

MEMBER PROSPECTUS



Image from: **Pechey Distilling Co**
Pechey, Queensland

The *Queensland Distillers Association* acknowledges the Traditional Custodians of the lands throughout Queensland on which we operate. We pay our respects to their Elders past, present, and emerging, and recognise their continuing connection to land, waters, and culture.

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Image from: **Granddad Jack's Craft Distillery**
Miami, Queensland



WELCOME

Dear Members and Friends,

The Queensland Distillers Association continues to grow in both influence and impact, driven by a shared commitment to supporting the success of Queensland's distilling industry. As the representative body for craft distillers across the state, we continue to advocate for our members, strengthen industry collaboration, and create opportunities that benefit distilleries of all sizes.

Queensland's distilling industry has never been more vibrant. From tropical Far North Queensland to the state's southern regions, distilleries are producing world-class spirits that reflect the diversity, innovation, and entrepreneurial spirit of our communities. As this industry continues to grow, the QDA remains focused on ensuring our members have a strong voice in the conversations that shape the future of our industry.

Over the past year, advocacy has remained at the heart of our efforts. We have continued to engage with government stakeholders at the state level to pursue town planning reforms that better support distillery operations and tourism development. Our focus remains on removing unnecessary barriers and advocating for a business environment that allows Queensland distilleries to grow with confidence, invest in their future, and strengthen the communities in which they operate.

We have also actively pursued improvements to the Container Exchange (COEX) framework, advocating for a 50,000-bottle threshold that better reflects the realities faced by many craft distillers. While this proposal is still progressing through the Queensland Parliamentary process, it represents an important opportunity to deliver fairer outcomes for small producers and strengthen industry competition.

Alongside our advocacy efforts, we have continued to invest in initiatives that raise the profile of Queensland-made spirits. The development of the "Pour Me Queensland" media campaign is an exciting step towards increasing consumer awareness and encouraging Queenslanders to support local producers. Showcasing the passion, craftsmanship, and regional stories behind Queensland's distilleries strengthens consumer engagement. It also raises the profile of an industry that is becoming an increasingly important driver of economic growth and tourism.

Tourism remains a critical growth opportunity for our industry. Building on the success of the Queensland Distillery Trail, we have started developing the Queensland Distillery Passport as part of the broader Drink Quality, Drink Queensland program. This initiative is designed to encourage visitors to explore more distilleries across the state, increase visitation, and create memorable regional experiences centred around Queensland spirits. With future funding support, the project will continue to evolve with greater visitor engagement and opportunities for our members and their businesses.

Sustainability has also become an increasingly important focus for our industry. We are pleased to have secured funding through COEX, which will connect the organisation to the QDA as our

Partner for Sustainability. By partnering with COEX, we form a foundation for meaningful sustainability initiatives that will help Queensland's distilling industry lead through innovation, responsibility, and long-term vision.

The strength of our industry is built on collaboration, and nowhere is this more evident than within our membership. Through our partnership with the Australian Distillers Association, members benefit from both state and national representation, ensuring that Queensland distillers have a voice at every level of government and industry. Together, we continue to advocate for better regulation, fairer taxation, improved market access, and greater recognition of craft spirits as a significant contributor to Australia's economy.

Our strategic priorities remain clear. We are committed to nurturing collaboration, innovation, and co-investment across the sector. We continue to support education and skills development for distillers, grow opportunities for Queensland spirits both domestically and internationally, drive production excellence and sales growth, streamline regulations, and expand distillery tourism throughout the state. Together, these priorities will guide the continued growth of our industry and strengthen Queensland's position as one of Australia's leading distilling regions.

The QDA also continues to support and promote events that bring our industry together. From trade and tourism events to tasting experiences, distillery showcases, cross-promotional opportunities, and peer-learning initiatives, these activities strengthen industry connections, foster collaboration, and create valuable opportunities for our members.

Our achievements directly reflect the dedication and enthusiasm of our members. Together, every advocacy effort, industry partnership, and collaborative project helps shape a more prosperous and sustainable future for Queensland's distilling industry.

Together, we have made significant progress, but there is still much to achieve. By continuing to work collaboratively, support one another, and advocate for our industry's interests, we can ensure that Queensland is recognised not only as a producer of exceptional spirits but also as a leader in innovation, sustainability, tourism, and craft manufacturing.

This is an exciting time for Queensland distilling. The opportunities before us are significant, and our future is bright. Thank you for your continued support, and we look forward to working together to strengthen Queensland's position as a world-class distilling destination.



Vanessa Chapman, President



WHO WE ARE



The *Queensland Distillers Association* (QDA) is the state body that supports and advocates for the specific needs of craft distillers in Queensland.

We work to improve the operating environment for local distilleries through strategic lobbying, relationship-building with state and federal government stakeholders, and collaborative industry initiatives. Our committee is made up of passionate, hands-on operators who know the unique challenges facing Queensland distillers - and are committed to driving long-term, meaningful change.

OUR MISSION

To represent, advocate for, and empower Queensland distillers through strategic action, industry collaboration, and community building.

OUR VISION

A thriving Queensland craft spirits industry recognised globally for innovation and quality.

OUR PURPOSE

To amplify the voice of Queensland distillers and support the success of every member, from boutique brands to large-scale producers.

THE QUEENSLAND DISTILLING INDUSTRY: A SNAPSHOT



...call Queensland home, showcasing the diversity and innovation of our craft spirits producers
(as at June 2025)

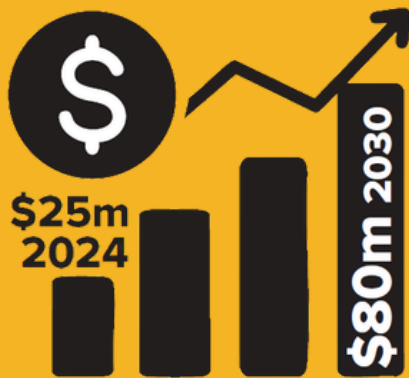


Approximately 70% of distilleries are in regional Queensland, **contributing to local economies and tourism.**

CREATING JOB GROWTH



The Queensland distilling industry directly employs **over 400 people** in production, sales, marketing, tourism, and administration roles. This figure is **projected to grow to 1,500 by 2030**, creating valuable jobs for Queenslanders.



In 2024, the Queensland distilling industry contributed an estimated \$25 million to the state's Gross State Product (GSP). With continued growth and strategic investment, **this contribution is projected to reach \$80 million by 2030.**



Queensland distilleries are making waves on the world stage by crafting a diverse range of premium **spirits that have earned international recognition and awards.**



are often utilised including **unique Queensland botanicals.**

WHAT WE DO

With the support of our members, the QDA:

- Advocates to local councils for improvements in town planning, reducing red tape and supporting local business within their regions.
- Advocates to state and federal governments for better regulation, fairer taxation, and recognition of craft spirits as a key economic contributor.
- Provides dual representation through a close partnership with the Australian Distillers Association (ADA).
- Runs the Queensland Distillery Trail to promote local distilleries and increase visitation and direct sales.
- Creates networking, retail, and visibility opportunities for members through events and strategic partnerships.



Image from: **Bundaberg Rum Distillery**
Bundaberg, Queensland



WHY JOIN THE QDA?

When you join the QDA, you get:

- A voice in government and regulatory discussions that impact your day-to-day operations at a national and state level.
- Access to national and state industry events, networking, and thought leadership.
- Increased visibility via the [Queensland Distillery Trail](#).
- Shared knowledge, resources, and connections from other producers facing similar challenges.
- Advocacy to state and federal governments for better regulation, fairer taxation, and recognition of craft spirits as a key economic contributor.
- Networking, retail, and visibility opportunities for members through events and strategic partnerships.

QDA membership also provides you with a national-level membership with the Australian Distillers Association (ADA), where you have access to national resources, events, advocacy, export and more. Read more about your [ADA membership here](#).

MEMBERSHIP BENEFITS



Strategic advocacy at both the state and national levels.



A supportive community network across Queensland.



Inclusion in the [Queensland Distillery Trail](#) directory.



Access to member's only tools, resources, government updates, templates, and guides.



Invitations to member-only industry events, workshops, and roundtables.



The opportunity to contribute directly via sub-committees and working groups.

OUR PRIORITIES

- Nurture Collaboration, Innovation, and Co- investment in Queensland's Distilling Sector.
- Cultivate Expertise: Investing in Education and Training for Queensland Distillers.
- Grow Queensland Spirits at Home and Abroad.
- Drive Production Excellence and Sales Growth for Queensland Spirits.
- Streamline Regulations and Improve the Operating Environment for Queensland Distilleries.
- Elevate the Visitor Experience: Expanding Distillery Tourism in Queensland.



Image From: **Canefields Distillery**
Sunshine Coast, Queensland

EVENTS

The QDA supports events (at a national and state level) that help grow the industry and elevate the business profile of Queensland distillers. These include but may not be limited to:

- Collaborative trade and tourism events.
- Distillery showcases and public tasting events.
- Cross-promotions via the Trail and media partners.
- Member-to-member site visits and peer learning opportunities.

HOW TO JOIN

Joining us is easy.

Complete the [**membership form here.**](#)

Note: The link above will take you to the Australian Distillers Association joining form. Completing this process will automatically connect you with the QDA.

Have questions?

Send us an email at memberservices@qda.org.au

Contact our President

Vanessa Chapman

0407 264 024

president@qda.org.au



Image from: **Milton Distillery,**
Milton, Queensland