in driving forward the OIA during these challenging times."

4: TREASURER'S REPORT

Given by Darrell Laxton.

Darrell noted that the accounts presented are currently unaudited due to the administrative changes with the accountants, but once information is received from Deloitte they will be audited.

Turnover for this period was £84k and income £108k; this had reduced from the previous year due to the cancellation of the Outdoor Preview Show and a reduction in membership subscriptions.

Running costs have dropped from this period due to employment and office costs (£137K, in comparison to £195K the previous year).

The shortfall for this period is £35K.

The carry over fund now stands as £459K.

Mr Laxton asked for any questions pertaining to the accounts. None were forthcoming.

5: TO CONSIDER AND, IF THOUGHT FIT, ADOPT THE BALANCE SHEET OF THE ASSOCIATION AS AT 31ST MARCH 2008, TOGETHER WITH THE INCOME AND EXPENDITURE ACCOUNT TO THAT DATE; UNAUDITED.

Proposed by Jack Galaun

Seconded by Mark Held

Unanimously approved

6: TO AUTHORISE THE COUNCIL TO WORK WITH NEW ACCOUNTANTS FOR THE COMING YEAR, AND CIRCULATE TO MEMBERS THE AUDITED ACCOUNTS WHEN AGREED AND SIGNED OFF.

Proposed by Mark Held

Seconded by Andy Airey

Unanimously approved

The Chairman declared the meeting closed.