

# OUR VISION

## New Zealand's brewing industry is thriving

**OUR PURPOSE:** To be essential to the brewing industry and its future success in NZ.

### STRATEGIC PILLARS

### PRIORITIES

#### Champion our industry

Generate positive PR for our brewing industry - its economic and social impacts, people & successes.

Make it easy for international and domestic visitors to experience New Zealand's homegrown beers & breweries.

#### Voice of our industry

Ensure BGNZ is the go-to for decision-makers & media wanting a brewing industry perspective.

Advocate for reasonable regulation.

#### Connect & support our industry

Boost the role & reputation of the NZ Beer Awards, especially in driving quality & standards.

Connect members to resources, tools & learning opportunities; and to each other.

#### Grow Guild visibility & value to members

Get better at communicating with members so they understand our priorities & the impact we are having for the industry.

Ensure the Guild has a fit for future board.

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## OUR SUCCESS MEASURES

### STRATEGIC PILLARS

### MEASURES

#### Champion our industry

Positive, regular news stories in multiple mainstream channels

Continued growth across NZAT web & socials, measured and reported on

Increase NZAT promotion by Tourism Agencies in the regions

#### Voice of our industry

No increase to the Health Levy beyond CPI

No increase to excise beyond CPI

Targeted improvements to SSAA (licensing)

Increased engagement with policy makers, politicians & media

#### Connect & support our industry

Increase NZ Beer Awards entries by 5% & increase in the # of breweries entering

Improved post awards exposure via media & promotion

Facilitate access to education & learning opportunities for members

Increase of member participation in networking events by 20% each year

#### Grow Guild visibility & value to members

The role of BGNZ is widely understood

A majority of members report satisfaction with BGNZ

Membership retention of 95% of members each year

Board members are actively engaged and contributing to BGNZ priorities