

//Case Study

Growing with Communities

DB is committed to growing with its community's right across New Zealand. In 2016 DB Breweries contributed over \$310,000 to sponsorships, partnerships and community organisations across the country. In 2016, we chose to focus at a corporate level, on our biggest backyard, South Auckland, the home of our largest brewing operation and head office. Our remaining operational and sales sites were also encouraged to actively engage in initiatives of local importance to them.

“It is important to DB to ensure we support and engage with causes and organisations active in our own backyards. We are a big part of the communities in which we operate and want to ensure we have a positive influence at a local level.”

Amber McEwen, Corporate Affairs Director.



As a result the organisations that we worked with across the country were varied and inspiring with each of our operational sites organising local initiatives benefitting their own communities.

Our Wellington based craft brewery, Black Dog, once again engaged with the Wellington SPCA, creating a special brew for the charity and donating the proceeds of its sales – both from the brewery itself and through other outlets in the wider community. The Extra Pale Ale, named XPCA was launched at a brewery open day for both customers and their canine friends. The initiative raised \$10,000 for the SPCA and secured local media. All in all, a tail-wagging success.

[Click to find out more about XPCA](#)





Up in Auckland our team based in our Waitemata, South Auckland site got their hands wet in support of World Water Day. The initiative was run in collaboration with Manukau Beautification Charitable Trust, which is focused on looking after and cleaning up the local community. Through this partnership we were identify the worst affected area of our local waterway, the Otara Creek Reserve, as well as secure resources to ensure we had the right tools for the job.

In the lead up to the day DB not only educated our people on the importance of water throughout our value chain, but also the importance of fresh water being one of New Zealand's most valuable natural assets.

Over 40 staff signed up to help out and spent an afternoon cleaning the Otara Creek Reserve, one of New Zealand's most polluted waterways. Our clean up produced over 40 full rubbish bags as well removing large objects such as shopping trolleys, tires, hard-drives and car batteries.

“The Otara Creek Reserve literally runs through our own neighbourhood and is an integral part of the larger Otara Waterways and Lake Project. To be able to make a difference at a local level, for the entire community to enjoy was really special.”

Simon Smith, DB Breweries



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Growing with Communities: Big Buddy

DB commenced its partnership with registered charity Big Buddy in 2013, and in 2016 we committed the much needed first investment into opening a South Auckland based office.

Big Buddy is a free, mentoring service with a difference; run by dedicated professionals, male volunteers are recruited from the community and rigorously screened to become mentors to fatherless boys.

“The statistics on positive mentoring are clear and compelling. It’s about making a world of difference to fatherless boys’ lives – one visit at a time. Big Buddy had a waitlist of boys in South Auckland but no physical presence in order to recruit mentors. DB wanted to be part of the solution in our own backyard.”

Amber McEwen, Corporate Affairs Director

As word spread about the positive impact of Big Buddy, demand grew – and South Auckland was an area of great need. DB, through an undisclosed investment, was able to give Big Buddy the confidence it needed to progress with opening a South Auckland-based office and hiring a full time staff member. Soon after, additional partners – in GJ Gardner and ITM – also joined the crusade.

With this significant expansion of operations and territory Big Buddy are able to recruit a larger number of mentors for even more fatherless boys.

As part of the partnership, DB was also able to introduce the Big Buddy charity to a number of other organisations who were able to offer further assistance. The new organisations add a whole new level of support for Big Buddy and following a successful implementation in South Auckland are now able to focus on new areas for expansion.

The level of support throughout DB continues to gain momentum and during 2016 Mike Smillie, DB’s National Facilities Manager, successfully became a Big Buddy to his Little Buddy Max.

The process to becoming a Big Buddy can seem daunting, but for very good reasons it has to be thorough, rigorous and secure. The Big Buddy’s have a responsibility to be a good role model to guide these boys into adulthood with true self-worth, enabling them to make positive life choices towards living a life of purpose and meaning as an involved member of our community.



“To have our partners so invested in our organisation with one of their own becoming a Big Buddy is extraordinary. Becoming a Big Buddy requires support from all facets of your life, including work and home, and the support shown to Mike by DB has been outstanding.”

Travis Field, Chairman, Big Buddy

To have one of DB's own team become a mentor during 2016 is the pinnacle of our support to date. It highlights that we are not an organisation that simply ticks the box for support, we roll up our sleeves and engage.

Watch the video below to find out more

