

2025-2027 Strategic Priorities

**Australian
Distillers**



Strategy Overview: 2025-2027

To promote a safe and vibrant Australian spirits sector, which reflects Australia’s mature drinking culture and creates opportunities for sustainable growth and economic development.

Build a thriving Australian craft spirits industry	Protect and develop the industry’s license to operate	Advocate for Fair and Sustainable Excise Reform
<ul style="list-style-type: none"> • Maintain our role as the peak body for the Australian craft spirits industry • Promote a safety culture • Develop and encourage education and training • Increase member engagement and provide valuable industry resources • Develop and encourage standards and compliance with best in class and industry codes • Support export and promote Australian spirits globally • Coordinate response to Parliamentary Inquiry into Beverage manufacturing • Collaborative initiatives with government to drive awareness and change 	<ul style="list-style-type: none"> • Work constructively with Spirits and Cocktails Australia on issues of shared concern • Maintain membership and promote the work of the ABAC • Active participation in and promotion of Drinkwise • Maintain membership of Alcohol Beverages Australia • Active participation and advocacy in relevant Government working groups, reviews, inquiries, etc 	<ul style="list-style-type: none"> • Develop campaign for New Policy Proposal (NPP) for Excise Tax Credits (ETC) for Australian Spirit producers who export to offset domestic excise and enabling support (Trade tools, Trade Promotion and Product Integrity measures) • Co-ordinate campaign with SCA to engage with Treasury, Ministers and relevant stakeholders for excise freeze • Engage members at 3 stages through the cycle (PBS, Jan and Aug excise increases)

Build a thriving Australian craft spirits industry

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

Actions

- Maintain our role as the peak body for the Australian craft spirits industry
- Promote a safety culture
- Develop and encourage education and training
- Increase member engagement and provide valuable industry resources
- Develop and encourage standards and compliance with best in class and industry codes
- Support export and promote Australian spirits globally
- Coordinate response to Parliamentary Inquiry into Beverage manufacturing
- Collaborative initiatives with government to drive awareness and change

Outcomes

- Increase membership of ADA by at least 10%
- Maintain members satisfaction levels of at least 65% in annual survey
- At least 2 safety courses in each division per year
- Promote and expand the NDI
- Ensure ADA Conference is a break-even event at minimum, and successful as measured by member survey
- Develop and campaign for a Spirits Australia body and policy initiatives that enhance the Australian spirits industry
- Identification of opportunistic funding and grants to develop programs

Protect and develop the industry's license to operate

Proactively support the Australian craft spirits industry as a responsible and reliable manufacturing and beverage industry.

Actions

- Work constructively with Spirits and Cocktails Australia on issues of shared concern
- Maintain membership and promote the work of the ABAC
- Active participation in and promotion of Drinkwise
- Maintain membership of Alcohol Beverages Australia
- Active participation and advocacy in relevant Government working groups, reviews, inquiries, etc

Outcomes

- Maintain the MOU between ADA and SCA
- Advise members of requirement under Code of Conduct to adopt the principles of the ABAC
- Advise members of relevant determinations from the ABAC and promote the use of the Drinkwise platform and program
- Active participation and reporting of ABA board and policy positions
- Active participation and reporting of the ATO ASG
- Participation in relevant working groups, parliamentary or departmental inquiries and reviews to drive policy policy reforms to benefit members at both National and State level

Advocate for Fair and Sustainable Excise Reform

<p>Build awareness and support among key decision makers and stakeholders for policy interventions to achieve fair and sustainable spirits tax reform</p>	
<p>Actions</p>	<p>Outcomes</p>
<ul style="list-style-type: none"> • Develop campaign for New Policy Proposal (NPP) for Excise Tax Credits (ETC) for Australian Spirit producers who export to offset domestic excise and enabling support (Trade tools, Trade Promotion and Product Integrity measures) • Co-ordinate campaign with SCA to engage with Treasury, Ministers and relevant stakeholders for excise freeze • Engage members at 3 stages through the cycle (PBS, Jan and Aug excise increases) 	<ul style="list-style-type: none"> • Seek NPP for ETC support from sponsor Minister • Gain support from relevant portfolio Ministers and Agencies for NPP • Regular engagement with political stakeholders to engage with them the potential of the Australian spirits industry • Effective media campaign on excise increases holding back jobs and growth – especially for women and in regional areas. Identify not consistent with Government objectives of a Future manufacturing industry in Australia

Step up leadership capabilities to drive ADA Mission

Identify and maintain the conditions to ensure we are a strong, united and coordinated member focused organisation.

Actions

- Effective and timely communication with members, the Board, Executive, State organisations and key stakeholders
- Representative Project Groups and Board Sub Committees to drive outcomes according to agreed timelines
- Effective cashflow management and operating within budget guidelines
- Improve governance framework through implementation of policies and codes that are fit for purpose for the company
- Ensure board and staff are operating in accordance with corporate governance standards
- Develop and promote a compelling MOU for Divisions/State Organisations

Outcomes

- Establish or reconfigure the following Project Groups (PG) and Board Committees (BC):
Technical Standards PG, Safety PG, Education and Training PG, Finance BC, Governance BC, Membership BC, Stakeholder engagement BC, Annual Conference BC
- Coordinate State Presidents meetings quarterly, and roundtables for State based employees
- Review, maintain and develop competition guidelines, conflict of interest register, board and other meeting records, risk management policy and existing MOUs
- Facilitate and maintain MOUs for Divisions

Australian Distillers Policy on Excise

Our Members remain committed to the principle of “alcohol is alcohol” and the simplification of alcohol taxation in the longer term. Our position is that alcohol excise and taxes should be equalised by way of a volumetric tax on all spirits produced.

We will continue to engage with all Government stakeholders about this objective.

In the short term we will campaign for the conditions that do not exacerbate this unfair and punitive excise where spirits are burdened at higher rate and impacted by compound interest more than other categories. That is, we will campaign for a freeze of excise and seek a comprehensive review of the alcohol tax in Australia.

We are committed to removing taxation classifications that add complexity and encourage market distortions such as brewed or wine based seltzers.

We will seek industry incentives that encourages growth.

“Spirits Australia”

The Australian spirits industry could be a \$1Billion export industry by 20235 if the policy conditions were improved. We call on the Federal Government to freeze the excise rate and to create a body called Spirits Australia.

Spirits Australia could be set up as a standalone statutory body and would be dedicated to promoting Australian spirits.

Responsibilities for Spirits Australia could include, but are not limited to:

- fostering and supporting the growth of profitable, resilient and sustainable Australian distillers;
- building markets, disseminating market information and knowledge;
- growing industry networks domestically and internationally; and
- encouraging adoption and ensuring compliance of quality and safety standards within the industry.

Spirits Australia can provide tailored advice for exporting and promotion of spirits for the industry as a whole, both domestically and internationally. We will align our industry requests with Government priorities such as FMA and Export potential.

Reinvesting in the spirits industry through Spirits Australia would generate significant value for both the industry and government and help set up a similar growth story to the Australian wine industry. As an example, less than 86 cents from every \$100 of spirits excise tax would be equivalent to Wine Australia’s annual revenue in FY23.

Strategic Alliances

The State Organisations will be supported through the Divisions of the ADA and to ensure they can continue to

- Advocate for local issues such as tourism, marketing and liquor licensing
- Provide community engagement and grassroots support for local distillers
- Critical role on lobbying state government for industry support
- This will be supported by an MOU for the state organisations that agree.

Spirits & Cocktails Australia have shared goals including excise reform, protecting the industry's license to operate and creating the conditions for a thriving Australian spirits industry.

Maintenance of social license to operate will be enhanced by our ongoing active commitment to ABAC, ABA, Drinkwise, and other aligned industry associations. This will be supported and complemented with active and effective advocacy and Government engagement.

Strengthen relationships with hospitality/bar industry.

Member Benefits



Our Member benefits are

Small: Provide critical knowledge, skills, training, resources, advice and networking and support

Medium: Advocate for policy changes that support business growth such as export incentives, removing distortions in the market, industry growth

Large: Support industry development and staff development

All: Education, safety standards, business services, regulatory reforms, support and enhance the ability to export and expand into global markets

Opportunities identified:

- Expand "Distillery Business School" concept
- Develop more online training/resources
- Explore group purchasing programs
- Enhance export development support