
SPIRITS VICTORIA
ASSOCIATION
Spirits Victoria
Grow Your Business with Victoria's Spirits Industry

Spirits Victoria

Victoria is Australia's spirits state, home to the largest share of the nation's distilleries and a rich distilling history dating back to the 1830s.

Today, the sector is experiencing a strong rebirth, driven by innovative makers crafting distinct and diverse craft spirits.

The Spirits Victoria Association (SVA) is the peak body for the spirits industry in Victoria, founded in 2020.

SVA provides leadership, advocacy and support to Victorian producers and its members and represents the interests of industry across the supply chain with particular focus upon:

- **Advocacy & Influence**
- **Industry Growth**
- **Connections, Resources & Knowledge**



Industry Snapshot

239
Distilleries currently operating with headquarters in Victoria. Up from 188 in 2023.

$343 million
Value added to the Victorian economy in 2025-26 from Victorian headquartered distilleries. 22% higher than 2022-23 in real terms.

$3.9 billion
Contribution from the broader spirits supply chain to the Victorian economy alongside...

25,100
FTE jobs supported. This supply chain includes sales of products from Victorian distilleries and spirits produced outside of Victoria.

47% of Victorian distilleries in regional areas

Over 386,000 tourist visits to distilleries in 2024

The workforce has a relatively balanced gender split, with four in five workers aged under 50

Over 90% of Victorian distillers are classified as small businesses

Gin, whisky and liqueurs are the most commonly produced spirit types

VICTORIAN SPIRITS INDUSTRY ECONOMIC CONTRIBUTION

$3.94 billion
Contributed to the Victorian economy in 2025-26
▲ +21%
From 2022-23 (nominal)

Direct contribution
$1.40 billion Value added
▲ +42% From 2022-23
11,500+ FTE roles
▲ +20% From 2022-23

Indirect contribution
$2.54 billion Value added
▲ +28% From 2022-23
13,500+ FTE roles
▲ +0.2% From 2022-23

2026 Deloitte Access Economics

Connect with the Leaders Shaping Victorian Spirits



Behind every distillery is a business looking for and investing in equipment, packaging, ingredients, technology, logistics, professional services and expertise.

Spirits Victoria connects your business with the distillers and founders driving one of Victoria's most innovative industries.

As a partner, you'll have opportunities to:

- **Connect** with industry decision-makers and potential new customers
- **Showcase** your expertise, products and services to a highly relevant audience
- **Build credibility** through association with Victoria's peak spirits industry body
- **Grow your business** through meaningful industry engagement and commercial introductions

Put your business at the heart of Victoria's spirits industry.

Your Gateway to Victoria's Spirits Industry



239 Distilleries
Scale of the industry

115 SVA Members
Direct industry network



240+ SVA Subscribers
Industry communications audience



Five member events annually
Opportunities to engage



Annual Distillers conference
Leadership opportunities



Partnership Tiers

Principal Partner - $10,000

For businesses seeking a leading, visible and deeply connected position within the Victorian spirits industry.

- Sector exclusivity - one Principal Partner per industry category (limited to five partners)
- Speaking opportunity at the SVA Conference or member event
- One curated networking or industry engagement opportunity
- Four complimentary SVA Conference tickets
- Inclusion in the online SVA Industry Partners Directory to promote your business
- VIP invitation to the annual Victorian Spirits Parliament Showcase
- Complimentary tickets to four member events per year
- One dedicated thought-leadership webinar or article per year
- Newsletter feature plus social media spotlight
- Top billing logo recognition on the SVA website and in the monthly newsletter
- First opportunity to discuss additional partner activations, subject to suitability



Gold Partner - $5,000

For businesses looking to build meaningful relationships and share their expertise with the industry.

- Opportunity to provide one educational session, practical workshop or member resource
- Two complimentary SVA Conference tickets
- Inclusion in the online SVA Industry Partners Directory to promote your business
- VIP invitation to the annual Victorian Spirits Parliament Showcase
- Complimentary tickets for three member events per year
- One newsletter spotlight feature per year
- Year-round logo recognition on the SVA website and in the monthly newsletter



Silver Partner – $3,000

Build awareness and visibility and introduce your business to Victoria's distilling community.

- One complimentary SVA Conference ticket
- Inclusion in the SVA Industry Partners Directory to promote your business
- Opportunity to provide an exclusive offer or benefit to SVA members
- Complimentary tickets for two-member events per year
- Invitations to member networking events
- One newsletter spotlight feature per year
- Year-round logo recognition on the SVA website and in the monthly newsletter



Partnerships at a Glance

Partnership Benefits	Principal	Gold	Silver
Annual investment	$10,000	$5,000	$3,000
Sector exclusivity	✓	—	—
SVA Conference tickets	4	2	1
VIP Parliament Showcase invitation	✓	✓	—
Complimentary member event tickets	4	3	2
Industry Partners Directory	✓	✓	✓
Speaking / educational opportunity	Speaking + dedicated content	Educational opportunity	—
Newsletter spotlight	Feature + social	1	1
Website & newsletter logo recognition	Premier listing	Standard	Standard
Exclusive member offer	—	—	✓







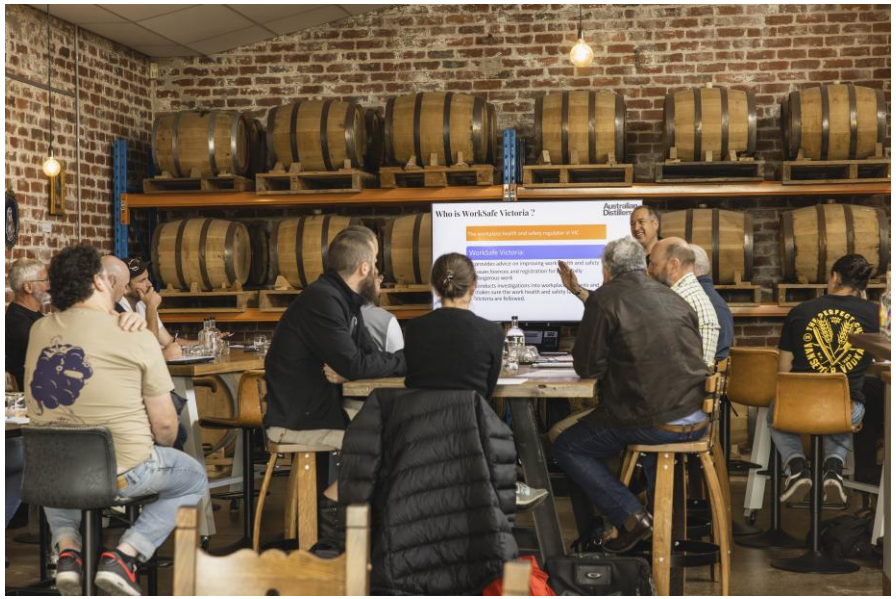



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Let's grow together

Join Spirits Victoria as a corporate partner and connect your business with the people shaping Victoria's spirits industry.

Whether you're looking to increase visibility, share your expertise or build relationships with prospective customers, we'd love a conversation about the right partnership for your business.



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