



## Media Release: SASPA Industry Blueprint Project

### Hydra Consulting Contracted to Create First Sector-Wide Industry Blueprint for The South Australian Spirit Producers Association (SASPA)

The South Australian Spirit Producers Association (SASPA) has appointed Hydra Consulting to develop the first sector-wide Industry Blueprint to collectively guide the sustainable growth of the industry.

The South Australian craft spirits sector is growing at an incredible rate and gaining an international reputation for quality.

This Industry Blueprint will aim to guide how the industry will shape its future and who its partners will be.

The initial phase of the project will be focused on research. Hydra Consulting will gather and collate data from existing sources within government and industry bodies to identify where there are any critical data gaps.

Amongst other methods, Hydra Consulting are conducting a survey to describe and quantify the economic contribution of the industry to the state and its potential growth for the future. Industry data in areas including production, raw materials, export, tourism, skills, training and taxation will be collated and analysed to identify the current status of the sector.

This project will identify barriers and opportunities in production, collaboration, innovation, infrastructure, capacity, capability and messaging. There will also be a particular focus on opportunities and challenges in sector sustainability and growth.

These insights will form a fundamental Industry Blueprint which will support decision making and strategy development for the sector.

If you're an SA based producer or supplier to the SA spirits industry (whether you are based in SA or not), please fill in this survey: <https://zcu.io/h8vE>

### Sample EDM

Use the following message

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The South Australian craft spirits sector is growing at an incredible rate and gaining an international reputation for quality.

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