



Department of
**Primary Industries and
Regional Development**

Navigating the Australian Liquor Industry Program

2026 Information Booklet

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This booklet has been prepared by the Department of Primary Industries and Regional Development (DPIRD), Western Australia, for the Navigating the Australian Liquor Industry Program for 2026.

The information contained in this booklet is an overview of what will be included in the program.

We encourage you to contact the Food Industry Innovation team at DPIRD for more in-depth information.

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Navigating the Australian Liquor Industry Program

After the success of our Domestic Market Pathways Program and Navigating the Australian Liquor Industry workshops, the Department of Primary Industries and Regional Development (DPIRD) is pleased to launch our Navigating the Australian Liquor Industry Program. A program designed for liquor manufacturers, offering participants and opportunities to learn and prepare for engagement with liquor on and off premise industry buyers.

In collaboration with industry experts, the program will feature a mix of workshops, 1-on-1 consultations and opportunities to connect with buyers. With the emphasis on networking in the latter stages to build connections and foster business growth within the WA liquor industry.

Navigating the Australian Liquor Industry Program

2026 Module Overview

How is the program structured?

The program consists of 4 phases with businesses able to exit the program at any stage. However, completion of the previous phases is required to advance to the next phase.

Phase 1

Full Day Masterclass & Business Capability Consultations

Phase 2

Pricing Review and Pitch Deck Development

Phase 3

Pitching and Buyer Preparation

Phase 4

Buyer Engagement & Supplier Forum

What is the cost to be involved?

The program can be paid upfront, or as you go through phases.

A full cost breakdown can be found on the [last page of this booklet.](#)

Phase 1: Full Day Masterclass & Business Capability Consultations

Full Day Masterclass Overview

The program will start with a full day masterclass. This masterclass will give participants the market knowledge and insight to ensure that their business is go-to-market ready.

Across the day, the sessions will equip participants with a comprehensive understanding of Australia liquor, covering retail, hospitality and institutional buyers.

The masterclass will offer insight across market trends, licensing and compliance requirements, go-to-market strategies and channel identification.

Masterclass Topics

Session 1: Building National Market Aspirations

To kick off the program, the initial session will cover:

- Developing a national market vision and strategy
- Channel identification and selection
- Understanding licensing and how it differs between States
- Channel entry and distribution models
- Budgets, resourcing and cost management
- Business strategies and planning

Session 2: Go-To-Market Understanding

Explore market trends to better understand your go-to-market strategy in the second session of the day:

- Australian liquor and beverage market overview
- Insight into the idiosyncrasies of the liquor market; on and off premise and different structures within independent trade
- Consumer trends
- Category, competitor and channel analysis

Session 3: Pursuing Market Ranging

The last session of the day should round out participants overall knowledge of the Australian retail market, delving into what is expected in market:

- ESG & sustainability
- Packaging and labelling standards
- Supply chain management and operational review
- Commercials and pricing submissions
- What retailers expect for brand marketing
- Selling to majors, wholesalers and distributors
- The use of field sales teams in liquor sales

Masterclass Event Details

When: Tuesday 10th March 2026, 9.00am - 4pm, with morning tea, lunch and afternoon tea provided

Where: Department of Primary Industries and Regional Development, 39 Northside Dr, Hillarys WA 6025

Phase 1: Full Day Masterclass & Business Capability Consultations

1-on-1 Consultations Overview

A 60 minute business capability consultation with your business will held with your business.

These sessions will build on the masterclass learnings and provide tailored, practical support to assess each business's readiness to scale and engage national markets.

When will the consultations be held?

Phase 1 consultations will be held in-person in the days following the workshop (Wednesday 11th through to Friday 13th March 2026).

A booking link will be provided so business can pick a time that best suits them.

However, these consultations need to be completed before moving ahead to phase 2 of the program.

Phase 2: Pricing Review and Pitch Deck Development

Pricing Review and Pitch Deck Development Workshop

The second phase of the program will enable businesses to build robust pricing models and compelling pitch frameworks through a half day workshop following by 1-on-1 business consultations.

The half-day workshop will apply the Desirability-Feasibility-Viability lens to price and pitch leaving participants with an understanding of buyer expectations and how to sharpen your pitch to different channels.

Workshop Topics

Session 1: Pricing

This workshop is split into 2 sessions, with the first focusing on pricing, exploring the following:

- pricing considerations
- margins and cost structures
- retailer and distributor/wholesaler pricing strategies

The workshop will also include interactive models for participants to apply to their businesses.

Session 2: Pitch Development

The second half of the workshop will help businesses understand the fundamentals of pitch development for liquor buyers:

- Key framework to crafting a pitch
- What buyers look for in a pitch
- The difference between category expansion & SKU displacement pitches
- How to pitch on-trade vs. off-trade
- Building a market & channel-specific SKU
- Developing your business's elevator pitch

Workshop Event Details

When: Tuesday 24th March 2026, 9.00am - 2.30pm, with lunch provided

Where: Department of Primary Industries and Regional Development, 39 Northside Dr, Hillarys WA 6025

Phase 2: Pricing Review and Pitch Deck Development

1-on-1 Consultations Overview

The primary objective of this consultation will be to provide tailored, practical support to refine each business's pricing strategy so you are ready to go to market.

When will the consultations be held?

Phase 2 consultations can be conducted in-person in the days following the workshop. If in-person meetings are not feasible for any company, online consultations can be arranged at a mutually convenient time.

However, these consultations need to be completed before moving ahead to phase 3 of the program.

Phase 3: Pitching and Buyer Preparation Consultations

Consultations Overview

Two x 60-minute online consultations per business. The primary objective of these consultations is to refine and strengthen your business's pitch and buyer engagement readiness, ensuring that your business is fully prepared for potential meetings with relevant buyers during Phase 4.

Consultation 1: Pitch Deck

The first consultation will focus on getting your pitch deck ready for buyers, with a focus on reviewing key USP's, brand collateral for visual design and service promise for buyers.

Consultation 2: Buyer Engagement Preparation

The final consultation of the program will go through and finalise your pitch deck while also ascertaining your businesses key objectives with buyers. The consultation will also cover refining participants pitches when there are in room buyer opportunities.

When will the consultations be held?

Meetings will be scheduled between businesses and consultants. These consultations will be held in May 2026.

Phase 4: Buyer Engagement & Supplier Forum

Overview

As we enter Phase 4, it is planned to hold 3 supplier forums for the participants of the program. The forums will give the opportunity for participants to gain first-hand insights into market trends, buyer perspectives and emerging opportunities within the industry. These forums will allow participants to understand the buyers expectations to initiate meaningful connections to support future market access.

Participants will have direct access to trade buyers and decision-makers, creating opportunities for business development and market expansion through these forums.

When will supplier forums be held?

Supplier forums will be held at the end of the program throughout May 2026.

Navigating the Australian Liquor Industry Program 2026

Cost Breakdown

Participants can pay for the whole program upfront, or can pay for each phase as they go.

Cost is for one participant per business. There is an added cost for an additional person per business with a maximum of two people per business.

Whole Program	\$297 for 1 participant Additional \$150 for additional participant
Phase 1	\$99 for 1 participant Additional \$50 for additional participant
Phase 2	\$99 for 1 participant Additional \$50 for additional participant
Phase 3	\$99 for 1 participant Additional \$50 for additional participant
Phase 4	No cost, however participants must have completed all previous phases to be eligible

*All pricing includes GST



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