



## DISTILLED SPIRITS AOTEAROA (NZ) INCORPORATED

### Minutes - DSA Board

<b>Date:</b>	Tuesday 27 June 2023	
<b>Time:</b>	9.00am	
<b>Location:</b>	Zoom	
<b>Attendees:</b>	<p>Richard Wilson (RW), Sandymount Distillery – <b>Chair</b> (left 10.00am)  Soren Crabb (SC), 1919 Distilling – <b>Secretary</b>  Sue James (SJ), Juno Gin - <b>Treasurer</b>  David Hawk, Parched – <b>Committee</b> (left 10.19am)  Henry Caulton, Cardrona Distillery - <b>Committee</b>  Antony Michalik (AM), The Spirits Workshop – <b>Committee</b>  Matt Bridge (MB), Lunatic &amp; Lover – <b>Committee</b></p> <p><b>Apologies:</b></p> <p><b>Minutes</b> by Lynda Booth (LB)</p>	
<b>ITEM</b>	<b>AGENDA ITEM</b>	
1B	<p><b>Conflicts of Interest</b></p> <ul style="list-style-type: none"> <li>○ MB wife in the event industry and competitor to Avenues. Doesn't currently work in the spirits industry.</li> </ul>	
1C	<p><b>Previous Minutes</b></p> <ul style="list-style-type: none"> <li>○ Read and Approved (MB + AM)</li> </ul>	
1D	<p><b>Electronics Approvals</b></p> <ul style="list-style-type: none"> <li>○ Membership approvals to be every two weeks</li> </ul>	
<b>ITEM</b>	<b>DISCUSSION</b>	<b>ACTION</b>
	<p><b>Strategic Focus</b></p> <p><b>Conference &amp; Spirits Awards Review</b></p> <p><b>Awards</b></p> <p>Focus of the Awards</p> <ul style="list-style-type: none"> <li>- The objective of the Awards is consumer focused, to be an internationally recognised competition and a DSA member marketing initiative. <ul style="list-style-type: none"> <li>○ The Awards provide a platform for NZ distillers and DSA members to have the ability sell to the consumers with 'bragging rights'.</li> <li>○ The Awards should be a respected Award platform that is recognised internationally (this is a DSA strategic focus).</li> </ul> </li> </ul> <p>Looking to the future.</p> <ul style="list-style-type: none"> <li>- <b>Strategic Plan for 5 years</b> – develop a plan for the awards and how Spirits NZ can partner with DSA for the next 5 years. How do the awards get more relevance with our and their members, both nationally and internationally?</li> <li>- <b>Changes with Spirits NZ:</b> Spirit NZ may decide to remove all support and funding for the Awards. The Awards have never</li> </ul>	



	<p>historically made a profit (possible \$20K loss on average each year). This is something for DSA to consider with any future decision making.</p> <ul style="list-style-type: none"> <li>- <b>Technology</b> - Ensure the App for judging works well and is delivered <b>on time</b>.</li> <li>- Assess the need for more categories and expansion of the special Awards.</li> <li>- <b>Sponsorship</b> - Need to relook at how and who sponsors the Awards. Need to look at the rules around conflicts in sponsors. There were several categories that didn't get sponsored.</li> <li>- <b>Logistics</b> - Put out an RFP for event services for the conference. There are some concerns about the level of service offered by Avenues. The Awards is an event within itself and can be independent of the Conference &amp; AGM. However, it would be prudent to have the same company to manage both. Avenues have been slow in providing budget and financial situation for the 2023 Conference.</li> <li>- <b>PR</b> – need to look at the options for PR as the level of service was poor compared with 2022 – e.g. 2022 photos used, factually incorrect media release.</li> <li>- <b>Judging</b> – need to ensure that the selection of Judges and the education of judges is improved. Ensure that judges are not allocated to their own products.</li> </ul> <p>Tash McGill submitted documents on the Comparative Research on Awards and Spirit Awards recommendations. This is helicopter view of the Awards process and event and has been taken as read. Comments should be reviewed as part of the review and strategy process.</p> <p>The awards are now five years old and are still improving each year. There appears to be a need for these within the industry, and the DSA membership want to be a part of the success. The awards provide an annual focus which brings DSA members and the larger industry together. It has a solid foundation to grow from. A good number of judges are now available and further education is ongoing, international judges all wanting to come back.</p> <p>The conference was a success for the first year with a great turn out and on-point programme content. Members appear to like the combination of Conference, Awards and AGM over one set period of time.</p> <p>SJ has resigned from the Awards Committee. DH offered to be nominated onto the Awards Committee.</p> <p><b>ACTION:</b> Identify Awards objectives and outcomes, and how this can be achieved. Identify the value in the Awards – nationally and internationally. To be included in the strategy day (August 2023).</p>	
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	<p><b>ACTION:</b> Send out a survey for members to ask their opinion on the Awards and Conference future.</p> <ul style="list-style-type: none"> <li>○ <b>Conference</b> – Annually or biannually? Location AKL/WGN/CHC?</li> <li>○ <b>Awards:</b> Do you think you got value for entry fees? Would you pay more? What other special Awards? What would you like to see in the future? Is it important to be judged against international spirits (open to spirits on sale in NZ)?</li> </ul> <p><b>ACTION:</b> COMMITTEE to send LB questions and then LB to send with SJ/AM/DH to finalise prior to a survey being sent out.</p> <p><b>What is a NZ Spirit Working Group</b> 12 people have volunteered to be part of the discussion. A meeting is set for Tuesday, 1 August 2023, 10.00am. This meeting will be a 'big sky' meeting for members to introduce themselves and the process to be agreed.</p> <p>An agenda and supporting documents to be sent out shortly. A Term of Reference' for the group will need to be confirmed.</p> <p><b>ACTION:</b> LB to be minute taker</p> <p><b>Industry Standards</b> Wayne Chowles has agreed to complete the standard he is currently working on before handing over the document and process to Ben Leggett. Andrew from Humdinger has yet to be contacted to participate.</p> <p><b>ACTION:</b> RW to finalize the deadline with WC for submission of standard and handout. <b>ACTION:</b> RW to confirm contribution with Andy</p> <p><b>Updated Constitution</b> SJ has started looking at the constitution from the MBIE builder. <b>ACTION:</b> SJ/RW to meet to discuss and set the way forward.</p> <p><b>Strategy Review</b> A meeting has been set for August 25. Information will be provided to Committee for comment prior to the day.</p> <p><b>Women in DSA</b> Report provided by Angela Davis and taken as read. <b>Co-Chairs:</b> Angela Davis, Glorious Lands Soju and Nikki Oesterle, Papaiti Gin <b>Purpose of the DSA Women's Network</b></p> <ul style="list-style-type: none"> <li>- Build connections within the industry</li> <li>- Support women to thrive in their businesses</li> <li>- Connect with similar women's networks globally</li> </ul> <p><b>Recent Activity</b></p>	
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	<ul style="list-style-type: none"> <li>- Set up Facebook Group.</li> <li>- Set up upcoming online events.</li> <li>- Held first monthly catch up. Five women attended.</li> <li>- Plans underway for future monthly catch ups on the 3rd Thursday of each month. Topics will include: exporting, branding, cellar door experiences, social media, awards and judging etc.</li> </ul> <p><b>Upcoming Activity</b></p> <ul style="list-style-type: none"> <li>- Promote Network in DSA newsletter</li> <li>- Promote Network on DSA main Facebook Group</li> <li>- Plan topics for future meetings</li> </ul> <p><b>ACTION:</b> include in the newsletter.</p> <p><b>ACTION:</b> Provide zoom details, but LB not to be minute taker</p> <p><b>ACTION:</b> Ask for the group to report back to the Board each meeting</p> <p><b>Highlights</b></p> <p>Words used to describe our first meeting: uplifting, encouraging, enjoyable and useful.</p> <p>We introduced ourselves and talked about our businesses, challenges and successes. We shared our experience to support and help each other.</p> <p><b>Challenges</b></p> <p>We hope to encourage more women to join and take part. Time will always be a challenge, juggling full time work, business and the Network, but we'll do what we can!</p> <p><b>Member Engagement &amp; Events</b></p> <p><b>Member Benefits</b> – DH has set up meeting with Restaurant Association who will provide information and tips &amp; tricks to developing a member benefit program. They have expressed an interest in working together with DSA on future endeavours as well that impact both industries.</p> <p>Currently conversations have been had with the following about the interest in participating a member benefit programme.</p> <ul style="list-style-type: none"> <li>- Davis Foods – developing a starting point on pricing.</li> <li>- Produce Company – developing a starting point</li> <li>- MCC – labels, interested in putting together a package.</li> </ul> <p><b>ACTION:</b> DH have a look at the Associate Members list and approach them. Maybe approach in set groups – eg label providers, to ensure no Associate Members misses out on an opportunity for member engagement.</p> <p><b>Educational Content /CPD</b></p> <p><b>Awards 101</b> with Tash McGill. Webinar details are yet to be confirmed. A short presentation with a Q&amp;A session moderated by RW.</p> <p><b>ACTION:</b> RW to include AM in the session, speak to Tash to formulate discussion and Q&amp;A. Submit to Questions to Board</p>	
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## Distilled Spirits Aotearoa (NZ) Incorporated

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	<p>prior to event. Confirm event information for promotional opportunities.</p> <p><b>Next event Mock Recalls</b> – What does it look like and how do you go about it.</p> <p><b>ACTION:</b> DH to look for presenter to this event.</p>	
	<p><b>Management Focus</b></p> <p><b>Financial Statements</b></p> <p>Current bank balance: \$67,480.70</p> <p>13 overdue fee payments</p> <p>Fees discussed in Board Meeting February, actioned as at 1 April each year Confirmed at AGM.</p> <p>Currently Associate member rates are very low for the information and benefits currently provided. May need to look at increasing rates in 2024.</p> <p><b>Membership</b></p> <p>104 members/ 19 Pre-commercial Associate Members / 64 Associate Members</p> <p>DSA membership coverage of all NZ Distilleries 78% (includes pre-Commercial)</p> <p>DSA membership coverage of commercial NZ Distilleries 66% (excludes pre-Commercial)</p> <p>New Members</p> <p>South Botanicals Ltd (Associate member)</p> <p>JD Distillery Limited (Pre-commercial Associate member)</p> <p>Resignations:</p> <p>The Weekender (Associate Member)</p> <p>Mokau Distillery (Pre-commercial Associate member)</p> <p>Drew Walker (Associate Member)</p> <p>Membership approvals to be communicated every two weeks.</p> <p><b>Insurance</b></p> <p>ICIB has been provided with the information for a quote for Committee Liability Insurance.</p> <p><b>Committee Member – Conflicts of Interest, Qualification of Officer</b></p> <p>As part of the new Incorporated Societies Act all Committee members need to agree to being an 'Officer' and that they are not disqualified from being appointed.</p> <p><b>ACTION:</b> LB to develop form and Committee Members to sign.</p>	
	<p><b>Meeting Concluded</b></p> <p>10.24am</p>	
	<p><b>Next Meeting</b></p> <p>5 September 2023, 9.00am, Zoom</p>	



## ACTION LIST

			DUE BY	NOTES
Strategic Plan	RW	Develop a list of tasks/timeline, past and future, and then confirm the status of each. <b>June:</b> have an online meeting to discuss strategy and accomplishments to date	August 2023	
Constitution Updates	SJ/RW	Report back with changes in a couple of months <b>May:</b> Complete overview of entire constitution using MBIE constitution builder <b>June:</b> Use MBIE Constitution Builder to help develop new constitution. <b>July:</b> Progress to date and the way forward.	August 23	
Industry Standards	RW	Check if WC would like to continue developing these. If not, seek out other options – COMPLETED Confirm the final document delivery date and handover date.	July 23	
Events	RW DH	Confirm details for the Awards presentation Confirm details for Mock Recalls event	July 23	
Women in DSA	RW	Speak to Angela Davis and develop a Term of Reference for the group.	May 2023	COMPELTED
Working Group – Definition NZ Spirit	MB	Guide working group discussion		
Newsletter	LB	Add: DSA Women's Group New Events Survey for Conference & Awards Comments	August 2023	
Conference/Awards	COMM COMM/LB	Consider idea for a 5-year strategy. Develop questions for a member survey	August 23	
Member engagement	DH	Discussion with Restaurant Association Review the Associate Member list and approach in groups		
Insurances	SJ	Keep quote for director insurance and confirm if less than \$1.5K	July 2023	
Conflicts of Interest form	LB	Develop conflicts of interest and office form for committee members	August 2023	