

Date: 7 Oct 2022

Time: 9:30

Location: Cardrona

Who: DSA Committee

Mission:

- Look at current mission statement and see if this is still fit for purpose:

Distilled Spirits Aotearoa (NZ) Inc represents a group of distilled spirits manufacturers and associated groups and individuals, passionate about promoting our New Zealand-made products and representing the joint interests of all NZ makers of distilled spirit products.

Objective: To support New Zealand in becoming the world's best craft spirit producer.

- Discussion around what supports our members, i.e supporting the Australian gin festival in New Zealand, in this case it would have pros for some distillers and cons for others.
- Based on the outcome of the decision it's important we communicate it clearly and proudly to our members.

What does this objective mean?

- New Zealand brands that are recognized and available globally. Leveraging global brands on the NZ market.
- New Zealand Spirit Awards (promoting value, brand and quality)
- Do New Zealand distillers understand what it takes & costs to enter awards and then leverage any results via their marketing.
- Reasons people enter awards: Measure against other producers in the market / win awards for marketing.
- We need industry leaders to help build the profile of NZ on the world stage. & We need to celebrate them.
- Build a sense of community, act together and support each other.

- Allowing NZTE to do what they think is adding value is a waste of time, where they have funding and access to resources. However its going to benefit the industry more if we can dictate to a body. Using NZTE to help unlock regulation NZ (they helped unlock hops in NZ) could look at NZ botanicals.
- Building trust around the DSA and information it can gather and hold, what value we can add and why we need it / how we can use it.
- What makes distillers want to be a part of the DSA and keep referring DSA to other members.
 - Establish industry standards and how to guides. To show government what we can do. Information needs to be practical and usable.
 - Helping people understand the journey and information they can actually process.
 - Destination marking paid for by NZTE
 - Trying to get NZ Spirit Brands involved in NZTE activations abroad. (Destination New Zealand Magazine)
 - Brand NZ at the Airport Duty Free & The Airport Lounges.
- Communication, how do we want to communicate as an industry, provenance. Advertising and how do you showcase this domestically and abroad.

What does the industry need to look like in the future;

- Export growth to sustain the industry
- Normalized spirit consumption

Other industries that are supportive.

- Glass manufacturing
- Still building
- Coopers

Whats are bottom line / mission going forward / actions going forward:

- Facilitate the industry to come together for growth.
- Transparency & better communication to build trust and provide value.

----- Combine the below in -----

Protect

- Creating industry standards
- Helping protect industry from legislation regulations and media.

Represent / Advocacy

- Represent in front of industry and government organizations
I.e packaging, abc, supply, tasmanian, trade, FTA

Promote Spirits

- NZ Spirit Awards
- Website / Facebook
- Export Bodies
- Air NZ
- Distillery Trail

Promote Responsible

- Support responsible alcohol (Spirit) Consumption.
- Spirits Normalization campaign.
- Drink less but drink better
- Need to be part of the conversation earlier on

Standards

- Interrupting, simplifying and supporting / challenging standards.
- Licensing and advertising
- Lobbying work

Educate

- FAQ
- Facilitate
- Conference
- Webinars
- Partnerships
- Skills pathways
- University Partnerships
- Health and safety
- Green advice
- Foraging / botanicals (GRAS)
- Ethnic Heritage

Pillars going forward.

Educate & Resource

- Educational Resources
- Partnership
- Skills an pathways
- Benefits & Resources
- Industry Standards

Advocate & Protect

- Represent in front of government and industry
- Lobbying
- Normalization
- Internal regulation
- Product integrity

Promote

- Brand NZ Spirits
- Awards, Events, profile & trade
- Definition & Rules Criteria

Goals going forward:

Break beca document into sections

- Start with a single sections that can then be distributed to members i.e start with Food Safety and Deliver it to members by:
- First action to distribute an action plan of dates and deliverable sections. Wayne & Antony + Looking at bringing in Andrew from Humdinger. Send a message out to members about the action plan.

Food Safety - First

Planning - Second

Health & Safety - Third

Hazno - Fourth

Delivering one section each quarter, asking for member assistance for the next quarter going forward. - Richard & Wayne Need to communicate to member

Spirit Definitions:

Having a definition for all spirit categories for the DSA. The DSA will look at product definitions because of the FTA agreement coming through. It's important we are ahead of this. As such the DSA will continue to look at the following in a non contentious way.. These will not be geographical indicators. They will be spirit definitions only.

*Subclause - EX whisky that has a NZ Whisky that has a GI

Education

Providing content to our members through multiple avenues - Jam Content management.

Discounts

- Can we organize discounts for our members for IBD & WSET

Load a table on our website listing educational providers.

Linda - Starting from november next month we will start providing monthly webinars.

Conference - Start Next Year.

- Communicate that early to members, we need to set up a fee and charge members to attend to self fund it.
- Lined up to be the day before the Awards (June) - auckland & AGM at the same time.
- **Short term communication deliverable in the next couple of weeks**

Apprentice Distillery

- Training sheet
- With basic information, and links to educational providers and pathways.

Partnerships (long term strategic)

- Supporting Botanicals and University Grants
- Try and get funding for GRAS report

Advocate and Protect

Representing the government and Industry.

- Excise
- Packaging
- Labeling
- NZTE

Develop a schedule and visibility

Lobby

- **Excise Rebate 5 Year strategic plan Plan**
- **Exercise plans and date: See soren. + Data**
- Communicate date that changes are being implemented
- Communicate / produce a labeling data sheet for our members
- NZTA look into relevant free trade agreements and provide support
- Look at using Patsy as a go between for NZTE and DSA

- Send out a survey to members around the cellar door amendment bill, as the DSA is actively engaging in this bill to try and get distilleries included. **Action plan required Richard**
- The DSA will also engage more in these matters with parliament & the media as they come up.

Normalization

- Produce information around the number of standard drinks in a glass of wine vs g&t

Industry Compliance

- List of basic regulations that need to be followed.
- Safety bulletin in the monthly newsletter "Simple tips to stay safe"
Starting with inclosed space - SC - Richard
- Open a discussion what is distilled spirits in New Zealand. - And look at implementing this in the next 5 **years - Matt**

Advertising Brand NZ

- Work out how to tell the story of NZ Spirits
- Tourism
- Golf Courses
- High End
- Seasons (High Networth Travel)
- Stage the category (NZTE) (Duty Free)
- Get some NZ Spirits into the Air NZ Party - Sue
- Tourism & Trade NZ - Look at how we can showcase NZ Spirits

Events

- Conference + Regional Sub Events

Industry Information

- Look at what information we need and why we need it, communicate it through to our members and use a 3rd party to collect the information.
- Required by the government
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