# DSA STRATEGY UPDATE 2023

**Budget/Administration**

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| **Achieved 2022-203** | **2023-2024** | **2024-2025** |
|  | **KPI:** Investigate the cost of employing a part time CE to assist with advocacy, funding, promotion etc of DSA and plan for action in future years  **ACTION:** Investigate funding a CE (part/full time)   * Develop a member proposition statement? * Menefits of membership? * Increase membership fees? * Increase the advertising fees? * Registration surplus? * Corporate partnerships? |  |
|  | **KPI**: Set KPI’s for industry ‘Strength’ to measure effectiveness of governance |  |

**Resource**

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| **Achieved 2022-203** | **2023-2024** | **2024-2025** |
| **DSA Conference (Distillers Conference)**   * Positive feedback from Avenues survey. * Conference made a loss of $15K (Sponsorship & Delegates numbers didn’t meet budget)   The conference is an excellent forum to deliver the strategic needs of this pillar (Resource).  In my view the first year has set the bar high. Let’s concentrate our limited resources in this area on the conference exclusively because anyone truly interested in gaining knowledge will be in attendance.  This will preserve our limited resources for attacking critical threats facing the industry under the Advocacy pillar. | **DSA Conference (Distillers Conference)**  **KPI:** Develop and produce annual DSA conference that is both educationally relevant and financially successful.  **ACTION**   * Develop RFP for future Conferences – in conjunction with Spirits Awards. * Annual Conference moving forward (review in two years) – 2 days Including AGM (pre-conference workshops day prior) * Ensure the education content is valuable * Ensure the conference adds value * Ensure Fees are set appropriately so there is no loss. * Need structured approach   + to sponsorship   + to delegate |  |
| **Spirit Awards**   * Encouraged NZ Spirits Awards judges towards WSET or equivalent recognised qualifications |  |  |
| **Resources**   * Excise document developed & distributed * Member’s Only portal created on website and populated with relevant resource and educational material * Creation of Distillery Industrial and Safety Standard modules:   Part 1 Design and Setup Guide  Part 2 Distillery Production and Sale of Alcohol  Part 3 Land use planning, environmental considerations, buildings & utilities   * DSA Definition for Rum created and adopted * Communicated and directed members towards resources for Pregnancy labelling which came into effect in 31 July 2023. | **Resources**  **KPI:** All Beca documents completed by June 2024 |  |
| **Education**   * NPD: A Guide to Ideation, Sales Marketing and Sustainable Growth * Advertising and Promotion of Alcohol workshop | **Education**  **KPI:** Provide a webinar to members each month for one hour (excluding Dec/Jan)  **ACTION:**   * LB to send out email to associate members re education webinars or masterclasses * LB to look into reminder from Zoom * DH to set up next 6 months of workshops (Excl Dec/Jan)   Topics could include, but not limited to   * Coopering and barrel choice * chemistry 101 - volatile ethanols * classifying your spirits for awards categories * bottle choices, glass are consumers * social media marketing strategies * product photography * export - how to * Market updates - regular market updates and trends from Bryan (or similar) * Use of NZ botanical * Include more education platforms (IBD, Distillers Institute, WSET) to have sustainable NZ attendees   + Raising capital for your business   + Supply & Purchasing barrel |  |
|  | **Membership Benefits**  **KPI:** three educational providers to provide educational benefits to our members at a lower cost.  **KPI:** develop a member benefit scheme  **ACTION:**   * DH to liaise with suppliers about benefits for members * DH to investigate a dual membership with the Restaurant Association |  |

**Advocate**

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| **Achieved 2022-203** | **2023-2024** | **2024-2025** |
| **Member Advocacy**  Increased profile with members - more engagement with newsletter  Added Responsible Drinking page to DSA Website  Supported establishment of a Women in Distilling group within DSA. | **Industry Standards**  **KPI** Create a road map for next industry standards.   * what is a NZ spirit * vodka definition, * gin definition * Promote the reasons for having a definition. |  |
| **Public Advocacy**  Advocacy is our biggest responsibility to protect New Zealand distilleries’ ability to operate.  We have achieved some good wins to date – for example, changing regulation to allow maturation in cask (previously not permissible).  More time in front of MPs  Monitored and communicated developments with Government Container Return Scheme to Members. Supported Glass Packaging Forum submission to Government on alternative Product stewardship scheme design for glass.  Monitored and submitted on relevant FSANZ food standard reviews:  P1058 – Nutrition Labelling about Added Sugars  P1049 - Carbohydrate and sugar claims on alcoholic beverages  P1059 - Energy labelling on alcoholic beverages | **Public Advocacy**  **Excise**  A risk has been identified of large excise increases, with Australia’s excise rate nearly double New Zealand’s.   * The underlying cause of excise rates being driven up is the national discussion on the harm caused by alcohol. * Health is the one critical discussion DSA must join and equip our members to join. * One News article below quotes “Alcohol harm reduction currently costs around $7.85 billion a year,” a number quoted from 2018 research from Business & Economic Research.  In comparison, the quoted revenue take from excise is $1.2B (last year)– so the sound byte to the public is that we cost 7x more than we provide. * If we do nothing else this year, we must join and lead the discussion on health to advocate on behalf of our members. * In my view our first workstream is to understand the make-up and assumptions behind the $7.85B cost per year to New Zealand.   + <https://www.1news.co.nz/2023/05/30/kiwis-likely-to-pay-more-for-beer-after-tax-increase-brewers-warn/>   **KPI:** Submit Excise argument to Government in March 2024  **ACTION:**   * HC to look into the negative impact of alcohol to the community to assist with the development of a ‘sound bite’ for members on the benefits of the Spirits Industry to New Zealand. Offsetting the cost of alcohol harm * Continue engagement with members about what information to promote and share with MP’s   Articles to review  https://ir.canterbury.ac.nz/items/7d408b06-feec-4e01-b0b8-a15438dec892  https://ir.canterbury.ac.nz/bitstreams/4b681144-b4bc-44a9-8168-d9c9e5f7f5d7/download  **Press Exposure**  **KPI:** 3 press releases of distilleries with MPs talking about excise and industry growth in 23-24  **ACTION:**   * Ask spirits NZ for a list of media * Develop own list of media contacts by adding any spirits authors to a designated list.   **Spirit Normalisation**  Work with Spirits NZ and push a member campaign to encourage spirits names on menus (spirits normalisation) in bars, restaurants  **KPI:** Assist Spirits NZ with the ‘Normalising Spirits’ initiative  **ACTION:**   * RW to speak to SNZ on how DSA can help   **KPI:** Suggest that there should be a local spirit % (e.g. 30%) included in the Shakers award criteria.  **ACTION:**   * DH to speak to the ?? association   **FSANZ Submission**  **KPI:** Review FSANZ (Food Standards Australia New Zealand) process to define whiskey and offer to help with developing a definition. Work in conjunction with ADA   * **AUS/NZ** definition for whiskey only. * Commit to aligning with AU/EU definitions.   **ACTION:**   * Tash/Richard to speak to FSANZ on behalf DSA/NZ whisky Assoc to enquire about the status and progress. * DSA to submit a whiskey/spirit submission to FSANZ |  |
| **Affiliations**  Strengthened links to sister organisations: RW representation at IBD Adelaide Conference, RW/SC representation at ADA Melbourne Conference.  ADA Officers attended NZ Distillers' Conference and Spirits Awards Dinner.  Worked with Spirits NZ on spirits normalisation in bars, restaurants and events | **Affiliations**  **KPI:** Develop meaningful relationship with MFAT and get funding for export growth.  **ACTION:**   * look at providing an educational event (webinar/conference). Could include a member story. |  |

**Promote**

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| **Achieved 2022-203** | **2023-2024** | **2024-2025** |
| Engagement with external stakeholders, suppliers, industry bodies like media (the shout articles)  We have done well establishing the Spirts Awards as a platform.  This is a powerful way to promote the NZ spirits industry on the world stage.  We have some minor tweaks to make to iron out from last year, to continuously improve the event.  This does not diminish the quality of the platform created – we have done well with this initiative.  Ensuring we maintain and promote credibility/integrity – e.g., NZ Spirits Definition is an example of where we need to ensure the definition results in credible spirits. Could follow what American has done and the TTB standards where each spirit has a clear set of guidelines.  NZ Spirits Awards - dinner sold out. ADA representatives attended. Similar entries to previous years, more judges including overseas  Enhance a point of difference - use of NZ Botanicals and GRAS status for USA export certification:  DSA participated in public consultation for the Government Food & Beverage Industry Transformation Plan and made a submission. Collaborated with business arm of Whanganui Council and Venture Taranaki (on behalf of distillers and brewers in the region) to stress our points on botanicals GRAS and excise tax.  Two meetings with senior members of MPI to bring GRAS issue to their attention. Government agreed GRAS status was of national significance to exporting.  DSA website kept relevant and up to date with Spirits Festivals, Distillery trail, events pages. | **Media**  **KPI:** Develop a set of objectives and KPI’s for the Spirit Awards that align with the DSA strategy.  **ACTION:**   * must be completed prior to writing RFP.   **KPI:** Review Spirits Awards with NZ Spirits and develop a 3–5-year plan e.g. vision, co-organisation, financial success, sponsorship, media/PR, judging and international standards.  Introduce a regular survey of status and importance of NZ Botanicals USA GRAS certification to our members. Review activities in this area.  Reach out to NZ growers and Regional Council business arms and help publicise their industry e.g. articles in Shout, Cuisine magazine, DSA website page links.  **KPI:** Support and promote the use of NZ botanicals in spirits.  **ACTION:**   * provide article of NZ botanicals for member portal   **KPI:** Create a media partner with Shout/Drinksbiz –  ACTION:   * Invite them to present at spirits awards/Conference?   **KPI:** Approach Air New Zealand/ Compass about fair representation of NZ spirits in Koru lounges and overseas flights  **ACTION:**   * ??   **KPI:** Investigate how NZTE can help with promoting NZ Spirits  **ACTION:**   * ??   **KPI:** Secure funding and investment for DSA resourcing.  **ACTION:**   * consider different form of funding e.g. Corporate Sponsorship |  |