



Distilled Spirits Aotearoa (NZ) Incorporated

New Zealand Business Number (NZBN): 9429047031708

Certificate of Incorporation: 2716891

Registered office: 16d Sunley Street, Westtown, New Plymouth 4312, New Zealand

Telephone: +64(0)21 222 9881 email: chair@distilledspiritsaotearoa.org.nz

DistilledSpiritsAotearoa.org.nz

DISTILLED SPIRITS AOTEAROA (NZ) INCORPORATED

DSA Rules of Association

Code Of Conduct

The DSA Code of Conduct is an overarching Way of Working for DSA Members which covers the application of the DSA Constitution, Rules and Definitions and business practices and standards.

- ❖ The DSA Code of Conduct covers the principles, values, standards, and rules of behaviour that guide the decisions, procedures and systems of our organization.
- ❖ The Code contributes to the reputation of our Members and stakeholders, and respects the rights of all constituents affected by our operations.
- ❖ The Code protects our industry and informs our Members of DSA expectations.

Members and Associate Members of the DSA* agree to abide by the Rules of the DSA when they join the Association (DSA Constitution Clause 7.4):

Membership of the Society constitutes an agreement to abide by the rules of the Society and the decisions of the Committee.

DSA Code of Conduct

Members of the DSA comply with current legislation regarding the definition of spirits in New Zealand, excise requirements, applicable international, national, and local laws and by-laws including licencing laws and the provision of a safe and healthy workplace.

Members of the DSA will comply with the various Rules and Definitions (Rules), alongside the Constitution, which DSA will develop and adopt to contribute to the standards and quality of our industry.

Members are committed to truth in labelling, advertising and other communications, to the responsible service of alcohol and to quality control of their products.

DSA champions our NZ industry and cannot be seen to encourage the importation or sale of overseas spirits for direct competition to our NZ-made products. The DSA logo cannot be used on any communication (including email signatures and websites/ advertisement/ promotions) for the sale of non-NZ made spirits.

Breach of the Code of Conduct

In case of breach of the Rules/ Code of Conduct, membership may be terminated (DSA Constitution Clause 7.12):

A member may have their membership terminated only by a minuted two thirds majority vote of the Committee, and on the grounds that the member has breached the rules of the Society, has acted or is acting in such a way as to compromise the interests or objectives of the Society, is likely to bring the



Society into disrepute, or poses a threat to the Society or its operation. Such termination is effective immediately upon such vote. A member who has their membership terminated will be notified in writing and is not entitled to a refund of that year's membership fee or any part thereof.

The following process documents how the DSA Committee would practically manage any breach of Code of Conduct. It is intended that the Code will provide guidance to members on accepted standards and practices and ensure these are maintained across our industry. It is recognised however, that there are times when a member may not have been following best practice and the DSA Committee has been made aware of this. This may have occurred inadvertently. The DSA Committee has adopted the following three-step process to investigate and ensure the Code is followed:

Code of Conduct Breach - three-step process

1. A phone call from a DSA Committee member to discuss the issue including whether a breach has actually occurred and adopting a positive approach to provide support to address it.

Then if there is a breach and it is not corrected:

2. A letter from the DSA Committee indicating the Member is in breach of the Code with details of the breach.

Then if it is still not corrected:

3. A further letter stating that they are in breach of the Code and detailing what further action will result. Depending on the breach this may include termination of membership.

The main purpose of the Code of Conduct is to provide guidance and to reflect the high standards followed by Members. The DSA Committee holds the strong view that moving past Step One above should only occur when a problem continues despite support being provided by DSA to address the issue.

* A DSA Membership (Member / Associate Member) encompasses an entire business entity therefore the Code of Conduct extends to Member's businesses and includes all employed staff. The DSA Committee acknowledges that some Rules may not apply to Associate Members who, for example, are not engaged in spirit production.



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Support for Charities

We know many of our members support charities and fundraisers, but we are also aware of the delicate ethical issue of alcohol promotion, especially around health. We have decided that:

Support for Charities

DSA as an Association won't endorse support for any particular charities or fundraising due to sensitivities of promotion of alcohol, however if individual distilleries want to get involved then they should do so, with their own due diligence.

Definitions for Base Spirits

Definitions for New Zealand Whisky: In 2020/21, a DSA working group developed, by consensus, the definition for The NZ Single Malt and NZ Whisky. This was adopted by the DSA as a standard for producers of NZ Whisky on Feb 18th 2021. It is defined as: A spirit obtained from a mash of cereal grain or cereal grain products, then aged in wood barrels (see [New-Zealand-Whisky-Guidelines-and-Definitions-February-18-2021.pdf](#) (distilledspiritsaotearoa.org.nz))

DSA will work through the definitions for other NZ spirits using the same process as for NZ Whisky, consulting with the DSA community.

Definitions for Base Spirits

See the DSA website for up to date definitions adopted as policy by DSA:
[NZ Spirits Definitions – Distilled Spirits Aotearoa](#)