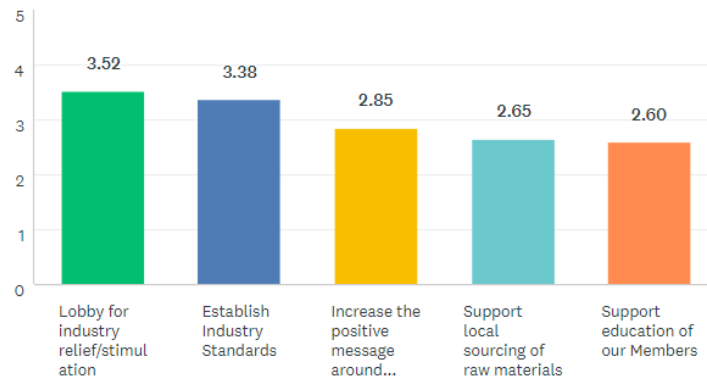


DSA Priority Survey 2021/2022



	1	2	3	4	5	TOTAL	SCORE
▼ Lobby for industry relief/stimulation	30.00% 12	30.00% 12	17.50% 7	7.50% 3	15.00% 6	40	3.52
▼ Establish Industry Standards	30.00% 12	17.50% 7	22.50% 9	20.00% 8	10.00% 4	40	3.38
▼ Increase the positive message around spirits	20.00% 8	25.00% 10	5.00% 2	20.00% 8	30.00% 12	40	2.85
▼ Support local sourcing of raw materials	10.00% 4	15.00% 6	30.00% 12	20.00% 8	25.00% 10	40	2.65
▼ Support education of our Members	10.00% 4	12.50% 5	25.00% 10	32.50% 13	20.00% 8	40	2.60

Lobby for industry relief/stimulation: Lobby the New Zealand Government to promote industry relief or opportunities to stimulate domestic and export growth of our newly emerging distilled spirits industry.

Establish Industry Standards: Develop a set of simple and practical guidelines and standards based on New Zealand regulations for the design and set up of distilleries, to cover the manufacture, packaging, handling, storage, transport and sale of potable spirits. Promote these to New Zealand regulatory bodies including Worksafe and MPI as an approved way for manufacturers to meet the obligations and requirements of the relevant regulations.

Increase the positive message around spirits: Understand the impacts of the anti-alcohol lobby in New Zealand (in conjunction with Spirits NZ and the Alcohol Beverages Council etc). Improve the normalisation and promotion of Spirits as a responsible drinking option (alongside beer and wine).

Support local sourcing of raw materials: Increase the profile of the use of local ingredients (via member joint-activities with NZ growers, R&D funding, public relations) to improve supply and costs internally for DSA members and externally for "Brand NZ".

Support education of our Members: Review currently available and future opportunities for professional development opportunities for distillers (technical, manufacturing, small business skills etc), and investigate the opportunity for a NZ approved Apprenticeship scheme.

Q2

Please list any other areas you believe should be a DSA priority for 2021/22:

- Help for start-ups
- Workshops
- Get worksafe to apply a common sense approach
- Develop education expertise in exporting spirits
- Communication and yearly calendar on all events in NZ
- Communication and yearly calendar on all events Globally

- Code of Ethics
- Review into establishing spirit category guidelines - more democratic
- Develop and lobby government for the legal definition for spirits made and sold in New Zealand
- Policing 'support local' advertising from spirits brands that were not distilled in NZ.
- Tightly define who can be a member of DSA and who can't (i.e size, craft credentials etc)

- Fostering shared relationships between members
- Fostering networking and relationships between local raw materials suppliers and distillers
- endorsing or creating retail platform for up and coming distilleries
- Lobby for inclusion in FTA negotiations
- Increase the profile of New Zealand made spirits in the local market
- Excise relief

Q3

Any other comments?

- We still see a strong need for further effort on standardising regulation around design and set up of distilleries across councils and regions, and do not understand that to be a focus on defining NZ Whisky, which doesn't currently apply to the majority of DSA members. In addition, inconsistency across regions in event licensing and allowing spirits in events has risen in our concerns.
- wow, they are all equally important!!! But chosen the way that I have because without positive messaging, the last three won't happen. And having a safe workplace, standards etc is necessary for the positive messaging.
- Just great work so far team. keep it up!
- In my observation as an emerging distillery, there is a current wave of start ups, which will potentially flood a market in coming years. I would like to see the NZ spirit industry develop as successfully as NZ wine (no one ever drove through Marlborough and said 'I think there's too many wineries here' NZ spirits has limited retail opportunity without supermarkets, and shelf space in liquor stores quickly being filled with NZ products already. For the NZ spirit capacity to grow, it will rely on more retail space or a far greater appetite for consumers to buy on the individual distillery websites. What can the DSA do to ensure the current growth of NZ spirits is sustainable with limited retail ability.
- The need for industry standards was a factor in the early growth of the industry, now that the industry is becoming established Councils and regulatory bodies are able to source information pertaining to consents with more ease and so the action is less relevant to industry growth

- The reason I ranked lobbying so low is because I believe it is the most difficult thing to achieve, and something best gone after a later date. At the top it could potentially take all the resourcing of the organisation without delivering an outcome as you will be up against not one but two immensely powerful lobby groups - the anti-alcohol lobby and the mainstream spirit industry who will have no interest in anything that supports a local industry from gaining strength in their market.
- Having started in the wine industry in some 43 years ago there has been no move at any point to tell winery's how to design their premises etc. such things are controlled by resource consents and structural engineers and other preexisting regulations. this is as I see it is a set up to encourage a few to become experts and authorities and cash in on it. I am totally opposed to such ideas and a bunch of so called experts all of a few if any years in the distilling industry all of a sudden wanting to impose their thoughts & idea with no historical experience. We see this in the wine industry now with an Accountant taking over as CEO , then requiring the Cellar hands wear hard hats and eye protection all the time. What a bloody nonsense. over 30 years ago Prenzel Distilling Co set up in Marlborough establish a distillery in Marlborough of which I played a small part, making Gin as well as other spirits. Recently a New distiller on the scene claimed to be the first to produce Gin in Marlborough , it was pointed out he was incorrect. Now he is claiming to be consultant on the establishment of a Distillery. We do not need another Draconian authority to govern with the usual self professed experts all putting their snouts in the trough for a fee. Such things are currently covered by existing winery regulations and regional resource consents which is all about to change in any case.
- Industry standard on Distilleries particularly how to comply with hazardous substance regulations is no 1 by a long way and would be the biggest contribution to NZ Spirits