



BREWERS GUILD OF NEW ZEALAND

STRATEGIC PLAN - 2022 - 2025

OUR VISION

That the New Zealand brewing industry is considered exceptional in all aspects, both at home and abroad

OUR MISSION

To be essential to the future of NZ's brewing industry through advocacy, resources, & knowledge while celebrating our unique and diverse industry

OUR VALUES

Professional, Passionate,
Collaborative & Fun

SUPPORT (Collaboration)

To source, develop & share industry resources to support business & individual growth.

Encourage the sharing of knowledge & facilitate education to help develop the industry workforce.

To guide & develop industry best practice to support quality improvement & industry consistency.

CHAMPION (Connection)

Be a strong & effective voice for our members - to the Government, consumers, media and more.

Facilitate industry connections to build, develop & aim to future proof our industry.

Protect the reputation, brand value and integrity of our industry (Code of Conduct).

BOOST (Celebration)

Facilitating industry excellence by delivering the New Zealand Beer Awards to the highest level, always.

Promoting our industry, our beer, our experiences & our story across NZ and globally.

Positively promote our members & industry at any opportunity.



OUR MEASURES 2023- 2024



Performance Indicator

2023 Measurement

Financial

The Guild operates within it's FINANCIAL POSITION and has a surplus

2023 Target = Surplus of \$10k. Scale: \$10k= achieved; \$15k = exceed; \$20k = exceptional

Membership

The Guild continues to grow it's membership base to ensure a strong membership and DIVERSE REPRESENTATION of NZ's brewing industry

2023 Target = 75 Brewery Members. Scale: 75= achieve; 80 = exceed; 85 = exceptional

Advocacy

The Guild represents it's members via ADVOCACY & LOBBYING whenever possible

2023 Target = 4 or more clear events of Guild representation on behalf of members. Scale: 4 = achieve; 6 = exceed; 8+ = exceptional

Quality

The Guild delivers the NZ BEER AWARDS within budget, and aims to improve and grow the awards each year

2023 Target = 5% growth on income from entries. Scale: 5% achieve; 7.5% exceed; 10% = exceptional

Benefits

The Guild delivers a minimum of two new membership BENEFITS/SERVICES each year to ensure value and activity for members

2023 Target = 4 new membership benefits. Scale: 4 = achieve; 5 = exceed; 6= exceptional

