

# Case Study - Data Analytics and Industry Analysis

## Transforming Industry Data into Strategic Insights

### SETTING THE SCENE

Food South Australia is the peak industry body representing South Australia's food and beverage manufacturers, processors, and producers. The organisation supports members through advocacy, industry programmes, and access to evidence-based insights that inform strategic decisions. As part of this commitment, Food South Australia conducts a biennial Census Report to provide businesses with a comprehensive snapshot of sector performance, challenges, and growth opportunities.

The Census Report captures insights across domestic and international markets, product innovation, workforce trends, sustainability initiatives, and technology adoption. Moore Australia has been a long-time supporter of South Australia's food and beverage manufacturing industry. When Food South Australia sought a partner to assist with data analysis and reporting for the Census, the engagement built on an established relationship founded on trust and shared understanding of the sector.

### THE PROBLEM

Food South Australia needed a partner with analytical expertise to transform raw survey data into actionable insights for businesses of all sizes. The challenge was to combine the organisation's sector knowledge with analytical rigour to identify key trends, growth opportunities, and sector challenges. The Census Report needed to deliver insights that would inform member decision-making, support government advocacy, and guide industry programmes. This required validating survey calculations and contextualising findings against previous Census results to identify shifts in business confidence and emerging priorities over time.

### THE SOLUTION

Food South Australia led the project design, whilst Moore Australia provided expertise in data analysis, benchmarking, and reporting. We reviewed the

survey data workbook and confirmed all calculations were correct. We also compared the information with data from previously conducted Census Reports in 2019 and 2021, enabling stakeholders to identify trends over time and shifts in business confidence. This comparative analysis was particularly valuable in understanding post-COVID trends and how businesses were responding to changing market conditions.

The Census Report was structured around key business themes: domestic and international markets, product innovation and premium positioning, cost of doing business including compliance and technology adoption, workforce attraction and retention, and sustainability priorities. After preparing an initial analysis, we facilitated a meeting for Food South Australia's board members to review the insights and confirm they aligned with market observations. Once feedback had been collected, we finalised the report and provided it to the Food South Australia marketing team for presentation.

### THE RESULTS

The Census Report delivered clear, tangible benefits for Food South Australia, its members, and the broader industry. The final report was distributed to 800 Food South Australia member contacts, with over 4,000 industry contacts, including government and academia, informed of the project. The report was launched at the Adelaide Central Market, with the Hon. Clare Scriven MP, Minister for Primary Industries and Regional Development, in attendance. The Minister commented on the importance of the initiative, recognising the value of evidence-based insights for sector development.

Members can now benchmark their performance against sector trends and make informed strategic decisions based on reliable data. The report identified growth areas, export opportunities, and emerging trends that businesses can act on with confidence. For Food South Australia, the Census Report strengthened the organisation's ability to



advocate to government and stakeholders with credible data, supporting evidence-based policy discussions.

The insights also enabled the development of targeted capability-building initiatives and support programmes designed to address the specific challenges and opportunities identified through the research. In addition to confirming calculations for quantitative data, Moore Australia also assisted in transforming qualitative information from member surveys into structured insights that could inform planning and advocacy efforts.

## THE MOORE DIFFERENCE

This engagement reflected the value of a collaborative partnership built on shared sector knowledge and analytical expertise. Moore Australia's long-standing support of South Australia's food and beverage manufacturing industry enabled us to understand the context in which businesses operate and translate data into insights that resonate with real-world experience.

By working closely with Food South Australia throughout the process, from initial data validation through to board review and finalisation, we ensured the Census Report was industry-driven, analytically robust, and future-focused, delivering trusted insights for strategic decision-making across the sector.

**“Moore Australia brought professionalism, insight, and analytical rigour to the Census Report. Their work has provided our members with invaluable data that informs strategy, advocacy, and growth across the South Australian food and beverage sector.”**

Tori Dixon-Whittle, CEO, Food South Australia

## ABOUT LISA CANALE

Lisa has over 25 years experience delivering accounting and taxation support to high net worth individuals, family businesses and a variety of small to medium enterprises. Lisa enjoys working closely with clients to help them identify their business priorities, primary objectives and risks, and designing an appropriate business path to both achieve and mitigate them.

Whilst Lisa works with a variety of clients across many industry sectors Lisa specialises in food and family business services. Lisa prides herself on producing work of the highest quality in a proactive and efficient manner, with a continued focus on building client relations and exceeding client expectations.



# About Moore Australia

Moore Australia is a leading independent network of accountants, auditors, and advisors with 600+ professionals across 13 offices nationwide. As part of Moore Global, one of the largest global professional services networks, we connect with 37,000+ experts in 110+ countries.

Our advisors provide a full suite of services, from Tax Planning and Corporate Finance to Sustainability, Audit and Forensic Accounting. We support key sectors driving Australia's economy, including Mining, Energy & Renewables, Agribusiness, Health, Tourism, Technology, and Government.

Find and contact your nearest advisor by visiting our website:  
[www.moore-australia.com.au](http://www.moore-australia.com.au)

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