***Proforma invitation***

INSERT YOUR NAME   
INSERT YOUR ADDRESS

INSERT YOUR CONTACT DETAILS

Find who your local MP is [here](https://electorate.aec.gov.au/)   
Find their email or address [here](https://www.aph.gov.au/Senators_and_Members/Guidelines_for_Contacting_Senators_and_Members)   
INSERT NAME OF MP

ADDRESS OR EMAIL OF MP

CC: [admin@australiandistillers.org.au](mailto:admin@australiandistillers.org.au)

1 August 2023

Dear [insert name of MP]

I am a distiller in your electorate and make quality Australian craft spirits products including [insert your hero products]. We are based in [insert your suburb] and employ [insert number of employees] Australians.

On 1 August, Australia’s punishing spirits tax will surpass $100 per litre of alcohol. This means that

$28 of a 700mL bottle of spirits (40% ABV) will go straight to the tax office in the form of excise. A single [G&T / whisky / other single serve of spirits] now has double the tax of a schooner of beer – even though that same schooner of beer contains more pure alcohol.

This latest increase exacerbates a perfect storm of supply chain issues, soaring input costs and

depressed consumer demand impacting our business. It therefore stymies opportunities for us to invest back into our business, employ more staff, and attract the investment needed to realise our export potential.

That’s why we’re calling on the Federal Government to intervene to freeze future spirits excise rises. This will provide us with much needed respite, while affording policymakers the time to explore opportunities to support our sustainable growth, without exacerbating the strain caused by

Australia’s highest alcohol tax.

[If distillery is located in a regional area] With more than two-thirds of Australia’s distilleries located in the regions, the right policy settings will also support more skilled manufacturing jobs, increased tourism and exports, while ensuring the benefits flow throughout regional Australia.

You can show your support for our distillery and the broader Australian spirits industry in two simple ways:

* Visit our distillery so we can tell you more about the valuable contribution we make to our community, and how freezing spirits excise will help unlock our potential; and
* Write to the Treasurer, The Hon. Jim Chalmers MP, to ask that he intervenes to freeze spirits excise increases to provide immediate relief for distillers battling Australia’s highest alcohol tax.

I look forward to working with you to build a more sustainable future for the Australian spirits industry. Please contact me using the details below to coordinate your visit to our distillery.

Your sincerely, [insert Name]

Title, Distillery name