

Australian Distillers

20
YEARS
2004-2024

Australian
Distillers



September 2024





2024 Annual Conference

National Distilling Institute

The Australian Distillers Association partners with the National Food Institute to deliver a suite of structured training to Australian craft distillers. This program is funded by the Victorian Government distillery door program and managed by the SVA. The entity that provides the training is the **National Distilling Institute**.



Introduction to Distillery Safety



HR Advisory Service and Resources

HR Advisor Service

Please click on the QR code to complete an enquiry form and our HR Advisor will be in touch within one(1) business day.

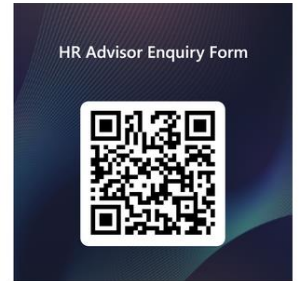
This response will either be: (a) actioning the query; or (b) advise as to when the query will be actioned, subject to the HR Advisor's availability, along with the prioritisation and/or complexity of the query in relation to other queries.

The HR Advisor will use all reasonable endeavours to respond, action and resolve each query as efficiently and effectively as possible.

If the matter is beyond the scope or remit of general HR Advice (e.g. requires legal advice and/or representation), AD's HR Advisor will advise accordingly, and refer to appropriate alternative service providers.

The HR Advisory Service is typically available during standard business hours (Monday – Friday, 9:00am – 5:00pm). There will be further periods when the HR Advisor will not be available, including but not limited to public holidays, Christmas, Easter, etc.

Alternatively you can complete the form via this [link](#).



Australian Distillers HR Advisor Resources

Please follow the links below to access your templates and resource files.

Please note that we are currently in the process of adding files to the system and they should be complete by 1 July 2024. Thank you for your patience.



Advocacy



Excise Campaign

Advocacy for fair and sustainable tax reform

Objective

Maintain momentum for fair and sustainable tax reform to create the conditions for a thriving spirits industry in Australia that expands our \$15.5 billion contribution to the Australian economy, and makes Australia more competitive with other emerging spirits markets.

Impact

Successfully delivered a media and government relations campaign, resulting in cumulative media audience reach of 55 million (January to August 2024) and delivering meaningful engagement with key decision makers in Parliament and in federal electorates. In doing so, the industry has raised significant unprompted awareness of the impact of spirits excise on spirits manufacturers and consumers among key stakeholders – including Members of Parliament, customers and consumers.

Desired outcome

Build bipartisan awareness and support for reform to enable impactful reforms to Australia's outmoded tax policy to create the conditions for sustainable industry growth and development.

Opinion OURS & YOURS
Unlock industry with spirited tax discussions
Tasmania's spirits manufacturers are being hindered by exorbitant fees, writes **Kristy Lark-Booth**

The Daily Telegraph
EXCISE PAIN TAX TO DRIVE US TO DRINK
Then again, we might not be able to afford to do either

Spirits driven low by record high tax takes

\$TAX per litre of alcohol from 5 August 2024

Country	Tax per litre (\$)
USA	\$14.54
NZ	\$61.21
UK	\$62.41
AUS	\$103.89

Alcohol tax reaches 'unthinkable new heights'

Timeline:

AUGUST

CPI adjustment raises spirits excise to \$103.89

Industry continues media and government relations campaign

SEPTEMBER - OCTOBER

Develop policy options for Budget processes

Submissions drafted to facilitate industry engagement and advocacy through MYEFO & Budget processes.

NOVEMBER

Mid-Year Fiscal & Economic Outlook (MYEFO)

Government delivers a mid-year update on the Budget, and revised spirits excise forecasts.

DECEMBER

Pre-Budget submission finalised

Policies to advance spirits excise policy and industry development submitted to government for review.

JANUARY - MARCH

Media and government relations campaign

Meetings held and media generated to build awareness and support for Budget asks.

MARCH

Possible early Federal Budget

With the election due to be held in May, the Government may opt to deliver an early Budget in March.

APRIL – MAY 2025

Federal Election campaign

NATIONAL
PRESS CLUB
OF AUSTRALIA

Australian Distillers Association

10:30am – 5:00pm
Wednesday, 21st August
2024

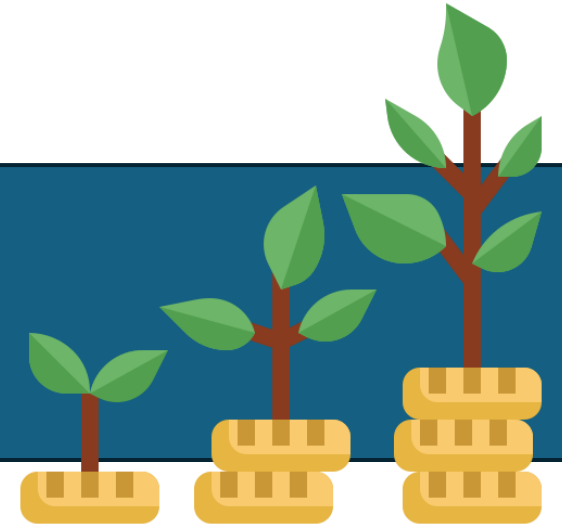
Fourth Estate Room



Strategic Planning

Strategic Priorities

For the spirits industry in Australia



Advocating for Fair & Sustainable Excise Reform

Build awareness and support among key decision makers and stakeholders for fair and sustainable spirits tax reform.

Protecting the industry's license to operate

Defending the industry against false claims and regulations that restrict the sale, supply and service of spirits products in Australia.

Creating the conditions for a thriving Australian spirits industry

Working with strategic partners to create opportunities to stimulate investment, economic growth and industry development.

Parliamentary Inquiry

Food & Beverage Manufacturing in Australia



Objective

Participate in the Parliamentary Inquiry process to build bipartisan awareness and understanding of the issues impacting the spirits industry in Australia, and opportunities to stimulate investment, economic growth and industry development.

Impact

Spirits industry and supply chain representatives contributed a disproportionate number of submissions to the Inquiry, successfully building awareness and support for the industry's issues and opportunities, resulting in site visits and public hearings in several states visited by the Committee.

Desired outcome

Receive a favourable final report, with recommendations that government can adopt to create the conditions for the spirits industry in Australia to thrive, attract investment to achieve scale, and enhance competition with other emerging spirits markets. This report will also provide a tool to enhance future advocacy efforts by industry groups and individual companies.

Timeline:

APRIL

Submissions lodged with Committee

Industry makes submissions that respond to the Inquiry's terms of reference, highlighting issues and opportunities.

MAY - AUGUST

Public hearings and site visits

Committee conducts site visits at manufacturing facilities and public hearings to build their understanding of issues raised in submissions.

SEPTEMBER – OCTOBER

Report drafting & advocacy

Committee finalises recommendations for inclusion in their final report. Industry advocates to ensure topline issues make it into report.

NOVEMBER

Parliamentary Inquiry report expected

Committee will table its report in Parliament and conduct publicity on the report. Industry provides responses to media and members.

DECEMBER – MAY 2025

Government response

Government has six months to respond to report. Potential for recommendations to be funded in pre-election/ Federal Budget commitments.

A \$1 billion export opportunity: a plan to grow Australia's spirits industry

1

The Spirits industry supports almost **\$1.2 billion** in economic activity and over **7,600 FTE jobs** and contributes to many national economic priorities

Growing Manufacturing Jobs



5,700 manufacturing FTE jobs

Supporting Small Business



88% of distillers have fewer than 20 employees

Empowering Regional Communities



48% of distillers located outside of capital cities

Creating Export Opportunities



Growing regional demand and drink preferences

Generating Tourism



Over **630,000** visitors annually

Supporting diversity and young people



More than half of the workforce are younger than 35 years old

2

Despite this, **exports are small** compared to the wine industry and international peers

6th

Australian wine exports ranked 6th in the world¹

VS

29th

Australian spirits exports ranked 29th in the world¹

3

Spirits exports could reach **\$1 billion** by 2035 if Australia realised its potential

\$210m

Export industry in 2022



\$1b

Export industry by 2035

4

However, there are several barriers holding Australia back from realising this potential



Cost of alcohol and excise tax



Country branding



Trade support & conditions



Ease of doing business

5

Government can act now to help create a **\$1 billion** export industry akin to the wine industry



Attract investment



Build industry capability



Streamline regulation



Access markets



...with two priority initiatives



Freeze on excise tax & broader reform



Establish 'Spirits Australia'

New Constitution

- **Company Limited by Guarantee**
- **Divisions – representative and accountable to**
- **Governance Structure**

Voting Members

- **Small producer:** any producer who is an existing voting member or is in production and the production capacity is below the Alcohol Manufacturers Remission, which is \$350,000 FEE: \$750pa
- **Medium Producer:** any producer who producers volume to exceed the automatic remission at any time on the financial year. FEE: \$1000
- **Large producer:** any commercial producer that exceeds 50,000 LALs of production in any 12 month period. FEE: \$2000

Non-Voting Members

- **Establishing:** this is for members who have begun the distilling journey, are in the process of establishing their business and have sold less than 1,000 bottles. FEE: \$250
- **Industry and Trade:** this category of membership is for related supply chain who are in aligned industry and share our philosophies and values. This was previously referred to as Associate Member. FEE \$750
- **Commercial Partners:** Industry partners that have demonstrated a commitment to the industry that is recognised as a strategic relationship. FEE By negotiation

Working together for a stronger, safer and smarter Australian spirits industry

