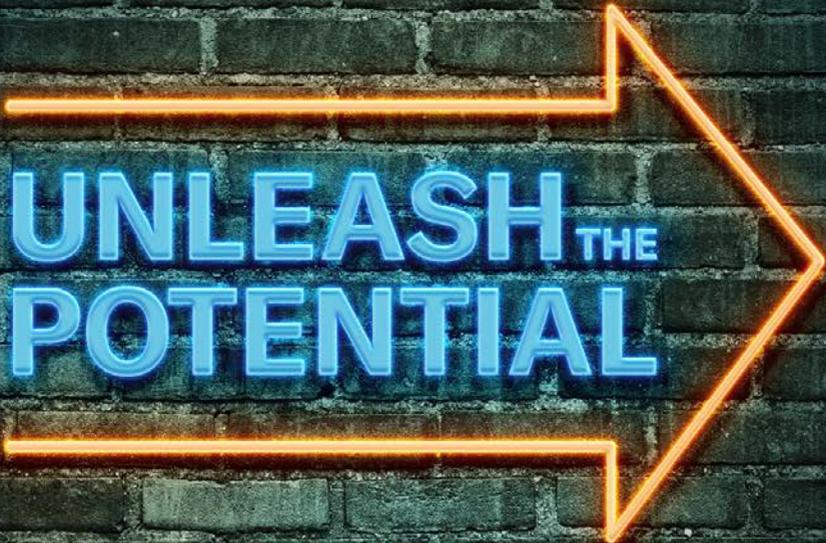


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Distillers**



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CONFERENCE
2022

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BEER
285ml @ 4.8%

WHISKY
30ml @ 40%

These drinks all contain the same amount of alcohol.

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Australian Distillers

PLEASE DRINK RESPONSIBLY

President's welcome.



Stuart Gregor
President
Australian Distillers

Friends,

Welcome to the 2022 Australian Distillers Annual Conference.

Well haven't we come a long way? This organisation was created in 2004 by Bill Lark, Cameron Syme, Patrick Maguire and the late great Spike Dessert. It's a testament to these pioneers that we sit here today with close to 400 members. We stand on the shoulders of giants.

The distilling industry in Australia of today is a very different beast to what it was in 2004 or 1992 when Bill created Lark and the domestic craft spirits industry was rejuvenated. Today we have support from many sectors and levels of government and widespread consumer recognition both locally and across the globe. Much hard work has been done to keep the association relevant, up to date and great value to you, our members. We hope you agree.

It is terrific to be able to meet again in person, this conference feels long overdue. Thank you for coming and I hope you have a magnificent time in this great city.

Cheers,
Stu Gregor
President

**Chief
Executive
welcome.**



Paul McLeay
Chief Executive
Australian Distillers

Dear delegates,

The Australian Distillers Association respectfully acknowledges the Traditional Custodians of the land on which the conference is being held, the Bunurong Boon Wurrung and Wurundjeri Woi Wurrung peoples of the Eastern Kulin Nation and pays respect to their Elders past, present and emerging.

Welcome to the 2022 Annual Conference. Like many of you, this is my first Australian Distillers Conference. It is an exciting time to be part of a dynamic and fast-growing industry.

The Victorian Government and our wonderful sponsors have ensured that we have been able to put together an informative and engaging program. Over the course of the next three days, we will celebrate the best of the urban and regional distilling culture in this great state.

Please let me know if there is anything we can do to ensure you get the most out of your conference experience.

Paul McLeay
Chief Executive

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Conference agenda.

Monday 4th April.

Session 1.

8.15am
Registrations opens

9.00am
Conference opens

Welcome to Country

Presidents Welcome
Stu Gregor

Chief Executive update
Paul McLeay

9.35am
From the Ashes:

Lessons from the Adam's
Distillery Fire
Adam Pinkard

10.00am
Safety First

Launch of the BECA Safety Toolkit
for Australian Distillers Members

10.40am
Break - Morning Tea

Session 2.

11.10am
In the Spirit of Progress

Political & Economic Impact Update
Speaker- Greg Holland

11.30am
Keynote Address

Speaker- Holly Ransom

12.10pm
Break - Lunch

Session 3.

1.00pm
Panel: Scaling for Success

Perspectives of growth opportunities and how to fund them. What strategy is right for you and your business? Learn from industry experts and case studies.

Panelist - Bryan Fry
Panelist - Simon Jones
Panelist - Adem Karafili

2.00pm
Panel: Marketing Australian Spirits for the International Customer

Australian spirits have won global acclaim, yet our spirits exports equate to just \$4 per capita, compared to \$120 per capita in the UK. Gain insight into positioning your brand and products for international customers.

Panelist - Kristy Keyte
Panelist - Peter Campbell

2.30pm
Break

Session 4.

2.50pm
Panel: Navigating Retail, Online and Hospitality Post-COVID

Hear from retail, hospitality and online specialists about how they work, so you can gain a better understanding of how to position your brand and products in the market.

Panelist - Tim Carroll,
Panelist - Mairead Jarrett
Panelist - John-Ross Jones

3.30pm
Future Focus: Members Forum

The Australian Distillers' Chief Executive will lead a discussion on whether the Association has the right structure, model and governance arrangements to meet member needs and ensure the right fit for future growth.

3.50pm
Open Discussion

An opportunity for Members to raise any issues for general discussion. If you have any topics, please register them at the registration desk.

4.15pm
Conference Close

Foyer Drinks.

4.30pm
Networking drinks Foyer Area

An opportunity for distillers to share their latest innovations and network with conference delegates.

Dinner.

6.30pm
Gala Dinner Pullman Hotel Ballroom

A night of celebration and entertainment, hosted by Hamish Blake and Wippa.

United in our advocacy for fair and sustainable tax reform.



We're all in this together.



Speakers.



Adam Pinkard
Owner
Adams Distillery

Adam boasts a colourful and varied pre-distilling career, including 12 years as a paramedic, a college football player in the USA, and member of the Australian Powerlifting team. He is an Essendon tragic, Guns n Roses fan and self-professed shower singer who loves music, but can't play an instrument. He recently lost 70kg in weight and now just really wants a doughnut or two. A Scorpio born in the Year of the Monkey, his birthstone is an Opal, and he has one famous friend.



James Ludford-Brookes
Senior Process Associate
Beca

James is a Senior Process Associate at Beca with over 20 years experience of designing distilling and brewing solutions worldwide, with a key focus on safety.



Greg Holland
Chief Executive
Spirits & Cocktails Australia

Greg has more than 30 years' experience in government relations, consulting, politics, industry associations and the corporate sector. As Chief Executive of Spirits & Cocktails Australia, Greg has a focus on stakeholder engagement, key relationships, new business development and an increasing focus on building the reputation of the Australian spirits industry with key stakeholders.

A former Federal Cabinet Ministerial Adviser, Greg has worked in the telecommunications, pharmaceutical, alcohol taxation and regulation sectors, community consultation in the mining sector and advisory responsibilities in Antarctic geopolitical and heritage issues.

Keynote address.



Holly Ransom

Motivational speaker

Holly Ransom is a globally renowned content curator, powerful speaker and master questioner with the belief that if you walk past it, you tell the world it's okay.

Named one of Australia's 100 Most Influential Women by the Australian Financial Review, she has delivered a Peace Charter to the Dalai Lama, was Sir Richard Branson's nominee for Wired Magazine's 'Smart List' of Future Game Changers to watch and was awarded the US Embassy's Eleanor Roosevelt Award for Leadership Excellence in 2019.

Having interviewed the likes of Barack Obama, Malcolm Gladwell, Richard Branson, Billie Jean-King, Condoleezza Rice, Nobel Prize Winner Muhammad Yunus and the world's first humanoid robot Sophia, Holly fights complexity with curiosity, apathy with empowerment and fear with fact.

As a Fulbright scholar and Harvard Kennedy School Class of '21 fellow, Holly is a recipient of the prestigious Anne Wexler Public Policy Scholarship, allowing her to action social and economic inclusion by connecting people with the decisions that affect their lives.

Holly's new book, *The Leading Edge*, helps people harness their own potential to lead by asking better questions, thinking beyond biased answers, and building collective momentum for change. In *The Leading Edge*, Holly brings the real-world leadership lessons of so many diverse thinkers and pioneers she's met to the fore.



Manildra Group's ethanol distillery is located in Nowra, New South Wales.

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P: 0426 729 106
E: sharon@uniquepak.com.au



Speakers:

Scaling for Success.



Bryan Fry
Chairman & CEO
Pernod-Ricard Winemakers

Bryan Fry is the Chairman and CEO of Pernod Ricard Winemakers, responsible for the global Pernod Ricard wine production, sales, marketing and distribution, in addition to the distribution of the champagne and spirits portfolio across Australia and New Zealand.

Bryan has worked for Pernod Ricard for 24 years, starting in Operations in South Australia before successfully undertaking various sales, marketing and leadership roles across Australia, Asia Pacific, Brazil and the US.

Prior to returning to his homeland in Australia to lead the Pacific Distribution business, Bryan was President and CEO of Pernod Ricard USA.

Bryan holds a Bachelor's Degree in Agricultural Science from the University of Adelaide and a Graduate Diploma in Economics from the University of New England.



Simon Jones
Director
Canterbury Partners

Simon is a founding director of Canterbury Partners, a boutique Corporate Advisory business and has been advising local and multinational companies for more than 30 years. He was the lead advisor acting for Four Pillars on the partial sale to Lion.

Simon's experience spans a range of private and public enterprises.

His skills focus on general strategic advice, mergers, acquisitions and divestments, transaction structuring, valuations and due diligence.

Simon was educated at Kings School Canterbury and Worcester College Oxford, and is a qualified chartered accountant.



Adem Karafili
Chairman
Top Shelf International

Adem is currently the Executive Chairman of ASX-listed Top Shelf International Holdings Ltd. Prior to that he spent seven years establishing Swisse Wellness before its sale to H&H Group Ltd (previously Biostime) for nearly US\$1.7 billion in 2015. Adem held senior positions of CFO, COO and MD at Swisse Wellness. Adem is currently chair of the Company (Hydration Pharmaceuticals) but will retire as chair and become non-executive director around the time of the IPO.

Additionally he currently Chairs his private investment vehicle ANGLKorp and also chairs the 2030 Greater Victoria Commonwealth Games Taskforce, the National Institute of Integrated Medicine (NIIM) and sits on the investment committee for the private equity firm Corner Capital. Adem is a CPA, having obtained a Bachelor of Business Administration (Accounting).

Speakers:

Marketing Australian Spirits for the International Customer.



Kristy Keyte

Chief Marketing Officer
Penfolds

Kristy Keyte is the Chief Marketing Officer for Penfolds, one of the world's most admired wine brands. Responsible for Penfolds global marketing strategy and nurturing the brands rich heritage and reputation, Kristy is a culture leader known for her creativity and commercial smarts. She is focused on engagement, collaboration, team development and results.

Her career spans 20 years in the drinks industry, with a proven track record of successful brand building, of which the last 4 years have been leading Penfolds. Kristy has a Masters in Marketing from the University of South Australia.



Peter Campbell

Director
Export Vision

Peter is a specialist in export grants and government assistance for Australian businesses. He has been assisting exporters for more than 35 years, initially with Austrade, then Price Waterhouse, and now with Export Vision. His business helps companies to maximise funding from Government programs, particularly the Export Market Development Grant Scheme, and making representations to Government.



Contact Us

Robbie
0431777504
Info@barrelbrokers.com.au
Factory 28 / 70-72 Cave Hill Road
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Speakers:



Tim Carroll
 General Manager, Merchandising
 Endeavour Group

With over 30 years of liquor retailing experience in Australia and New Zealand, Tim is an industry veteran currently spearheading Endeavour Group's Buying and Merchandising function.



John Ross-Jones
 Beverage Operations Manager
 The Lucas Group

A diverse hospitality career in the UK spanning 12 years saw me move from bar tending in small town pubs, managing nightclubs in Liverpool plus bars and restaurants across the North of England.

After travelling to Australia in 2010 on a working holiday visa I ticked off every item on my bucket list (and more..!) before being sponsored as bar manager at Sake, the Rocks, Sydney. My 4 years with Urban Purveyor Group saw me move into the 'Group Bar Manager' role for all Sake restaurants in Australia specifically looking after menu development.

I left to open QT Melbourne as Bar Operations Manager and then onto Lucas Restaurants where I have been for 5 years overseeing procurement, culture and the financial performance of the beverage department

Navigating Retail, Online and Hospitality Post-COVID



Mairead Jarrett
 Category Manager
 Boozebud

Mairead is currently the Head of Spirits for Boozebud, Australia's No 1 pure play liquor platform.

Her experience covers the creation of her own online drinks business and senior roles in sales and marketing. Mairead was involved in new product development for Bacardi, including the development of the Bombay Sapphire RTD, and retail marketing for Kemenys.

She redeveloped the Drinks Trade site, and has taken well over 20 new brands into market. Mairead is still learning and loving the pace of e-commerce and the burgeoning, dynamic spirits industry.

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Gala dinner hosts.



Hamish Blake



Michael "Wippa" Wipfli

Hamish Blake is a talented entertainer, writer, producer and comedian who has been among Australia's most popular media performers for almost over two decades. In 2012, he was awarded the Gold Logie as the most popular talent on Australian television.

Hamish, with long-time collaborator Andy Lee, commenced his radio career in the early 2000s, rising to unparalleled success with the highest rated radio program in Australian history. Their national drive show reached 2.5 million listeners each week and held that audience for an extraordinary four years, before they retired in 2011 to pursue other media ambitions. Their self-titled podcast has topped the iTunes charts for three years running.

On film, Hamish has appeared in the features *Two Little Boys*, *Now Add Honey* and the Disney animation *Ralph Breaks the Internet*.

As writer, Hamish has achieved critical acclaim and commercial success, co-authoring *Textbook Romance - a User's Guide to Successful Romancing* with his wife Zoë Foster Blake. In addition to his varied professional projects, Hamish is Ambassador for *Soldier On*, supporting veterans and their families.

You can hear Wippa each weekday alongside Fitzy on Nova's Sydney Breakfast Show and nationally from 6pm to 7pm, where their show has consistently ranked number one over the past few years.

In radio, Wippa has found a platform to try and live out everything he's ever dreamed of. Never afraid to 'give it a go', his time on-air has seen him make it into the Guinness Book of Records, be suspended from a hot air balloon, and been naked more times in the studio than he cares to admit. A closet musical genius, Wippa has also shared his vocal and song writing skills by serenading some of the world's biggest stars, like him singing a duet with Hugh Jackman.

Fitzy and Wippa's famous on-air rap battles against the world's biggest names have also attracted millions of views. Wippa was a formidable contestant on 'Celebrity Apprentice' on Channel 9 in 2021. No stranger to TV, Wippa has also created and hosted two separate one-off TV specials with Nova and Network Ten (*On the Couch With Wippa and Up Reasonably Late with Fitzy & Wippa*) and has co-hosted the series of *20 to One* on the Nine Network. Wippa has also thrown himself at the Sharks on *Shark Tank* and has appeared on multiple episodes of *I'm A Celebrity Get Me Outta Here*.



FEVER-TREE

MIX WITH THE BEST

Our History.

2004

The Australian Distillers Association was officially set up in 2004 by four visionary founders:

- Cameron Syme as President
- Bill Lark as Vice President
- Raymond (Spike) Dessert as Treasurer
- Patrick Maguire as Secretary.

2012

- Cameron Syme resigned as Chair after eight years in the role.
- Bill Lark was elected Chair.

2014

- Bill Lark resigned as Chair, and Stu Gregor was elected to the role.
- Membership of the Association began to grow.
- Our conference and AGM was held at New World Whisky Distillery (now known as Starward Distillery) in Melbourne, with 30 attendees.

2015

- Limeburners Distillery in Western Australia hosted the annual conference and AGM with 35 attendees.
- Alasdair Malloch was elected Secretary and Treasurer.

2016

- Total membership of the Association grew to 84 Members
- Mimma White joined the organisation as Executive Officer.
- Our conference and AGM was held in October at Archie Rose Distilling Co. in New South Wales, with 43 attendees.

2017

- 58 new members joined the Association, taking our total membership to 134.
- Our annual conference and AGM was held at McHenry Distillery Tasmania, with 85 attendees. The conference was sponsored for the first time by CCL Label.
- On 13 December 2017, one of the four founding members, Spike Dessert, sadly passed away. He is remembered by Members as our yarn-spinner, "True Believer" and in many ways, the heart and soul of our Association. Spike was, and is, a legend.

2018

- In February, Kalyn Fletcher succeeded her father as Treasurer.
- Total membership grew to 183.
- Our conference and AGM was held in Adelaide in November, with 140 attendees.

2019

- A record 81 new members joined the Association, taking our total to 246 members.
- Our conference was held in Kingscliff (northern NSW) with 193 delegates.

2020

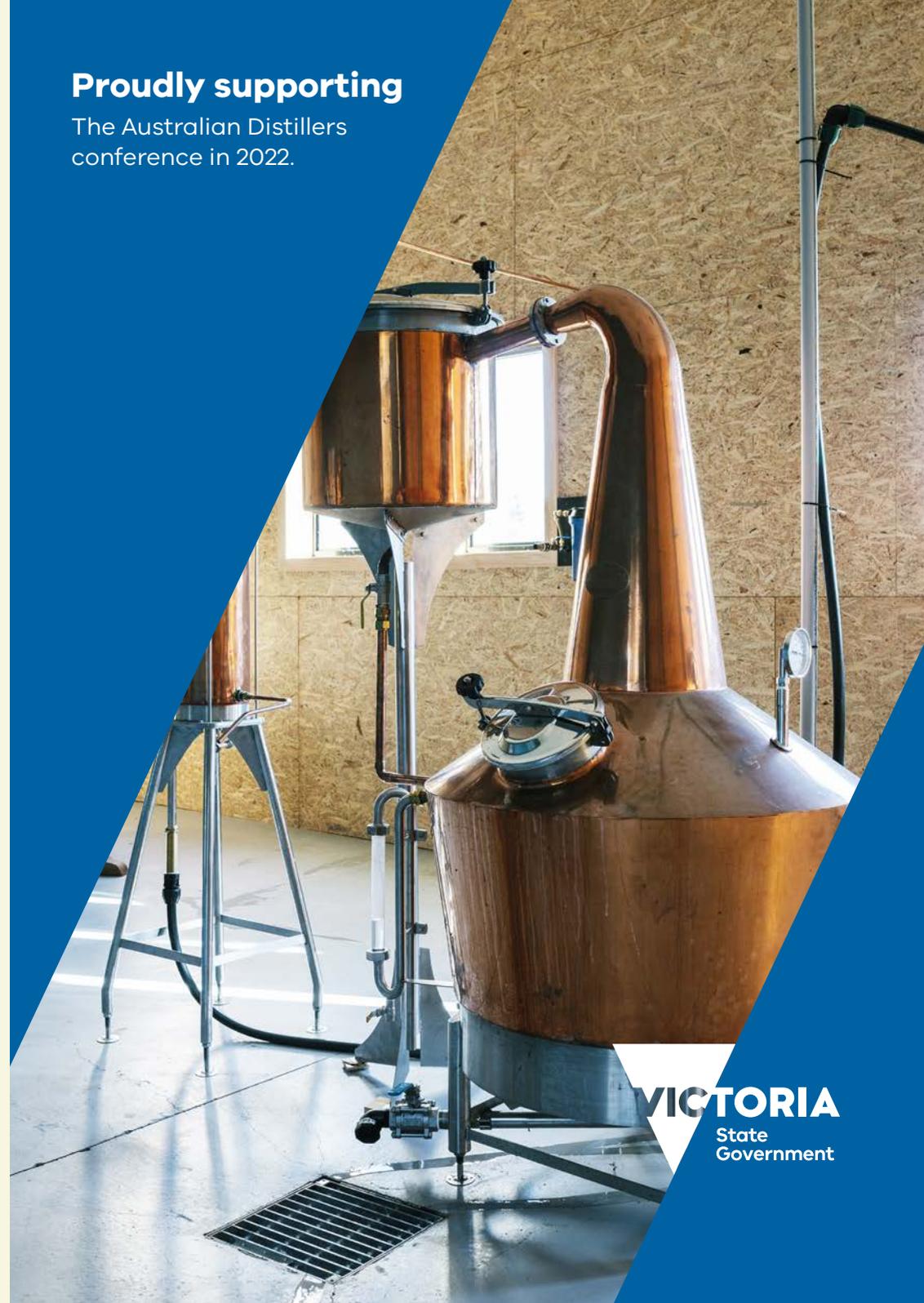
- Covid hit the world with force but in spite of this, total membership grew to 285 members.
- We held our first virtual conference, supported by Kathleen Davies and the Nip of Courage team, with 173 attendees.

2021

- For the first time, the Association had members in every Australian state and territory.
- Total membership grew to 336, with 183 full and 153 Associate Members.
- We appointed our first Chief Executive, Paul McLeay.
- Our conference was postponed due to COVID but we held a virtual AGM was held, attended by 144 members.
- 18 members were elected to the Committee of Management.
- Kalyn stepped down as Treasurer and remained on the Committee of Management.
- The Hon. Stephen Parry was elected as the Secretary and Treasurer.

Proudly supporting

The Australian Distillers conference in 2022.



VICTORIA
State
Government

CELEBRATING 30 YEARS OF AUSTRALIAN CRAFT DISTILLING.

Australian whiskies are some of the world's best, consistently recognised for their quality and innovation. Time and again, they have won over discerning judges to bring home coveted international awards, delighting whisky fans along the way.

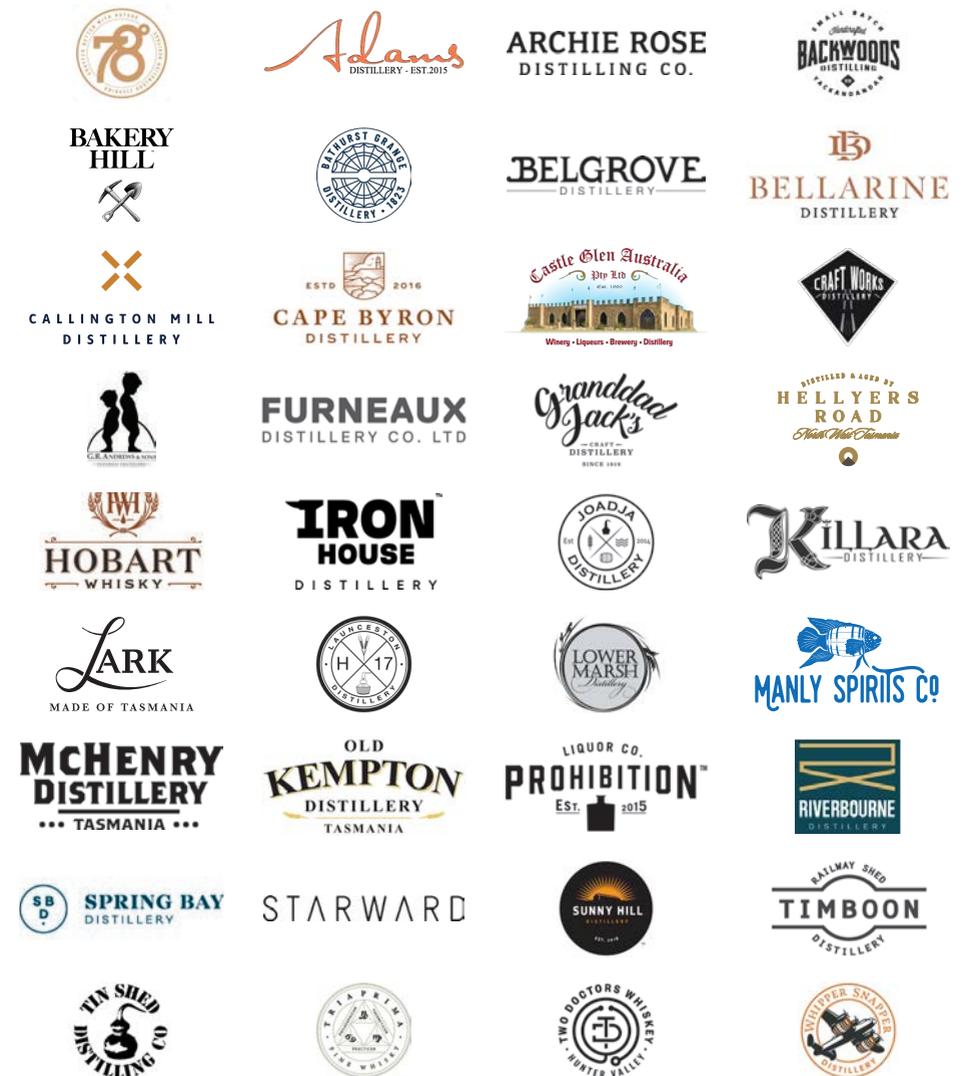
In 2022 we celebrate 30 years of contemporary Australian craft distilling. This modern story began in 1992 when Bill and Lyn Lark were granted the first licence to distil whisky in Tasmania since 1839, becoming the first Australian distillery to produce single malt spirit in 154 years.

On the 30-year anniversary of Australian craft distilling, we invited you to join with the 'Godfather of Australian Whisky', Bill Lark, to create a special blend to celebrate this significant milestone. The response was nothing short of incredible. Thirty-six Australian distilleries contributed their carefully crafted spirits, which were then expertly blended by Bill to create **The Big Blend**.

While this unique whisky is not available for sale, all participants of the 2022 Australian Distillers conference will receive a specially packaged and labelled bottle of this very special blend. This extraordinary collaboration of Australian Distillers members reflects 30 years of passion, creativity, dedication, entrepreneurship, and true Australian spirit. Australian Distillers extends our appreciation and thanks to all of the distilleries who contributed whisky to The Big Blend.

The Big Blend.

Contributing Distilleries





Bellarine Peninsula.

Regional tour 1.

Tuesday, 5 April 2022
Bus departing Pullman
Albert Park 8.45am,
returning approx. 4.30pm



Anther
anther.com.au

Established in 2016 by Dervilla McGowan and Sebastian Reaburn, Anther is a small-batch gin company. Found in Geelong's historical Federal Woolen Mills, Anther's beloved still takes pride of place, set against weathered red brick and surrounded by treasured memories. With their combined backgrounds in science and the liquor industry, Dervilla and Sebastian believe that distilling is the perfect blend of science and nature, and their curiosity and love of Australian botanicals is at the heart of everything they create.



Bellarine
bellarinedistillery.com.au

The first distillery on the Bellarine peninsula, Bellarine Distillery was established by Russ and Lorelle Warren in 2015. The land the distillery is set on has a plethora of mature fruit trees and the fertile black soil of the foothills provides rich ground for plantings. Being at the foot of three valleys ensures plentiful water flow and the large trees lining the border of the property provide a natural barrier to harsher conditions. Bellarine grows a range of botanicals on the property for their own use and combines these other Australian botanicals with the finest flavours the world has to offer to create their individually unique gins. Their whisky is being barrelled on a regular basis and is maturing nicely.

Regional tour 2.

Tuesday, 5 April 2022
Bus departing Pullman
Albert Park 8.45am,
returning approx. 4.00pm



Animus
animusdistillery.com

Animus Distillery was founded in 2015, by four friends with a shared passion for producing world-class spirits. Initially starting with round-the-clock research and development in a Fitzroy North garage, they quickly outgrew this space and expanded to a larger rural property, before establishing their distillery in Kyneton, Central Victoria. Their gins are produced in small batches, where the botanical baskets are changed frequently throughout the production of each batch, to extract the freshest, richest flavours from our balance of Australian native and international ingredients. Animus gins are released over-proofed at 50% alcohol, to best express the richness, intensity and complexity of their ingredients. Sustainability is a core part of the Animus business philosophy and they grow many of the botanicals on their property, reutilising the extracted botanicals to create fertiliser for growing the next generation of botanicals.



Big Tree
bigtreedistillery.com.au

Big Tree Distillery is the result of a gin-loving husband and wife team (Catherine and Gary Jago) who love good gin so much they decided to make their own. Distilled in the Macedon Ranges region of Victoria, on Jack's Springs Farm, Big Tree Gin is a range of farm crafted small batch Australian gins. Their gins are created using botanicals grown on their farm, foraged from their local neighbours or, where something more obscure is required, sourced by their gin-loving botanist. These botanicals are combined with fresh rain water collected from the roof of the distillery in their copper still, Beryl. The beautiful bottles the gin is sold in are designed to be kept long after the gin is gone, with artwork painted by local artist Sarah Gabriel with limited editions of each piece in the series.



Goldfields.



Mornington Peninsula.

Regional tour 3.

Tuesday, 5 April 2022
Bus departing Pullman
Albert Park 9.15am,
returning approx. 4.30pm



Bass & Flinders
bassandflindersdistillery.com

Bass and Flinders Distillery was founded in 2009 with a passion for adventure and a desire to create a range of high quality, artisanal gins, brandies and liqueurs. The first distillery on the Mornington Peninsula, Bass & Flinders' original inspiration was drawn from a love of classic brandies produced in France. In 2016, Holly Klintworth took over as Head Distiller and Managing Director from her father and the distillery's founder, Wayne, becoming one of a very select group of second-generation distillers in Australia. As a family-owned distillery, Bass & Flinders focuses on quality above all else, distilling in small batches and sourcing fresh, local ingredients wherever possible to produce unique, genuine Australian craft spirits.



Chief's Son
chiefsson.com.au

Chief's Son Distillery was established in 2013 by Stuart and Naomi McIntosh, and after three years of test bed success the first commercial batch of single malt whisky was distilled at the current Somerville location. Stuart and Naomi's surname, McIntosh, or Mhic an Tòisich in Scottish Gaelic means 'Son of the Chief', a battle honour that was awarded to their family 900 years ago for ongoing loyalty to the Chiefs of Alba (Kings of Scotland). That sense of tradition continues in the ancient craft of distilling and the passing on of a love of whisky from generation to generation. Chief's Son whiskies have won multiple awards in both Australian and international competitions.

Regional tour 4.

Tuesday, 5 April 2022
Bus departing Pullman
Albert Park 9.00am,
returning approx. 4.00pm



Four Pillars
fourpillarsgin.com

Animus Distillery was founded in 2015, by four friends with a shared passion for producing world-class spirits. Initially starting with round-the-clock research and development in a Fitzroy North garage, they quickly outgrew this space and expanded to a larger rural property, before establishing their distillery in Kyneton, Central Victoria. Their gins are produced in small batches, where the botanical baskets are changed frequently throughout the production of each batch, to extract the freshest, richest flavours from our balance of Australian native and international ingredients. Animus gins are released over-proofed at 50% alcohol, to best express the richness, intensity and complexity of their ingredients. Sustainability is a core part of the Animus business philosophy and they grow many of the botanicals on their property, reutilising the extracted botanicals to create fertiliser for growing the next generation of botanicals.



Naught Distilling
naughtgin.com.au

Naught Distilling, relatively new to the drinks scene, launched in October of 2020, right in the middle of a Victorian lockdown. That didn't stop the team from creating their dream bar and award winning gins. Since launching Naught's Australian Dry Gin has been awarded 2021's Champion New World/Contemporary Gin and Champion Victorian Gin from the Australian Distilled Spirits Awards, along with medals at the IWSC, and Hong Kong IWSC. Not a bad effort for a distillery that has less than 6 months of operation between lockdowns. This hidden gem is tucked away in leafy Eltham and certainly needs to be seen to be fully appreciated. A speakeasy inspired cocktail bar that exudes elegance and class, Naught focusses on letting their award winning gins shine through in cocktails. Apart from trying to make the best gins they can, their venue's aim is to educate customers on the cocktails they serve and how their gins elevate cocktail drinking experiences

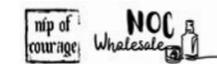


Yarra Valley.

Ukraine appeal (Grainshaker)

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