



26 April 2024

Committee Secretary  
House Standing Committee on Industry, Science and Resources  
PO Box 6021  
Parliament House  
Canberra ACT 2600

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Dear Secretary,

### **Food and Beverage Manufacturing in Australia**

The Australian Hotels Association (AHA) is an organisation of employers in the hotel and hospitality industry registered under the *Fair Work (Registered Organisations) Act 2009*. Its diverse membership of more than 6,000 licensed hotel businesses includes pub-style hotels plus three, four and five-star international accommodation hotels located in each state and territory.

#### **Employment**

Australian pubs and accommodation hotels are a key part of the Australian tourism eco-system. Much of our members' business is driven by domestic and international tourism. As at November 2023, there were 894,400 people who identified that their main job was in the accommodation and food service industry, of which hotels, motels, pubs, and taverns are a significant part. Many of these jobs rely on tourism.

#### **Economic Contribution**

According to the ABS, the industry value-add for the Accommodation and Food Service Industry in 2021-22 was \$45.7 billion. According to the ABS Tourism Satellite accounts the gross value-add to tourism by sectors represented by the AHA was \$10.6 billion.

#### **Tourism benefits**

The tourism industry benefits from the Australian alcohol beverage manufacturing industry (including wineries, breweries, and distilleries). Distilleries, Breweries and Wineries represent more than 7.3 million domestic visitors across Australia per year according to Tourism Research Australia. Many have their own cellar doors, bars and restaurants,

#### **Consumers are excited by the rise in Australian made products**

With more than 700 distilleries, 2,150 wineries and 567 breweries now in Australia, consumers are increasingly looking for their favourite Australian spirit, beer, or wine. Including cellar doors, this adds to the vibrancy of how pubs put their beer, cocktail, and wine lists together and adds to a better experience for consumers and customers

## **Helping with Skills Shortages in “front of house”**

As the ‘vogue’ of Australian made beverages increases, a thriving local beverage manufacturing industry can assist in addressing skills shortages in the broader hospitality sector focused on bartending, wine service and cocktail making. As consumers tastes continue to change, Australians getting excited by careers in wine making, brewing, distilling and hospitality.

## **Conclusion**

The quality and uniqueness of the alcohol beverages created and made in Australia creates a point of difference between Australia and our tourism destinations. Importantly, it also creates a point of difference on the international stage, highlights Australian products and capability. Our spirits, wine and beer manufacturing industry creating jobs and wealth for Australia. It drives intrastate and interstate tourism, encourages international tourism to Australia, and helps sell Australia overseas.

Yours faithfully



**STEPHEN FERGUSON**  
**AHA NATIONAL CEO**