



## **NZBC STRATEGIC PLAN 2022-2023**

*“At the NZBC, we are committed to providing our members with a strong and united voice, providing choice for consumers, and working to help create the conditions that allow our members to thrive.”*

The proposed Strategic Plan for the 2022-2023 Financial Year provides a framework in which to operate and focusses on outlining who we are, why we exist, what we aim to achieve.

### **VISION**

*To be New Zealand’s leading beverage industry association, enabling the sustainable growth and credibility of the non-alcoholic, cold beverage industry.*

To represent and promote the interests of the New Zealand non-alcoholic cold beverage industry by:

- Actively pursuing high standards through the development, agreement, implementation and monitoring of industry standards;
- Promoting the industry to key stakeholders—consumers, retailers, regulators, lobby groups, media and other interested parties both locally and internationally;
- Supporting members through communication, education, knowledge sharing and building relationships within the industry domestically and globally;
- Promoting innovation and sustainability within the industry and throughout the supply chain.

### **AIMS**

1. To promote, foster and advance, in a manner consistent with the public interest, the progress and development of those businesses involved and associated with the manufacture, bottling, importing and distribution of non-alcoholic cold beverages (excluding non-flavoured milk) in New Zealand (“the industry”)
2. To cooperate with and offer advice to national and local regulatory authorities in matters pertaining to the industry and to provide a single organisation with which such authorities may consult for discussion on matters of common or mutual interests.
3. To keep Members informed regarding legislation and commercial and technical developments in New Zealand, Australia and other geographical areas of interest, which are pertinent to the industry.
4. To establish and maintain liaison with international organisations similar to the Council.
5. To encourage, stimulate and aid research into matters relevant to the industry.
6. To provide a positive networking environment for its Members and create opportunities for non-competitive cooperation between industry members.
7. Develop and enforce a Code of Practices in New Zealand.
8. Develop policy positions and submissions to advance the attainment of any of the above objects. To perform all of the above within legal and regulatory constraints governing New Zealand