



**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.

