



**DISTILLERS  
SOUTH  
AUSTRALIA**



# **2024 DISTILLERS SOUTH AUSTRALIA INDUSTRY CONFERENCE**

Thursday 24 October, 8am-5pm  
Adelaide Convention Centre

# 2024 DISTILLERS SOUTH AUSTRALIA INDUSTRY CONFERENCE

## CRAFTING SUCCESS

***Building from a strong foundation & seizing opportunities  
in the South Australian craft spirits industry***

In a challenging economic climate it is important to understand what levers you can pull and opportunities you can take to not just survive, but set your business up to thrive.

This conference provides a chance to foster new connections, and share, grow and learn from one another. We hope that this time out of your business enables you to evaluate and identify what success looks like for your distillery in the future, including mapping out a pathway to get there with the champions, industry experts and sector supporters you have around you, and who you will hear from and meet today.

We hope you enjoy your day with us, your peers and supporters of the industry, and we look forward to seeing you at more Distillers SA events in 2025.

### OPENING & WELCOME

9:00AM



#### WELCOME

*Chloe Reschke-Maguire, Executive Officer  
Distillers SA*



#### OFFICIAL OPENING OF THE CONFERENCE

*Hon Clare Scriven  
Minister for Primary Industries and Regional Development  
Minister for Forest Industries*



#### DISTILLERS SA PRESIDENT ADDRESS

*George Georgiadis  
President, Distillers SA  
Managing Director, Never Never Distilling*



**SARAH HALL**

*Head of Spirits & Premix, Endeavour Group*

**Driving growth through customer-centric strategies and how to work with Endeavour**

Gain up to the minute detailed insights about the spirits and premix category in Australia from consumption to new products of choice and target markets for growth. Learn about Endeavour Group's buying strategy for 2024 and beyond and gain invaluable tips as to how can you be part of the mix.



**JAMES FRANCE**

*Founder, Wholly Spirits Liquor Consulting*

**The spirits distribution landscape in Australia**

From marketing to distribution and finding the right path to market for your product, there is no one size that fits all solution. James will share his perspectives and extensive experience in navigating the spirits distribution and brand marketing landscape in Australia as well as identify opportunities to get your product to market.



**MATT REMPHREY**

*Owner & Executive Creative Director, Parallax Design*

**What do you want to be famous for?**

There has never been a more competitive marketplace for spirits domestically and internationally. No longer does having 'native botanicals' or 'being single malt' sell a bottle. Find out how understanding your consumer and using some key brand marketing and storytelling tools can make you stand out from the crowd and on the shelves (and don't worry you don't need the backing of Beyonce or Margot Robbie to do so!)

**Q&A WITH SARAH, JAMES & MATT**

**Submit your questions via Slido or simply put your hand up.**

**MORNING TEA**

**11:20AM**

**NATIONAL UPDATE**

**11:45AM**



**PAUL MCLEAY**

*Chief Executive  
Australian Distillers Association*

**DISTILLERY SAFETY, COMPLIANCE &  
THE REGULATORY ENVIRONMENT**

**12:00PM**



**SAFework SA**

**Safework SA updates**

Find out about the progress of the SA distillery safework audits that commenced in June 2024. Safework SA will discuss key areas of improvement they've identified through these audits to date and how distilleries can operate safely throughout the production process. Find out more about education and support available, and future training for distilleries in SA.



**PETER MAUGER**

*Founding Director & Principle Process Engineer, Bright Engineering*

**Lighting the Flame: Best case practice and a live demonstration of how to manage hazardous areas and atmospheres in distilleries**

- What are the national standards & regulatory requirements as they apply to distilleries?
- What are the risks? Don't just hear about it, see it with a live demonstration.
- What are the common misconceptions and simple things to do to minimise cost of compliance?
- Where does hazardous atmosphere testing come in all of this?





## **AON RISK ADVISORY SERVICE**

### **Understanding your worth.**

Do you know what value your product is insured for? Most policies only cover you for their cost price but in today's premium craft spirits market, that is often not enough. Learn how you can insure your barrelled product for what it is really worth at retail price.



### **MICHAEL KAY**

*Partner, Employment and Safety, Wallmans Lawyers*

### **Industrial manslaughter & psychosocial safety: Why they matter to distillers**

Learn more about the brand new industrial manslaughter laws and new regulations around managing risks of psychological harm in the workplace in South Australia. Understand how these laws and regulations impact your distillery business and gain practical tips for responding to these new laws and regulations and in promoting compliance in this complex area.

## **Q&A WITH PETER, MICHAEL AND AON INSURANCE**

**Submit your questions via Slido or simply put your hand up.**

**LUNCH**

**1:30PM**

## WE'RE ALL IN THIS TOGETHER - DISTILLERY TOURISM IN SA

2:30PM



### **BEN PATTEN**

*Head of Destination, Barossa Australia*

#### **Identifying tourism levers and learning how to pull them to promote your distillery door**

Learn how to find and leverage low-cost opportunities to drive awareness of your business domestically and internationally through working with regional tourism associations, local and state governments. Understand the current trends in tourism in our state, the motivations of visitors to our state and how to attract customers to your distillery door.

## OPPORTUNITIES IN DISTILLING

2:55PM

### **AVENUES FOR GROWTH & SUPPORT TO GET THERE**

Hear from industry experts and state government about the current innovations, opportunities and support there is out there to help distillery businesses grow in SA. Our interactive panel discussion will identify ways you can leverage the opportunities for funding and the business support services available to be able to grow your business.

#### **You will hear from;**

Department of State Development (TradeStart & Export Markets)

Office for Small & Family Business

P4B Solar

BDO

## AFTERNOON TEA

4:00PM

## FROM WINE TO SPIRITS SAME, SAME BUT DIFFERENT

**4:20PM**



### **CHESTER OSBORN**

*Chief Winemaker & Viticulturist, d'Arenberg*

A candid interview with the man who infamously brought The Cube, Sam Smith, and Salvador Dali to South Australia - simultaneously bringing the d'Arenberg brand into the modern era (and a whole new demographic of customers with it).

As someone who has recently acquired his own spirits brand, learn more from Chester about how he is applying his decades of experience in wine to the spirits world, and where he sees the essential differences and opportunities for SA spirits in the domestic and international market.

## HAPPY HOUR & NETWORKING

**5:00PM**

Bring your best bottle, share it around, sample the wares that your peers have been working on and enjoy a couple of hours of networking with your counterparts.

## CONFERENCE CLOSE

**7:00PM**