



DISTILLED SPIRITS AOTEAROA (NZ) INCORPORATED

Minutes - DSA Committee

Date:	Tuesday 8 November 2022	
Time:	9.00am	
Location:	Zoom	
Attendees:	<p>Richard Wilson (RW) – Chair Soren Crabb (SC), 1919 Distilling - Secretary Sue James (SJ), Juno Gin - Treasurer Wayne Chowles (WC), Kaimai Briewing – Committee Jamel Barbar (JB), Cardrona Distillery – Committee Matt Bridge (MB) - Committee</p> <p>Apologies: Antony Michalik (AM), The Spirits Workshop – Committee</p> <p>Minutes by Lynda Booth (LB)</p>	
ITEM	AGENDA ITEM	
1B	Conflicts of Interest - Nil	
1C	Previous Minutes - Yet to be placed into written form. Will discuss again at this meeting (attached to minutes distribution for this meeting)	
1D	Electronics Approvals - The Committee APPROVED the following memberships electronically <ul style="list-style-type: none"> Associate Member: Emma Dalton 	
ITEM	DISCUSSION	ACTION
	Strategic Focus Excise Rebate The Excise Rebate Group had a meeting where they were updated on meetings in Queenstown and Wellington. The Handbook to be updated and finalised. The group have developed a survey to send to members. This may need to be broken into multiple surveys to keep each one short. There are 10 questions to get baseline details from members. ACTION: Committee to review questions and let SC know if there are any changes required ACTION: SC to develop introduction to go with survey when it sent out ACTION: SJ/LB to set up in Survey Monkey (may need to purchase a licence depending on requirements)	



	<p>Incorporation and Constitution</p> <p>SJ attended MBIE course there are still updating the details around the referencing (penalties) for the new Act. This should come out next year.</p> <p>Committee members must consent (in writing) to volunteer on the Committee and that they may serve lawfully. The new Act also indicates that the Committee members must serve the best interests of the entity (not the members) and that they become liable to the decisions made. The conflicts of interest must be recorded and managed appropriately, and it is suggested that these are minutes at the AGM.</p> <p>The DSA will wait for further information to become available prior to updating constitution.</p> <p>Spirits NZ's guidance for the online sale and delivery of spirits (RW)</p> <p>No update</p> <p>New Labelling Changes – 'Added Sugars' Consultation (SJ)</p> <p>No update</p> <p>Glass Recycling Consultation (SJ)</p> <p>No update</p> <p>Risk Register</p> <p>Submitted and taken as read (2.2 attached)</p> <p>Rudimentary details were provided of possible risks to the association. This document needs to be as robust as possible, so Committee members are asked to think of risks that can be added. These can be anything from low to high risks. They form part of the Audit process.</p> <p>ACTION: Committee to think about what risks and update document</p> <p>Advertising</p> <p>A package for advertising is currently under development There will be a price increase for each adverts size.</p> <p>ACTION: LB to develop 1 page information sheet (contact details, images specifications, request for advertising and consent, what DSA does)</p> <p>Establish Industry Standards</p> <p>Distillery Safety Standards (Antony/Wayne)</p> <p>WC will circulate first draft to Committee for comment by the end of the month.</p>	
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	<p>ACTION: Committee to review and send comments to WC</p> <p>Working group for Rum classifications (Matt) All completed. Committee approved the current form.</p> <p>Maria Grau (Member) provided feedback on this document. Matt communicated with her and the Committee thanks her for her contribution.</p> <p>Member Engagement The first education event will be held on the 16 November 2022. This is the Advertising Standards Authority Alcohol Advertising and Promotion Code Webinar. Held online via zoom at 9.00am.</p> <p>Further online educational events are to be confirmed for 2023. One per month.</p> <p>ACTION: JB to co-ordinate online events and submit the events for promotion in the newsletter and online (Face Book – SJ) ACTION: Committee to send any educational topics and ideas for events to JB</p> <p>DSA Conference 2023 Date: 7 & 8 June 2023 (TBC) Venue: Auckland The conference will be alongside the NZ Spirits Awards. Avenues Event Management have been contracted to manage the conference and Awards. A Conference Sub-Committee has been formed and includes JB, SC, SJ, AM, MB. They are tasked with developing the programme. A meeting is planned next week to confirm the details. There is a possibility of including tour options on the Wednesday (prior to the conference) The DSA AGM will be held on the Thursday at 9am-10:30am before the conference starts Spirits NZ have indicated they are open to underwrite both the conference & the Spirit Awards, Sue will approach Kane with the budget when this is available. Sponsorship and exhibition will be needed to help with the costs of hosting this event. E.g. Super Liquor.</p> <p>ADA AGM RW provided a short update at the ADA AGM. There are considerable parallels to what we are doing in New Zealand.</p> <p>Meeting dates for 2023, 9.00am via zoom 7 February 2023 21 March 2022 2 May 2023 13 June 2023</p>	
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	<p>Management Focus</p> <p>Financial Statements Submitted and tabled as read. The current Balance is \$48,240.00 Approximately \$11,300 was sent on the strategy day. SJ is still waiting on an INV from Andrew. The DSA accountant has spoken to the IRD about the lack of \$0 tax returns for the last three years. This has been resolved and no further action is needed.</p> <p>Membership 97 full members 55 associates 21 Pre-commercial DSA has 71% of the market share (does not include pre-commercial)</p> <p>Who is missing from the membership list? Need to invite non-members to participate in the conference. Ensure there is a member & non-member rate for registration.</p> <p>SJ looks at Awards submission list and emails those that are not members to encourage them to join</p> <p>There needs to be a KPI for market share.</p> <p>ACTION: Committee to think about what is possible and achievable and discuss at the next meeting.</p> <p>Look at attracting more associate members as they are possible easy targets. The current number is low and can be easily grown</p> <p>Correspondence</p> <p>Inward Whanganui Chronicle – article around Papaiti Gin (member) and Good Bones Distilling (pre-commercial member) and their growth. ACTION: RW to look into getting a copy of the article and file.</p> <p>Kia Ora Article: Distilleries to visit in NZ. Reached out to the distilleries directly. Have a number of members names in the article.</p> <p>Insurance Advisors (Rory Graham, Barbara Going): investigating packages for members. ICIB is about a month away to presenting something to members.</p>	



	<p>Promotion and Advertising</p> <p>An email was received from Marcel (marcel@stillmagic.net) to promote their educational platform. Committee accept that there is no adverse risk of the platform and are happy to advertise, but DSA will not endorse the service. Marcel has been encouraged to place an advert into the newsletter.</p> <p>RW has included informed membership of the WSET educational dates. DSA will remain impartial and promote outside promotional information.</p> <p>ACTION: SJ add an educational page to the website. DSA does not endorse the courses.</p> <p>ACTION: JB to send SJ a list of educational providers.</p> <p>Website updates: Added: picture of committee on website, Rum definition page now available (along with Whiskey definition), Page about responsible drinking Removed: news page</p> <p>Facebook: Private members forum plus a public page Need more content to share with the public. Add in newsletter Add links to any article that is known about e.g. Kia Ora article Encourage members to share information and successes. Educational Events</p> <p>Using plastic bottles for storage Matt: Materials schedule that identifies what manufacturing can be used. Send to RW RW to speak to Plastics association</p> <p>Outward</p> <p>Internal</p>	
	<p>Meeting Concluded 10.00am</p>	
	<p>Next Meeting Cancelled 20 December meeting Next meeting 7 February 2023</p>	