

# STRATEGIC PLAN 2019



**BREWERS  
GUILD**  
OF NEW ZEALAND



# THE BREWERS GUILD OF NEW ZEALAND

THANKS TO OUR SPONSORS AND SUPPORTERS



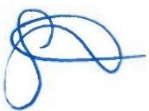


The Brewers Guild are proud to release our new Strategic Plan. This plan builds upon the work that has been done over the past several years to move the Guild to be the voice for industry. Everything we do will be guided by our vision: that the quality and creativity is celebrated at home and around the world. Our mission to be the voice of our diverse industry drives the work that we do. And our newly articulated values will help us make decisions.

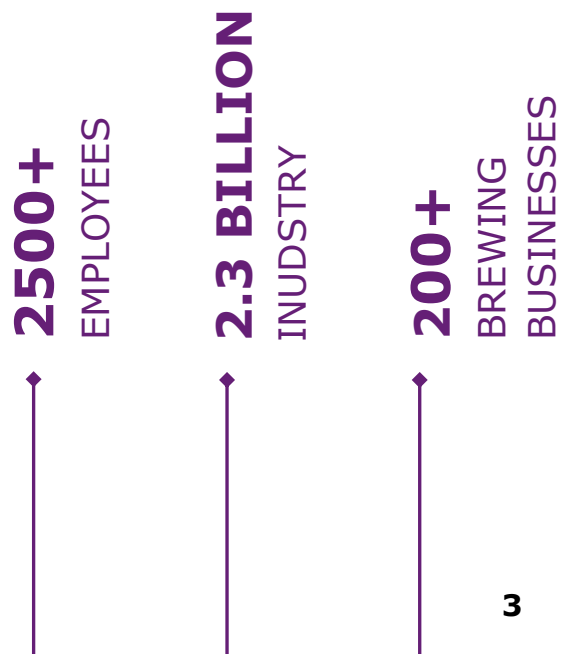
Our ambition is large, but we cannot do everything at once – so our strategies are the things we think will have the biggest impact on achieving our vision for industry. What gets measured gets done. As the industry association for brewing we are going to be tracking and reporting on industry measures. The Guild plays a role in helping us achieve those – but so do all our members and our stakeholders. We are also going to report on some Guild measures so that we can objectively tell whether we are making progress. Finally, the actions that we take and the budget that we establish each year will be clearly aligned to our strategies, mission and our vision. This is how the board will hold management accountable.

In deciding what we do each year – we need to be flexible and agile enough to make the most of opportunities and yet focused enough that we do not lose sight of where we are going. By selecting some areas of focus – we can make better decisions about what we will do, but also what we won't do.

This is an exciting phase for the Guild, for our members and for industry and we look forward to working alongside all of you in this journey



**Sabrina Kunz**  
**Executive Director**  
**Brewers Guild of New Zealand**





<b>Vision</b>	The Quality and Creativity of New Zealand Beer is Celebrated at home and around the world.			
<b>Mission</b>	The Brewers Guild of New Zealand is the leader and voice for our diverse brewing industry. We provide thoughtful leadership and a strategic focus that fosters innovation, promotes social responsibility and facilitates the commercial success of New Zealand’s brewing.			
<b>Goals</b>	The Guild is recognised by the industry and stakeholders as the voice & ‘go-to’ source for the New Zealand brewing industry.	The Guild celebrates the best of our industry in everything we do.	The Guild facilitates the improved quality of New Zealand Beer.	The Guild facilitates opportunities for the people in our industry to be healthy, skilled, and develop long careers.
<b>Strategic Focus</b>	Tourism	Workforce	Quality	BREW NZ Excellence
<b>Our Enablers</b>	Governance	Finance		Member Benefits
	Regulatory		Sponsorship	
<b>Our Values</b>	Leadership, Passion, Collaboration, Integrity, Responsibility, Excellence			



## OUR VALUES



**Leadership:** We lead in everything we do. We create a better future for our industry.



**Responsibility:** We look after our people and our planet.



**Passion:** We embrace the passion of our community and act with enthusiasm, drive, creativity and vision.



**Collaboration:** Our unity and diversity is our strength. We leverage the collective wisdom and knowledge of our industry.



**Integrity:** We are honest, open, ethical, and fair. Our members trust us to do what we say we'll do.



**Excellence:** We deliver our best and hold ourselves accountable for results.



# OUR MEASURES

		<b>Performance Indicators</b>		<b>2019/2020 Target</b>
<b>Measure</b>	<b>Industry Quality</b>	The percentage of beers submitted to the Guild that have a significant fault.	X%	Establish Baseline
	<b>Guild Performance</b>	The percentage increase in revenue from previous financial year.	X%	Increase by 10%
	<b>Guild Performance</b>	The Guild has a surplus.	X%	Breakeven
	<b>Guild Performance</b>	Member satisfaction based on member survey results.	X%	Establish Baseline
	<b>Guild Performance</b>	The number of Ordinary Brewing Members of the Guild.	X%	Increase by 10%



**"A RISING TIDE  
LIFTS ALL BOATS"**



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