



DISTILLED SPIRITS AOTEAROA (NZ) INCORPORATED

Minutes - DSA Board

Date:	Tuesday 8 October 2024	
Time:	10.00am	
Location:	Zoom	
Attendees:	<p>Soren Crabb (SC), 1919 Distilling David Hawk (DH), Parched Henry Caulton (HC), Cardrona Treasurer Sarah Bonoma (SB), Dancing Sands Tom Finn (TF), Herrick Creek Nikki Oesterle (NO), Papaiti Gin Roanne Parker (RP), Waiheke Whiskey</p> <p>Apologies:</p> <p>Minutes by Lynda Booth (LB)</p>	
ITEM	AGENDA ITEM	
1B	Conflicts of Interest	
	<ul style="list-style-type: none"> ○ NIL 	
1C	Previous Minutes	
	<ul style="list-style-type: none"> ○ Not reviewed 	
1D	Electronics Approvals	
	<ul style="list-style-type: none"> ○ NIL 	
ITEM	DISCUSSION	ACTION
	<p>Strategic Focus</p> <p>Confirmation of Board Executive</p> <p>Two nominations received for DSA Chair. The Board voted and confirmed Sarah Bonoma as Chair</p> <p>Two nominations received for DSA Secretary. The Board voted and confirmed Nikki Oesterle as Secretary.</p> <p>One nomination received for DSA Treasurer. The Board accepted and confirmed Henry Caulton as Treasurer.</p> <p>- ACTION: Board folder to be sent to all Board Members. Sensitive/Confidential information to be split into a separate folder to ensure no conflicts of interest.</p> <p>DSA Conference 2024</p> <p>The Conference was perceived to be successful. The anecdotal feedback indicates that the first day was not as positive as the second day. This was generally due to the association components and a couple of the presentations not being very relevant or interesting. However, the second day with a range of education options appear to be well received.</p>	LB



	<p>Final survey results and finances will be available shortly (meeting on the 15 October)</p> <p>Avenues management of the conference was considerably better in 2024 than in 2023, however there was considerable micromanagement to make the conference successful (educationally and financially) and keep them on task.</p> <p>SC & LB were thanked for putting in all the time and effort put into the conference organisation.</p> <p>Historical information for the new board – The 2023 conference was run at a loss of approximately \$16K which has been carried over to the 2024. The Conference and Spirits Awards was managed financially as one event in 2023 and so shared a 50/50 split of the loss. In 2024 the events were managed as two independent events.</p> <p>At the conclusion of the conference in 2023, a RFP for conference and event managers was developed and actioned. Conference/.Event managers had the opportunity to submit proposals for the conference, awards or both. Spirits Awards confirmed Avenues without consultation with DSA and thus for the ease of transition for 2024, DSA also confirmed with Avenues. DSA has the ability to withdrawn from the contract for the 2025 year. It needs to be noted that the Board is aware of the conflict of interest between the Spirits NZ Chair, Robert Brewer and Avenues’ Melanie Walker – Husband/Wife.</p> <p>ACTION: Clear the 2023 loss with Avenues once the final accounts have been presented to the Conference Committee.</p> <p>ACTION: Board to discuss and confirm if they would like to continue with a conference (or other educational event) in 2025.</p> <p>ACTION: Notify Avenues of the Boards decision to continue with them (or not) by the end of 2024.</p> <p>DSA Outstanding Contribution Award The two recipients, Sue James and Marcel Thompson were thrilled (and emotional) to receive this inaugural award.</p> <p>2024 was a good start to the promotion of the Awards but further discussion is required around:</p> <ul style="list-style-type: none"> - Delivery of the award - If an update to the ToR is required - Promotion of the Award & PR prior to and announcing the winners - Award to be seen as the pinnacle award for the industry <p>Spirits Awards</p>	<p>LB/HC</p> <p>BOARD</p> <p>BOARD</p>
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	<p>Historical information for the new board – The Awards were designed for national distillers to market their success in this growing industry. Improving and increasing each year. There are positives and advantages to the Awards, however there is one large challenge. There is currently no formal MOU between DSA and Spirits NZ. This needs addressing to clearly identify the relationship, task responsibility and financial responsibility. There needs to be an equitable relationship between the two organisations.</p> <p>Currently Spirits NZ underwrites the Spirits Award and DSA provides the volunteer time.</p> <p>There is again an acknowledgment of the conflict of interest between the Spirits NZ Chair, Robert Brewer and Avenues’ Melanie Walker – Husband/Wife.</p> <p>This year the Awards went well, and it is anticipated that the event will make a profit. Though Spirits NZ is responsible for the event losses (though undocumented), DSA would like to receive a portion of any profit, this is due to the large number of volunteer hours given by David Hawk, Antony Michlik and Soren Crabb. This has not yet been broached and will need to be confirmed at the next meeting.</p> <p>The Spirits Award has one asset – the judging App. This is currently under discussion with the developer and Spirits NZ around who owns this and/or it’s licence agreement.</p> <p>Excise Campaign</p> <p>Historical information for the new board – Steady progress has been made of the last year with regards to highlighting the industry to the Government, however there is more work to be done and this needs to be with a consistent message. There has been engagement by some members, however more engagement is needed by members who have not yet been active in the programme.</p> <p>DSA currently has assistance from a National MP. He has provided information from the Government archives for DSA to provide a 1-page overview of the industry. The advice is that.... Our industry doesn’t exist as it isn’t seen, however if can prove that it exists and can make a case around the economic benefits of the industry then there is a higher chance that the industry would succeed in their initiatives. The discussion should be around ‘if there in investment in the industry, then there will be more benefits to the Government’</p> <p>ADA has provided information on their advocacy information to help with the development of a DSA Case</p>	
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	<p>Excise working grouping – Jenny McDonald, Marcel Thompson, Lacey Bourne, SC. Additionally, Jo James, Sarah Bonoma, SC now working with a local MP and to get a 1-pager together.</p> <p>There needs to be funds allocated for research and graphic design if this a strategic and operational goal moving forward.</p> <p>ACTION: Send ADA information to the Board.</p> <p>Have a good working relationship with ADA. They are a complimentary member of DSA. They are happy to share information with DSA.</p> <p>Scotch Whiskey Association would be a good option to use as a case study.</p> <p>Industry Standards Policy Marcel has been approached to help with the development of the next guide – Health & safety. He has been currently stretched with his workload, and so has not yet started the development of the documents</p> <p>ACTION: Follow-up required to check status.</p> <p>Submissions & Notifications There have been two submissions</p> <ul style="list-style-type: none"> - DSA - 2024 Aug 29 - Food Standards Submission - A1291 Glucoamylase Processing Aid - DSA - 2024 August 24 - Suspension of Nursery Stock Standards – Submission <p>Historical information for the new board – Sue James and Antony Michalik have historically volunteered to write the position statement for the DSA.</p> <p>Member Engagement Events & Women in DSA Peninsula Group are offering a 5th Webinar in Employment Contracts. Promotion has started on this event.</p> <p>Tash McGill offered to host a marketing/comms webinar (noted on Facebook). She is happy to offer this to the DSA member either in November or in 2025.</p> <p>ACTION: Confirm the opportunities to present a webinar in November</p> <p>Tash McGill has also offered to help with communication and promotion of the association. As a marketer and storyteller her skills are valuable. Further discussion is required during the strategy discussion.</p> <p>What is a NZ Spirit Working Group</p>	<p>LB</p> <p>LB</p> <p>LB</p>
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	<p>There has been no action on this working group for a considerable amount of time.</p> <p>A ToR has been developed to help with the scope of the group. Further discussion is required during the strategy discussion.</p> <p>Member Benefits There has been one meeting of this working group (DH, Patsy Bass, Jo James). A ToR has been developed to help with the scope of the project.</p> <p>The purpose is to find benefits or savings for members that is greater than the cost of membership. It is a large piece of work, however further discussion is needed during the strategy meeting to investigate if this is one of the important initiatives that should be focused on.</p> <p>Breach in Standards Historical information for the new board – Two companies have been sent letters in 2024 regarding the products.</p> <p>Strategy Session The current strategic document is due for renewal. The Board will plan to develop another one at the end of 2024 for implementation from 1 April 2025 – for three years.</p> <p>Along with the strategic direction discussion will be a review of the current operational projects, resourcing capabilities, funding details and member ‘wish list’ (though there have been no submissions to date via the form sent out with the newsletter).</p> <p>Additionally, consider developing a list of membership skills to assist with projects and tasks.</p> <p>The Board notes that while there is a need to promote and develop the industry however it cannot be at the expense of the Board members or Board Committee members time and effort. Board/Committee members shouldn’t be expected to put large amount of volunteer time over the long term. The Board needs to ensure the delivery of a project provides value, while also acknowledging that the Board are volunteers.</p>	
	<p>Management Focus Financial Statements and Matters DSA Management Accounts submitted and as taken as read Forecast for DSA membership income approximately \$60.5K Conference Forecast to be breakeven for the 2024 event, though there is hope that a small profit will be made.</p>	



	<p>Outstanding Membership payments Outstanding income: \$947.00 Incl GST (as at 241002) X2 part payments received X1 GST on Membership (Australia Company that should pay this)</p> <p>Business NA</p> <p>Membership Commercial members: 83 (down from 84) <ul style="list-style-type: none"> ○ Small: 60 ○ Medium: 19 ○ Large: 4 Pre-Commercial Members: 21 (no change) Associate Members: 41 (down from 43) <ul style="list-style-type: none"> ○ Corporate: 32 ○ Individual: 9 ○ Other Assoc: 2 (complimentary) New Applications <ul style="list-style-type: none"> ○ Alchemy Agencies Ltd New Associate Member ○ Two Anchors Distillery APPROVED: All Board approved acceptance of these members.</p> <p>Resignations from last meeting <ul style="list-style-type: none"> ○ Auld Distilling – due to non-payment of fees Associate Members <ul style="list-style-type: none"> - Barrel Brokers Australasia PTY LTD – due to non-payment of fees - Ballin Drinks & Creative Limited – due to non-payment of fees Pre-Commercial Members -</p>	
	<p>Any Other Business Neilson Report</p> <ul style="list-style-type: none"> - An offer has been received from Neilson for the DSA Member. Due to the cost of these, further discussion is required <ol style="list-style-type: none"> 1. DSA outright buys the report and distributes to the membership, we would price that at NZ\$15,000+gst for an annual delivery and \$20,000+gst p.a. for a quarterly delivery 2. DSA shares a discounted offer to it's membership, i.e. there is a benefit to being a DSA member, instead of paying the rate card of \$5,650+gst, members pay price \$x. We can discuss what that might be based on what the uptake might be, if we thought 40 people would buy it at \$500 each, then certainly open to that... we would just review each year based on uptake. 3. NIQ has a DSA only offer that is x% below rate card, we might be prepared to offer say 25% discount, and if the uptake increases then the following year we might be able to increase that 	



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New Zealand Business Number (NZBN): 9429047031708

Certificate of Incorporation: 2716891

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	Board Meetings <ul style="list-style-type: none">- A decision to postpone the decision on the dates of meetings for 2025 until next meeting.	
	Meeting Concluded 12.05pm	
	Next Meeting <ul style="list-style-type: none">- Via Zoom, 9.00am: DSA Board Strategy Meeting- Via Zoom, 10.00am: DSA Board Strategy Meeting Follow-up- Via Zoom, 10.00am: DSA Board Meeting	



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TASK Lists

Project	Action by	Details	DUE Date	NOTES
Board Administration	LB	Split out the Google drive folders into two <ul style="list-style-type: none"> - General - Sentative information General Board folder to be sent to all Board Members.	November 24	
DSA Conference	LB/HC	Approve final accounts, receive invoices and clear the 2023 loss with Avenues	November 24	
	BOARD	Discuss and confirm if they would like to continue with a conference (or other educational event) in 2025.	November 24	
	BOARD	Notify Avenues of the Boards decision to continue with them (or not) by the end of 2024.	November 24	
ADA Information	LB	Send ADA information to the Board.	November 24	
Industry Standards	LB	Check status with Marcel Thompson	November 24	
Member Engagement	LB	Enquire if Tash McGill would like to present a webinar in November	October 24	