

Nick Champion MP Minister for Trade and Investment

Thursday, 3 August 2023

South Australian spirits lifted through export boost

South Australia's spirit distillers are getting a Malinauskas Labor Government funding boost to help export their world-class products internationally.

Distillers South Australia will use the \$50,000 grant to develop an export strategy for the State's distillers to enter new markets, build on existing partnerships and create jobs.

The peak body will also use the funds to establish an international trade event, expected to be held next year, to highlight the State's top-shelf offerings and demonstrate why South Australia is renowned for its premium gin, whisky, vodka, rum and brandy.

The local sector dominated the [2022 Tasting Australia Awards](#) and Royal Australian Spirits Awards while receiving commendation and awards at the San Francisco World Spirits Competition, where South Australia's spirit industry is pitted against the very best of the world's spirits.

There are more than 100 distillers across South Australia, with many producers based regionally.

ABS data shows the South Australian spirit industry had an export value of \$26.6 million in the year ending May 2023, representing about 12 per cent of Australia's spirit exports.

The local sector is tipped to grow to 2,300 direct jobs by 2031 – in roles like production, sales and marketing, and tourism – up from an estimated 600 people in 2022.

Total domestic and international South Australian spirit sales are also forecast to increase to between \$120 million and \$180 million by 2031, according to Distillers South Australia.

The peak body will work with State Government and the wider sector before releasing the final export strategy, which will determine the location of the upcoming global trade event. Local producers attending will co-fund their participation at the event.

Spirit manufacturing in Australia generated \$2.3 billion in revenue in 2022, with strong growth recorded in the Asia-Pacific region over the last five years.

Quotes attributable to Nick Champion

South Australians continue their reputation for world-class products and this investment will help our distillers unlock more opportunities in new markets.

By developing a targeted strategy, led by industry, we are supporting the sector to grow while boosting our share of the nation's exports.

We want more local producers to gain the recognition they deserve on the global stage, so establishing a premier trade event is another way we are attracting a bigger international audience.

Quotes attributable to Distillers South Australia president and Never Never Distilling Co. managing director, George Georgiadis

Drinking habits are changing and in Australia, many people are preferring to enjoy higher quality spirits – and South Australia's craftsmanship of premium quality spirits is gaining national and international acclaim.

So, this is an important opportunity for local producers to contribute to developing an export strategy that will open doors for those wanting to expand their business.