**DISTILLED SPIRITS AOTEAROA (NZ) INCORPORATED**

**Minutes - DSA Board**

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| **Date:**  **Time:**  **Location:** | Tuesday 28 May 2024  9.30am  Zoom | |
| **Attendees:** | David Hawk, Parched – **Committee**  Richard Wilson (RW), Sandymount Distillery– **Chair**  Antony Michalik (AM), The Spirits Workshop **– Committee**  Soren Crabb (SC), 1919 Distilling **– Secretary**  Angela Davis (AD) – **Committee**  Matt Bridge (MB), Lunatic & Lover – **Committee**  **Apologies:**  Henry Caulton, Cardrona Distillery– **Treasurer**  **Minutes** by Lynda Booth (LB) | |
| ITEM | AGENDA ITEM | |
| 1B | Conflicts of Interest  * NIL | |
| 1C | Previous Minutes  * All agreed Motion AM, Seconded AD | |
| 1D | Electronics Approvals  * NIL | |
| ITEM | DISCUSSION | ACTION |
|  | Strategic Focus **ADA Conference – Review**  A report submitted by RW and taken as read.  The ADA conference has been a financially successful event for several years as their budget are greater.  The programme typically confirmed later than the proposed DSA NZ Conference 2024. They also ensure that the presentations are more educational than sales pitch.  The ADA members appear to be more active and engagement and there is considerably more Government support than there is NZ. The ADA always have a Government Representative at each conference.  **DSA Conference 2024**  Contract has been submitted to avenues for change requests (spelling mistakes and to ensure that we can end the contract after one year if needed and pay money owing).  **ACTION:** SC to follow up and sign the contract as required  The Budget is tight and does reply on ensuring that the sponsorship and exhibition plus registration minimum requirements are met. To ensure this is met, the Conference Committee are managing Avenues closely.  Sponsorship: Committee is reaching out to their contacts as much as possible and are providing leads to Avenues. There seems to be a complacent attitude from Avenues, the Committee is continually asking for updates to ensure they are kept to tasks. Though the Committee have reiterated several times that the NZ Spirits Awards is a completely different event, they have indicated that Robert Brewer is speaking to Liquorland. This is not appropriate, and DSA needs to step in.  **ACTION:** RW to contact Liquorland.  Programme: This is being developed and has about 50% of the programme confirmed with the remaining presentations being finalised. To confirm an Employsure presentation at the conference (and other CPD opportunities) - DSA needs to be a "Partner Organisation" - it's free, and it gives us a few benefits as an organisation.  1. They can do educational webinars or conference any time - they can cater to whatever we want.  2. Our members each get 3 free general help calls - H&S or employment related  3. They can either give a 5% discount to DSA members or a 5% referral bonus to the DSA - our choice.  **DECISION:** Board agree to be a Partner and give a 5% discount to members  **ACTION:** LB to arrive via Tom Finn  LB has requested copies of invoices and a P&L at the end of the conference for auditing purposes.  Total Registrations to date: x10  Total Confirmed Exhibitors - $12,600 (x7) + NZ Spirits Support (Total $17,600.00) Target $41,500.  Warm opportunities – DYE, Liquorland, ICIB, Leading Labels, BNZ, Label & Litho  The conference early registration closes 14 June. Emails have been distributed (and will go in the June newsletter), but assistance by the Board is required to help drive registrations.  **ACTION:** Board to contact five members each to sell the conference and let them know that it will be an exciting programme and to get in while the costs are lower. LB to send each Board Member five names.  Feedback throughout the conference can be via SLIDO. It is AUD$80 for an event subscription  **ACTION:** LB to purchase Slido  **Spirits Awards**  208 entries received to date. There are still a number of distilleries that are missing off the list. Entries include 112 from DSA members and 90 from NZ Spirits.  Sponsorship – $104K target - $70K confirmed; Liquorland as a likely sponsor. Sponsor for emerging product award has been confirmed – Qmarketing  A budget will be request at the next meeting.  Judges will be confirmed on the 28 May at the meeting  **ACTION:** MOU to be developed by LB  **ACTION:** DH to follow up with Tash McGill for update on handover of the APP. Currently 2 weeks overdue on  **Excise Campaign**  SC & LB: met with Good Talent Media as an option to help with Excise Awareness. Good Talent Media is a full-service communications and PR agency located in Melbourne, Sydney, and Auckland, NZ. They would assist by developing a 3/6/9/12 month campaign about raising awareness of DSA (becoming the leader for comment in the industry). This would be done by building business stories/ case studies that can be placed in mainstream media – which politicians follow.  The target stories would be small business, regional business impact, impacts of excise on business etc. Developing a risk strategy would be included to ensure that DSA have the answers to any questions provided.  This would be a large piece of work and need the assistance and input from a range of members.  The cost is AUD$3K per month. It could be shared amongst other complementary associations – to share financial risk.  This alternative has been investigated as core advocacy too expensive for the DSA budget.  The Board would live to investigate this further as the investment would be considerable.  **ACTION:** LB to book a meeting with Board members and Good Talent Media to enquire further. Set for 7th June.  **Industry Standards** **Policy**  RW indicated that Ben Leggat no longer has time to assist with the development of the final Industry Standard. Andrew Humdinger is only available to assist, not to finalise.  **ACTION:** AD to ask Marcel Thomson if he is available to assist.  **ACTION** RW to confirm what information is left to amend.  **ACTION:** LB to provide links to the current Industry Standard.  **Submissions & Notifications**  NA  **Events**  The first webinar on exporting has been completed with approximately 25 attendees. This webinar appears to have been well attended.  The next webinar is on the 19th June – Digital Marketing  **Women in DSA**  NA  **Member Benefits**   * DH \_ Patsey Bass + Jo James. Set out terms of references. Target, more savings than the cost of fees. * OPTIONS to include: Employesure, Restaurant Association, WSET discount   **What is a NZ Spirit Working Group**  MB conversed with the group again and it arranging a time for a catch-up. The first task will be to develop a Conference presentation confirmed | SC  RW  LB  LB  DH  BOARD  LB  DH  LB  AD  RW  LB  LB  RW |
|  | Management Focus **Financial Statements and Matters**  DSA Management Accounts submitted as taken as read  Board APPROVED the statements  Budget for 2024/25 submitted and taken as read.  There is very little fat in the budget, with an expected profit of approximately $21K, however, there is still $35,810 (as at 240524) to be paid from fees.  **ACTION:** LB to place budget on the website  **Membership**  **Commercial members:** 92 (down from 98)   * + Small: 64   + Medium: 24   + Large: 4   **Pre-Commercial Members:** 17 (down from 19)  **Associate Members:** 52 (down from 62 previously)   * + Corporate: 40   + Individual: 10   + Other Assoc: 2 (complimentary)   **New Applications**  06/05/2024 Zoran Barbalich (pre-Commercial)  **Resignations from last meeting**   * Foley Wines * The Premium Liquor Co. Ltd * Hauraki Brewing Co Ltd * Mothers Ruined Gin Ltd * Wild Days Rum Ltd * Saddle Hill Brewery & Distillery * Holland Road Distillery * Mountain Ferments Ltd   **Associate Members**   * B & R Beverages Limited * HBM Plastics & Packaging Technologies P/L * A Winning Influence (NZ) Ltd * Richard Bird * Burns Welding & Fabrication * Link Business Brokers * Rowan McGowan * Bernard Peck * Jan Samuels   **Pre-Commercial Members**   * WRITE ANSWERS LTD * Line 44 Limited |  |
|  | **Any Other Business**  **AGM (Coming in September)**   * RW will be resigning at the AGM from his position on the Board and as Chair. Currently does not have time to put into the role. * AD will be resigning at the next AGM. She is currently experiencing conflicting responsibilities * One further Board member will need to resign as per the constitution. * The Call for Nominations will be sent 30 days prior to the AGM as per the constitution.   **Discussions with DSA Members**  MB spoke to Pacific Beverages who are currently pre-commercial and should be full commercial member. They are at present in breach of DSA rum definition as their product is mostly barley based. The Board would be happy to agree that at the end of the current label stock they will change the name of the product.  **ACTION:** MB to speak to them again about changing their labels |  |
|  | Meeting Concluded 11.05am |  |
|  | Next Meeting  * Via Zoom, 9.30am (90 Minutes), 9 July 2024 |  |

**ACTION LIST**

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|  |  |  | **DUE BY** | **NOTES** |
| **Events** | **AD** | **January:** Develop Event programme for year  **March:** Develop Event programme for year | **Feb 24** |  |
| **Working Group – Definition NZ Spirit** | **MB** | Confirm ToR  Finalise appointment  **October:** meeting cancelled, new meting time to be set  **January:** Update and next meeting to be confirmed |  | **PUT on HOLD** |
| **Newsletter** | **LB** | Add:  SGM results  Overview of Board meeting | **March** |  |
| **Conference/Awards** | **SC** | Confirm details with Avenues | **March** |  |