

Everything Indie

Edition 17
November 2024

Certified Indie Supporter



In this issue...



Celebrating our supply chain



Advocacy Update



Lessons from Brew Asia



A message from the CEO

Independent Brewers
Association

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I can't believe we're at edition 17 of Everything Indie and nearing the end of 2024.

Now a little warning, this a big edition as we merged October and November but there are a bunch of really important updates and features so please take the time to have a read through to the end.

Ahead of our upcoming AGM, I'm resisting the need to share how difficult this year has been but instead, I'm finding myself feeling more and more grateful. Maybe it's my age!

I am so **grateful** that the planets aligned four years ago when I was given this role – one that many envy.

And **grateful** that I have been allowed the freedom to truly evolve the Association and to deliver all the things!

Super **grateful** to Board Directors for their trust in me and their encouragement along the way. Especially to those brave souls who put their hand up to Chair the organisation – they're all amazing 'bosses' and give a lot.

Especially grateful for the truly wonderful members I get to work hard for each and every day and the friendships I have built.

Always grateful for the individual support we are given and the cheering on that keeps us going – even when our people haven't felt too cheery themselves.

More than **grateful** for all the good news stories we've heard about and been able to share recently.

And, goodness – there aren't enough of the big words! Supremely grateful to the IBA Team. We achieve a lot for a small crew.

So thanks to each and every one of you! And thanks for indulging this little introspection...

Now on to the business of the day!

There is absolutely no 'winding' down for us as you'll see from the updates contained in the following pages. There are some big pieces of work that require ongoing attention and once we receive the economic impact analysis report from our consultants we'll be going hell-for-leather incorporating the information in to our new advocacy platform then socialising it with all our federal MP's.

We've only got a few months so need to take advantage of all the energy that's been generated around the plight of small beer this year and of the MP's who have become our ambassadors throughout this process.

Then we'll be in touch early in the new year with your MP engagement kit so you can help us make some noise – we know how powerful this can be.

Before the end of the calendar year, we're intending on releasing our 2025 member and consumer engagement schedule so you can plan ahead knowing where we will pop up and when. This will include information on the Indies Awards and BrewCon.

Between now and then, for those eligible, please don't forget [to vote](#) and we will see you online on the 28th.

Kylie Lethbridge
Chief Executive Officer



Front cover image: 2024
Australian Independent Beer
Winner Uraidla Brewing

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V1/24



Welcome to our new members

A very warm welcome to those that have recently joined the indie family!

These businesses now unite with over 400 members who are working together to ensure the success of our industry, to build the culture and to shape the future of independent beer.

Brewery in Planning Member



Brewery Member



Gold Associate Member



Bronze Associate Member



Everything Indie

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2024 NOV

Celebrating those who **celebrate** their **independence**

Given the resources
your Association
throws at raising
awareness of the
Independent Seal we
thought it would be
nice to shine a light
on those members
who back our efforts
with their use and
promotion of the Seal.

King River Brewing continues
to dazzle us with their use of the
Independent Seal - so much so
they've created a new all Australian
Independent IPA AND put the Seal
front and centre of the can.

Clearly proud of their community,
this new AIIPA is a collab
undertaken with many of our
members and is available now.
We've had a sneaky taste of this
beer and it is a cracker.

A big shout out also goes to Michael
and the team at **Wards Brewery**,
who have always invested heavily
in displaying the Independent Seal
but this time it's appeared front
and centre on Channel 7's Sunrise
program.

We know that King River and Wards
are not the only ones doing cool
and groovy things with the Seal and
we want to keep showcasing our
heros so please shoot through your
examples to communications@iba.org.au - and as a wee reminder:

- All IBA members can apply to
use the Independent Seal [here](#).
- We provide a set of design
guidelines to help your
marketing team incorporate
the Independent Seal in to your
own branding. Check them out!

And don't forget, our Associate
Members have access to the
Supporter Seal too.



CERTIFIED INDEPENDENT SEAL USAGE GUIDELINES
Updated May 2023



Check out the
[Independent Seal
Guidelines](#)



Celebrating our supply chain partners who continue to support us

In this edition we would like to take a moment to shine a spotlight on our Black and Gold Associate Members – our valued indie supporters.

Some are new to working with the IBA but many have been supporting the Association and its members for a very long time. Not only do they join at the highest level but many also sponsor events and programs, dedicate volunteer hours to our Indies Awards Advisory Committee and project groups and lend their expertise to the member resources we provide.

Over the last 12 months or so we have changed the way our **Associate Membership categories** are structured with the aim of providing a range of options for investment and to deliver greater benefit based on our shared objectives. Because we are now a reduced team we also want to make sure we have the resources available to properly deliver for our supporters.

While this edition features our Black and Gold Associate Members, we'd also like to give a shout out to all those investing as Bronze Members – we appreciate all who trust us with their super valuable, and often limited discretionary dollars.

We encourage our Brewery Members to support those who continue to support us. You can do this by keeping up to date with the **Associate Member Offers**, supporting their events and activities and where possible considering their products or services.

2024 Wrap-Up



2024 has been a massive year here at Bintani. We've travelled far and wide to the WA Beer & Brewing Conference in the west, NZ Hops HarFest in the east, Brisbane Fermentis Academy in the north, the High Country Hop festival in the south and everywhere in-between.

A swathe of new products came aboard including new partners Abstrax with their innovative terpene and hop range and Rahr Malting Co. & Mouterij Dingemans brought premium malt from north America and Belgium respectively. Cryo Hops® from NZ Hops arrived, Fermentis gave us SafAle™ BW 20, SafAle W-68™ and SafLager™ E 30 and Joe White Maltings introduced Devils Pale and West Coast Pale malts to bring a new regional specific malt offering.

2024 also saw the launch of the Clear Plastic Recovery program in Melbourne and Adelaide which has seen hundreds of kilograms of plastic saved from landfill.

Looking forward to 2025 and we can already see it is shaping to be a bumper year. That's why we are excited to announce that the Bintani Trade Day will be returning for 2025! **So lock in Wednesday 14th of May at the Bintani warehouse in Melbourne!**

For a taste of what to expect, this years Bintani Trade Day brought together suppliers and customers for a day of further education, networking and of course beer tasting. With a key note on digital

marketing, a deep dive on lager yeast, tips on hop inventory optimisation, the future of NZ hops and innovation in malting there is something for everyone to take home valuable tips.

[View Presentations](#)

“Thanks for a wonderful 2024 and we look forward to working with you all again in 2025!”



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Yeast and fermentation solutions



Fermentis is an expert in the art of fermentation.

Our active dry yeasts and yeast derivatives cover almost all professional requirements: from safeguarding production to expressing sensory characteristics in beer, wine, spirits and more.

What types of brewing yeast does Fermentis offer?

Beer yeast, also known as brewing – or brewer's – yeast, are specifically designed yeast strains, selected for their excellent properties in the beer fermentation process.

At Fermentis, our range is all in dry form, meaning the yeast was dried at its most lively state in terms of viability and vitality. In a similar way to freezing food, drying microorganisms such as beer yeast is the best way to safeguard its properties. When dry, the yeast cells are dormant. Their shells are shrivelled, but they are still very much alive.

After rehydration, in wort or water (thanks to E2U™), the yeast recovers all of its fermentative

abilities. It's ready to turn your wort into the beer you dream of!

In the Fermentis brewing line-up, we have 3 main ranges of beer yeast and mixes.

SafAle™ is our range dedicated to ale beers (top fermenting). We have strains for many different applications, depending on what kind of beverage you're trying to achieve.

SafLager™ is our range for lager beers (bottom fermenting). With multiple strains for this hugely popular beer style, brewers can experiment and create diversity and subtle differences.

SafBrew™ is our range of specialty brewing yeast solutions. This includes mixes of yeast and enzymes for extra dry or high alcohol content beers, SafBrew™ LA-01 for low alcohol beers and SafBrew™ BR-8, the very first dry Brett yeast on the market.

What are the benefits of using active dry yeast for brewing?

There are several benefits to using active dry yeast (SafYeast™) over liquid yeast, not least, the stability and shelf-life of the product. Watch the video below and you'll understand what these key advantages are.

Our preferred distributor in Australia is [Bintani](#).

[View Full Range](#)

[Contact Fermentis](#)

[View Associate Directory Listing](#)



Printed Keg Caps coming Early 2025



- ✓ Australia's only recycled keg cap
- ✓ 100% Recyclable
- ✓ Printed in Australia

Konvoy Services is Australia's only dedicated service, supply and repair facility.

We specialise in keg equipment, repair, ongoing maintenance, branding as well as spear servicing and replacement and more.

[Learn More](#)



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PneumaticScaleAngelus CB100R & CB150R Rotary Filler/Seamer



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PneumaticScaleAngelus (a BW Packaging Co) is now offering its **CB100R** full rotary canning line in Australia. This compact line runs at 100+ CPM and couples a 12-head rotary counter-pressure filling turret with a 3-spindle rotary **Angelus** seamer. This marks the sixth year since 2017 that PSA has launched an innovation into the craft space, underscoring its commitment to helping customers grow their operations, leveraging a comprehensive craft beverage portfolio scaled for various stages of canning maturity.

Like previous counter-pressure models, PSA's CB100R serves anyone wanting to can beer, seltzer, carbonated soft drinks, etc., at carbonation levels up to 4.1 vols (8 g/l) CO₂. The rotary seamer allows for smooth continuous-motion transition from filling to seaming, eliminating unnecessary agitation. Cans are purged of oxygen prior to filling, with configurable purge and snift times to control foaming. Under cover gassing at the turret lid feed and a bubble breaker positioned ahead of the seamer serve to keep Dissolved Oxygen (DO) levels to an industry-leading minimum.

"The full rotary system means we're able to increase the number of cans traveling through the system, maintaining best-in-class seam integrity without increasing product agitation," said Gordon Wood, GM for BW Australia. "This allows us to eliminate unwanted reductions in carbonation seen with other filling methods."

The **CB100R** and also now the **CB150R** using a 16 filling head and 4 seaming head configuration for 150 cpm employs true isobarometric filling, with a gravity-fed onboard product filler bowl (rated to 60 psi/4 bar), maintaining carbonation

solubility throughout the filling process. Precision magnetic flowmeters ensure filling accuracy, with little to no waste.

The addition of the rotary seamer means we achieve faster speeds in a smaller footprint. This is great for brewers who want to increase production without requiring additional space, often already at a premium."

Contact:
Gordon Wood
gordon.wood@bwpackaging.com
0402-959-939



Quality Control on Tap: Bringing Micro Testing In-House for Faster, Cheaper, and Better Brews

ATHENA
QUALITY

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Directory Listing](#)



“ Our goal? To empower breweries of all sizes to implement effective, low-cost testing with a high return on investment in quality ”

Accessing external microbial testing services can be challenging for breweries. With a limited choice of providers, choosing the right tests and interpreting results can be both complex and costly. Enter [Athena Quality](#), whose mission is to address these challenges with a range of easy-to-use, in-house testing products. The goal? To empower breweries of all sizes to implement effective, low-cost testing with a high return on investment in quality.

Why?

Bringing micro testing in-house delivers several advantages:

- **Cost Savings:** Eliminating a reliance on expensive external labs, significantly reducing testing expenses
- **Simplicity, Control & Real-Time Decision-Making:** Easy to use, quick to turn around and interpret. Make real-time decisions to optimise your brewing process.
- **Improve Quality:** Detect and address potential issues before they impact your beer.

Implementing an in-house micro testing program is an ideal solution when traditional external options are out of reach.

Our Story:

Founded in 2023 by Clare Clouting, Athena Quality was born out of a desire to bring sustainable quality to everyone. It became clear early on that indie brewers were struggling with external micro testing. Suitable labs were hard to find, and the target beer spoilers were often undetectable or not thriving in the methods used. Additionally, the lengthy turnaround time for results hindered brewers' ability to make timely adjustments to their processes.

After six months of testing and trialling, Athena Quality developed a simple and effective In-House Micro strategy. Athena Quality not only supplies the in-house micro products they trust and use themselves, but more importantly, they provide the essential technical expertise and advice needed to ensure their customers get meaningful outcomes.

Our Top 3 Recommendations:

Athena Quality supplies various testing solutions tailored to the brewing industry's needs. Here are our TOP 3 recommendations:

1. **NBB-Broth** is a ready-to-use liquid medium which **Changes Colour** from red to yellow to in the presence of beer spoilers including hard to detect obligate anaerobes.
Target Organisms: Lactobacilli / Megasphaera / Pectinatus / Pediococci

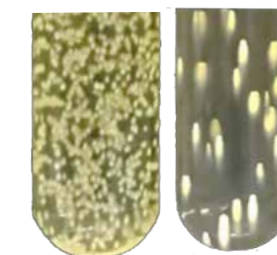


2. **DSDM:** Easy to make media designed for the detection of super-attenuating yeasts, particularly Diastaticus. This media **Changes Colour** from purple to yellow, providing clear indicators of contamination.

Target Organisms: Diastatic Saccharomyces cerevisiae



3. **HLP:** Easy to make and read media designed for the detection of the primary beer-spoiling bacteria. Suitable for use with test tubes or plates.
Target Organisms: Common Beer Spoilers: Lactobacillus/ Pediococcus



For greater flexibility, our NBB products are compatible with most PCR methods, allowing breweries to selectively escalate positive results and save on expensive testing.

How it Works:

Our in-house testing solutions are designed for simplicity and efficiency. Coming in around \$2 to \$4 per test and requiring minimal space, expertise and equipment, they are perfect for breweries of all sizes.

All purchases include a consumable shopping list, SOPs and technical advice.

Ready to take control of your brewing process? Get in touch to find out more at clare@athenaquality.com.au or check out our [website](#) for more information about how Athena Quality can assist your business take quality to the next level.

✉ info@eddytech.com.au

📞 0412 933 653

📌 www.eddytech.com.au
(under Construction)

I would like to introduce myself to all the members. My name is Tristan, and I have recently decided to offer my industrial electrical maintenance expertise to the industry.

I have been an industrial electrician since my apprenticeship, having worked in both the automotive and industrial laundry sectors. During this time, I also assisted Bad Shepherd with the setup of their bar and addressed breakdowns in their brewery operations. This experience allowed me to further hone my skills and provided opportunities to assist Temple Brewery when it was operational.

Over the years, I have acquired extensive skills that enable me to address not only electrical breakdowns but also mechanical issues. Additionally, I have built a network of contacts who can aid in resolving various types of breakdowns, including electrical, mechanical, pneumatics, and steam-related problems.

I am committed to providing reliable service around the clock and take pride in promptly ensuring machinery is up and running. Whether the task is a quick five-minute fix or a comprehensive overhaul of a motor and gearbox taking up to five days, or even the installation of new equipment, I relish the challenge.

In conclusion, I am eager to support the industry to the best of my abilities (apart from enjoying beers) and hope that my experience and skillset will be of valuable assistance in any situation.

Testimonials

Rachel Freeman
Head Brewer - Temple Brewing

Tristan helped us work through breakdowns and maintenance issues at Temple. He would go above and beyond to ensure that the machines were back up and running. He was mindful of working with us, and our schedule to ensure maintenance issues were resolved as quickly as possible.

He was called upon last minute for a breakdown with our glycol chiller at the very end of a day and managed to get a new pump and have it installed by the next morning.

He is like a one-man band, having both mechanical and electrical knowledge, he can swap out and replace motor and gearboxes, replace valves and has knowledge in steam/boilers as well, making him ideal to work specifically with breweries.

Throughout his career in maintenance, he has gained a lot of contacts that helped him and therefore us, keep production going.

Dereck Hales
Founder - Bad Shepherd

Tristan was an integral partner in building Bad Shepherd Brewing. He led the entire brewpub electrical fitout, input with value added problem solutions to the architectural plans and had incredibly reliable and aesthetically pleasing finishes throughout the property.

Since our fitout in 2015, Tristan has been our go to electrician providing consistent and reliable support. He has overseen many expansions and changes including new brewery technology and brewpub renovations with excellence. And most importantly Tristan is incredibly responsive. When things turned upside on us (as electricity issues

sometimes can turn out to be), Tristan would be out at Bad Shepherd any time of day or night immediately rigging up a solve or a temporary solution that was subsequently fixed promptly thereafter. He's also a big fan of independent beer and fiercely supports the industry.

I can't recommend Tristan enough as a reliable electrician partner!

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Directory Listing**



The coolest way to manage your brewery.

We all strive to have our breweries operating like a well-oiled machine—Imagine an automated system that anticipates your cooling and fermentation needs, minimises energy consumption, and provides real-time insights into the heart of your brewing process. This is the new reality offered by Frigid.Cloud, a cloud-based control platform changing the game in brewing.

Gone are the days of clunky, inefficient cooling systems. Frigid.Cloud seamlessly integrates with your existing setup, transforming it into a smart, interconnected network. Accessible from any smart device, Frigid.Cloud analyses your system in real time, proactively managing temperatures to ensure your brews reach peak perfection.

You'll have real-time temperature data at your fingertips... No more guesswork, no more crossed fingers – you'll be able to monitor your fermentation temperatures with surgical precision, identify potential issues early on, make informed decisions on the fly, and ensure consistent, high-quality beer every single time.

Frigid.Cloud's advanced temperature monitoring understands the unique cooling requirements of each tank at various stages of fermentation. This translates into what we call "proactive cooling", an approach that adjusts the chiller's set point based on the real-time needs of your brew. Each tank receives precisely the cooling it requires, eliminating wasted energy and minimising your environmental impact.

Frigid.Cloud's Proactive Cooling algorithm can be programmed to adapt to your specific situation. Want to save money on peak electricity charges? No problem, the system will schedule cooling around those expensive periods.

The results speak for themselves. Pure Project Brewery in Southern California harnessed Frigid.Cloud's power to slash peak electricity usage by a staggering 35%, simply by allowing Frigid.Cloud to proactively manage energy use.



“Working with the **Frigid.Cloud** team has been an amazing experience. The system and customer service have gone far beyond my expectations. Their ability to monitor and troubleshoot in real-time has been incredibly helpful for tailoring the system to our needs and operations.”

Winslow Sawyer
Founder & Brewer, Pure Project

Two Bays Brewing Company in Australia took a different approach, leveraging Frigid.Cloud to maximise cooling during daylight hours, perfectly aligning with their solar production. The result? A 45% reduction in imported energy—a testament to Frigid.Cloud's adaptability.

The benefits extend far beyond energy savings. Frigid.Cloud ensures consistent, high-quality brews by maintaining precise temperature control throughout fermentation. It automates tasks, freeing you up to focus on what truly matters - crafting exceptional beer. And most importantly, Frigid.Cloud is affordable and accessible, making this technology a perfect fit for breweries of all sizes.

Ready to embrace the future of fermentation? Look no further than Frigid.Cloud. Join the growing number of breweries experiencing unprecedented efficiency, sustainability, and profitability.

Contact us today and unlock the true potential of your brewing operation: hello@frigid.cloud

Kegstar Australia 2024 Wrap-Up

2024 has been a year of growth, change, and memorable achievements for the Kegstar team. We're proud to highlight some notable milestones and acknowledge the dedication of our staff who have kept kegs moving, and been able to share some good times (and beers) with brewers throughout an eventful year.

Leadership Changes and Appointments

In 2024, we welcomed Ben Phipps as Kegstar Australia's new General Manager. Ben has been with Kegstar since 2020, originally joining as Head of Global Finance, and subsequently moving into the role of Head of Finance for Australia and New Zealand before being appointed in the GM role. With a background in chartered accountancy, Ben's financial acumen and experience have made him an invaluable member of the Kegstar team, and we look forward to his continued leadership as he steers Kegstar Australia into the future.

We also congratulate Doug Mellem, our previous General Manager, on his promotion to Sales Director for Kegstar UK, Ireland, and Eastern Europe. Doug's impact and dedication during his tenure as GM were instrumental in driving Kegstar's success, and we're excited to see his contributions to the business in his new role.

Regional Engagement and Community Building

This year, we expanded our regional team with the addition of Troy Pixley as Business Manager for Victoria and Tasmania. Troy hit the ground running, working closely with Hobart Brewing to host an unforgettable Indies watch party that brought together brewers and industry professionals from around Tasmania. Troy's efforts have helped strengthen Kegstar's relationships across the region, and we're thrilled to have him on board.

In South Australia and Western Australia, Ray Smith has been a powerhouse as Business Manager, nurturing connections across these

two states. His commitment to the industry was recognized this year with his appointment to the West Australian Brewers Association committee, where he'll continue to advocate for and support local brewers.

Queensland's brewers have been well-supported by Boyd Masters, who helped organise a fantastic BBQ event at Hiker Brewing during the NFL Super Bowl. Boyd's enthusiasm and community spirit have made him a key part of our Queensland operations, and his dedication to fostering camaraderie in the industry is truly appreciated.

Looking Ahead to 2025

It's no secret that 2024 has been a challenging year for the brewing industry as a whole. But thanks to the dedication and hard work of our team, Kegstar is in a strong position to face what lies ahead. With optimism for the future, we're ready to tackle new opportunities and support our partners as the industry rebounds in 2025 and beyond.

Email: rent@kegstar.com



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Helio by Orora™

First-to-market high-speed digital print technology, offering transformative packaging decoration.

Release your inner artist to imagine, inspire, and ignite creative freedom and limitless decoration capability using Helio by Orora™.

Using cutting-edge digital print technology, bring your brand to life through high-quality decoration techniques to apply specialty varnishes and inks to make your brand pop on the shelf.



Scan the QR Code
or visit us at
ororabeverage.com

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Insurance Best Practices for Australian Breweries

Photo supplied by Bowden Brewing

“Review your policies regularly. What worked for your brewery last year might not be enough this year.”

In the ever-evolving landscape of the Australian brewing industry, managing risks effectively is not just about adhering to safety standards but also about ensuring comprehensive insurance coverage. Breweries, with their unique blend of art, science, and business, face a variety of risks from equipment damage to liability issues. Understanding and implementing insurance best practices is crucial for the protection and longevity of a brewery.

Understanding Brewery-Specific Risks

Each brewery in Australia has its own set of risks, influenced by factors like location, size, types of beverages produced, and distribution channels. The first step in effective risk management is identifying these unique risks. Whether it's the potential for equipment failure, liability from a patron's injury, or losses from unforeseen business interruptions, understanding these risks helps in tailoring the right insurance cover.

Essential Insurance Types for Breweries

- 1. General Liability Insurance:** This is foundational for any brewery. It provides protection against common risks like injuries or damages occurring on the premises or due to business operations.
- 2. Product Liability Insurance:** Breweries need this to safeguard against claims resulting from the consumption of their products, such as illness or contamination issues.
- 3. Property Insurance:** Essential for covering the brewery's physical assets, including brewing equipment, buildings, and inventory. Policies should be tailored to cover common risks in the area, such as fire or natural disasters.
- 4. Business Interruption Insurance:** This coverage is a lifeline if the brewery needs to shut down temporarily due to a covered event. It compensates for lost income and helps cover ongoing expenses.
- 5. Workers' Compensation Insurance:** Mandatory in Australia, it covers medical expenses and lost wages for employees who suffer job-related injuries or illnesses.
- 6. Equipment Breakdown Insurance:** Given the reliance on brewing equipment, this insurance is crucial for covering repair or replacement costs and losses during equipment downtime.
- 7. Goods in Transit Insurance:** For breweries that distribute their products, this insurance covers losses or damage to beer while in transit.
- 8. Environmental Liability Insurance:** This covers cleanup costs and damages if the brewery accidentally pollutes the environment.
- 9. Cyber Liability Insurance:** With digital operations integral to modern businesses, this insurance protects against data breaches and cyber-attacks.

Compliance with Australian Standards

Compliance with Australian regulations is a non-negotiable aspect of brewery operations. Insurance policies should align with industry-specific regulations, including liquor laws and health & safety standards. Staying compliant isn't just about following laws; it's about demonstrating commitment to your customers and staff.

Regular Policy Reviews

The brewing industry is dynamic, and insurance needs can change as a business grows. Regular reviews and updates to insurance policies ensure that coverage remains adequate and relevant. What worked for your brewery last year might not be enough this year.

Working with Specialised Brokers

Collaborating with insurance brokers experienced in the brewery industry can be invaluable. They can offer insights into the most suitable

types of coverage and help navigate the complex insurance landscape. Midland has specialist brewery brokers in each of our three offices. For Midland's Mornington Peninsula office, you can speak with Andrew Woff. For our Carlton office, you can speak with Damien Lane or Joshua Kerr. And for our Sydney office, contact Gary Perera.

Beyond Insurance: Risk Management Practices

While insurance is a critical component of risk management, breweries should also adopt tailored practices. These include regular equipment maintenance, safety training for employees, and stringent quality control processes. Insurance covers you financially, but a strong risk management culture protects your brand's reputation.

For Australian breweries, navigating the realm of insurance is a complex yet essential part of business operations. By understanding specific risks, choosing the right mix of insurance coverages, and adhering to best practices in risk management, breweries can protect their assets, employees, and their future. In a market where the unexpected can be just around the corner, being well-insured isn't just about covering potential losses; it's about fostering a secure environment for innovation and growth.

For more information about the types of cover we can offer the Australian **brewery** or **distillery** industry. Or if you'd like to speak with one of our brokers, please get in touch with us.

**View Associate
Directory Listing**





At the IBA, we advocate for independent brewers on issues that might seem small, nuanced or super detailed - because rolled up together they have a significant impact on the ability of our members to be sustainable businesses. We liken it to the death by a thousand cuts analogy.

Our advocacy has two streams:

- Responding to legislative and regulatory consultation;
- Proactively establishing relationships, briefing decision makers and getting a seat at the table on core issues.

Its challenging because the reactive stuff we have time horizons for - for example - the proposal will become law in 6 months or 5 years - whatever the case may be. On the proactive front - we are playing a long long game that is focused on ensuring there is a thriving independent brewing industry long into the future.

We also work at both a Federal and a State level.

We've **added a new page on our new Members' Portal** where you will be able to find all the submissions we've made on your behalf in one spot. Its very much a work in progress as we aim to work backwards in time to gather them all together.

We've also changed the way we set out this Advocacy Round Up - so that you can more clearly see the work happening in your home State.

Our National Activities

Meeting with the Prime Minister's Office

Following the [official launch party of the Inner West Ale Trail](#) in the Prime Minister's electorate we, along with the Inner West Association have since met with senior staff in his office to discuss the concerns facing independent brewers and our [key asks](#).

We have also secured a follow up meeting with key Senior Policy Advisors in Canberra so Callum and Kylie will be off to Canberra on 29 November to fight the good fight for the independent brewing industry.

We are also still awaiting the outcome of the significant efforts of the National Party to secure excise reform - which will, hopefully come in the form of a Coalition pre election promise. Fingers crossed!

“Its challenging because the reactive stuff we have time horizons for - for example - the proposal will become law in 6 months or 5 years - whatever the case may be. On the proactive front - we are playing a long long game that is focused on ensuring there is a thriving independent brewing industry long into the future.”

ATO – Water Into Beer

Members' may remember from last [Everything Indie](#) that we had been working hard on the ATO's second attempt at drafting a ruling that we thought would severely curtail our members' ability to innovate.

Following our [submission](#) in September, and again after substantial push-back from our members, in October, we were offered the opportunity to meet with key stakeholders at the ATO to discuss our opinion in further detail. We were then invited to provide more information while other responses were still being assessed.

After careful consideration we provided the following information in our response which highlights that:

- Our members should be able to continue to innovate;
- That if the ATO need to issue Private Rulings related to individual products – that is an acceptable cost of doing business and the creation of a new unclear rule imposed on everyone is not an adequate approach.
- We consider the current definition in the Schedule to the Excise Tariff Act 1921 as fit for purpose and would refer any product potentially outside of this definition to the Private Ruling Process currently in place.

You will note, our position rests on the premise that our mission is to first and foremost protect the existing definition of beer but to acknowledge the innovative and consumer led nature of our industry, therefore it is still important to have a mechanism in place where new products can be formally assessed against that definition.

We were also responding to other stakeholders who suggest tighter restrictions (or a different tax framework) for seltzers was needed to improve compliance for anyone producing an RTD and claiming it as a brewed beverage.

Our conclusion was to suggest that another complicated and not fit for purpose test was not the way to go so the status quo was put forward.

We now await the outcome of this Determination to see if they choose to roll the dice for a third time...

National Inquiry Into the Health Impacts of Alcohol and Other Drugs

In late August, the federal House Standing Committee on Health, Aged Care and Sport commenced an inquiry into the health impacts of alcohol and other drugs in Australia.

The inquiry is a health-focused review of alcohol and other drugs policy, treatment services, community programs, and workforce, to determine whether the current settings appropriately

support the prevention, reduction and recovery of alcohol and other drugs-related harms on individuals, families and communities.

It is clear from the Terms of Reference of the inquiry that it is focused on a review into the on-the-ground delivery of services.

It is possible that the outcomes of this inquiry will impact our members and, as such, [the IBA made a submission](#). We encourage you think about this inquiry and the issues we raised as part of the backdrop as we move into a federal election.

FSANZ – P1059 Energy Labelling of Alcoholic Beverages

In late August, we provided members with [an update](#) that FSANZ were moving ahead with energy labelling and that we didn't anticipate a further opportunity for input before the final decision was made by their Board at its December meeting.

However, we are now participating in targeted stakeholder consultations with FSANZ to provide comment on the draft proposal which is still expected to be adopted in December 2024.

We will provide members with further information about the outcome as soon as we are able to.

“ Before the calendar year winds up we will be releasing our 2025 calendar of activity – including our consumer event partnerships and members meet ups. ”

ABAC Scheme

We are responding to a targeted consultation on proposed changes to Scheme processes arising from a recent ABAC operations and governance review.

The consultation closes on 20 December 2024.

If you have interacted with the ABAC Scheme in the last 12 months – please get in touch with us and we are keen to gather some feedback from you. Please email – Sabrina.Kunz@iba.org.au

STATE ACTIVITY WRAP UP

Here we take you through a quick wrap up of the major pieces of work on our agenda – either done, in progress or on their way.

There will be other state specific information through the magazine eg. in a few words, grants etc but its important for us to let you know that, although we have a national focus, there is equally, a large amount of work that goes on at a local level.

And as always, if there is something happening in your state or territory that you think we should be aware of – please let us know.

New South Wales

In NSW we are just about to engage with the Minister to request a new Independent Beer Action Plan.

With a changeover of government, the old plan was ‘shelved’ however the Working Group continues to meet and we have great support from a whole of government approach.

We take advantage of the generous support we receive from Destination NSW, are engaging with WorkSafe, developing a new relationship with Skills NSW and take advantage of all the efforts going in to the 24 Hour Economy.

Our State Chapter Lead, Scotty Morgan has updated us on the desire of the Woolloongong brewery cluster to work a little more closely and we will aid his efforts where necessary.

Northern Territory

We’ve recently written to a number of Ministers about some serious issues going on with liquor licencing in the Territory.

Thanks to Kyle, our State Chapter Lead we’re now more informed and thrown our hat in the ring to try and be a part of the solution.

Queensland

Queensland Artisan Distilling and Brewing Strategy

We have provided updates on the progress of a new strategy for nearly 2 years now. Trust us when we say, this has been a hard slog.

You may remember, the new iteration of the plan, regardless of our input was not fit to be launched and so we, and the Queensland Distillers Assoc. lobbied to have it pulled back with the view of finalisation after the election.

It is our sincere hope that we now have a government in place who will work as true partners, realising the benefits we bring to the state’s economy, visitor experiences and manufacturing capability.

In order to achieve that, we have commenced communication to all relevant Ministers and will keep you up to date on our efforts.

Queensland MashUp schedule

In 2024 we held 3 Mash Ups in Queensland, 2 in Brisbane and 1 on the Sunshine Coast. As you all know, we absolutely love getting out and meeting with our members in person.

Committee's

We also sit on a number of Committees including:

- a) Office of Liquor & Gaming
- b) Industry Skills Advisor Working Group
- c) Artisan Liquor Working Group

While it seems like a lot of work, and it certainly is, we have to be a part of these government led groups in order to know what is coming down the pipeline and to have our say where relevant.

South Australia

Container Deposit Scheme

Earlier this month, we responded to the proposed changes to the Draft Amendment Bill.

You can see our [response here](#).

Notably, you will see that despite having been involved consultations at various stages over the years with the South Australian government we were not directly included in the consultation process.

We thank Steve Brockman, IBA State Chapter Lead and Corinna Steeb, Prancing Pony for attending a stakeholder meeting to represent us and our members.

You will also see in the letter our ongoing push with the Environment Ministers in each state to actually work together towards harmonisation – which they have committed to!

SA Small Business Survey 2024

South Australia’s Office for Small and Family Business is engaging with local stakeholders to understand their current priorities, challenges, and opportunities.

This engagement is part of a long-term approach, with results compared to the 2022 Small Business Survey and industry insights. It aims to identify shifts in capabilities and awareness regarding key factors affecting small businesses, such as sustainability, cyber security and digital technology adoption.

Findings will also help shape the ongoing Small Business Strategy 2023 – 2030 and assess the impact of existing initiatives.

We encourage all our South Australian breweries to complete the survey and have your voice heard HERE - [South Australia’s Small Business Survey 2024](#).

SA Craft Brewing Action Plan

We’ve done a lot of work on this since we last asked for feedback.

Thanks to those who have responded to our call for caase studies, images etc.

We are now working with Steve, our State Chapter Lead extrodinarire to lock in a couple of online workshops to finalise the content.

This is YOUR plan and we must ensure that you own the actions before we start on the (hopefully not so) long road of having it embraced by state government.

Tasmania

As a result of the significant efforts of State Chapter Lead, Jon Burridge, we have had *Beer Tasmania* endorsed by the Premier and are eagerly awaiting the paperwork as confirmation of our funding to commence implementation.

We intend to have a big party when we can formally announce this major milestone. Jon and Kylie were hoping this would be in 2024 but after a recent Cabinet reshuffle we're not so sure. Either way, we will see you very soon to celebrate over a brilliant Tassie beer or two.

Victoria

Container Deposit Scheme

You will recall that last month we gave you the update that we were very much aware of the significant price increase to the Victorian Container Deposit Scheme.

This is just a quick update to let you know that we are in ongoing correspondence with the Minister for Environment in Victoria on behalf of all of our members about the issues and will update you when we have any further information – or when we need you to jump in to action.

Victorian Drinks Alliance

After another successful year of activity we are eagerly awaiting the announcement of our funding for 2025 so will let you know when that comes through and what the Alliance plans are for next year.

Unlike wine and spirits this is the only mechanism by which beer is supported in Victoria so we are pushing hard to ensure its well resourced.

Western Australia

WA Craft Beer Strategy - Implementation

Following on from the successful launch of the strategy in Perth back in August we recently met with our partners to discuss an implementation framework and an agreed way of working.

Our WA stakeholders will be pleased to know that we're already off and racing! See the next page for a summary of activity to date.

The biggest of shout outs goes to Jon Berry, Project Manager || Agribusiness, Food and Trade at the Department of Primary Industries and Regional Development. None of this would have been in place or actioned so quickly without his dedication & commitment.

It is a perfect example of why we need to find advocates and partner with government.

In case you missed it, here's an outline of the plan via a spiffy video thanks to Lauren at WABA. Or you can read all about it.

[View Strategy](#)



Priority	Initiative	Quick wins
1. Industry foundations	Industry leadership and governance	SW Brewers Alliance partnering health check completed aligned to WA Strategy
	Data strategy	- Chris Baddock Scoping and Facilitation Proposal Underway - Interagency group (DLRG and ATO data)
	Building capacity and skills	- South Regional TAFE Course - Agrifood and Beverage Voucher Program - Value Add Investment Grants and Regional Economic Dev Grants - Navigating Liquor Industry (C. Baddock) - Retail Market Success (FMCG Guru) - Shoestring Digital (Lowering costs with Digital Technology)
2. Brand awareness	WA-focused craft beer marketing plan and campaign	SWBA Craft Beer Trail launched
	Linking craft beer into the WA Tourism brand	
3. Market access	Building domestic distribution channels	- Liquor Market Pathways Program - Meet the Buyer
	Selling WA craft beer to the world	- Services of Austrade, SWDC, DPIRD Trade Branch • In bound trade mission (Singapore focus) in March 2025 (Beer and Spirits only)
4. Supply chain management	R&D program to target supply chain sustainability	BSG Project by ChemCentre, End Food Waste CRC and Breweries
	A uniquely WA supply chain	- Hops Growers Association strategic plan - Engagement with ECU Joondalup on Hops Testing (current sent to US)
5. Regulation and planning	Enhancing industry standards	
	Government agency coordination	WA Interagency group expansion (SBDC, DPIRD industry development added since launch)
	Regulatory reform program	

Implementing the new Constitution

Out newly appointed Board Director

Following an expression of interest process earlier this year, Leanne White has been appointed to one of the IBA's newly created Appointed Board Director positions.

Leanne is the founder and owner of Insightfully which is one of Australia's most respected issues and opinion research agencies. In her day-to-day work, Leanne designs and delivers research programs to help clients leverage stakeholder opinion and win campaigns. Insightfully has a particular focus on deploying messaging and strategies for campaigns that result in behavior change.

Leanne has provided data, insights and strategic consulting for companies and organisations as diverse as: the ABC, major regional universities, thinktanks like the Centre for Independent Studies and the Institute of Public Affairs, the community pharmacy sector, and the renewable energy sector.

"As a shareholder of Madocke Beer Brewing Company, I am passionate about the success of Australia's independent brewing industry.... Beer is deeply rooted in Australian culture; it's part of our national identity. Craft beer brings out the best of what it is to be Australian: working hard to realise a dream and using individual creativity to provide products and places that bring people together.

"There's no doubt that the industry is experiencing a period of change. Independent craft breweries operate at the nexus of three of the most challenging sectors in Australia at present: manufacturing, alcohol and hospitality.

"To push through these challenges and grow, craft brewing needs a strong and supportive community underpinned by a peak body that continues to champion the industry and kick goals for its members. My personal expertise in board governance, small business

management, research/insights, campaigns and advocacy will be of value to the IBA board," said Leanne as part of her expression of interest.

We are thrilled that Leanne will be volunteering her time and offering her skills and expertise as a Board Director and we sincerely thank everyone that expressed their interest in working with us to guide the organisation in to a sustainable future.

You can learn more about Leanne in her own words in this [Beer is a Conversation](#) with Matthew Kirkegaard from 2023.



“ Craft brewing needs a strong and supportive community underpinned by a peak body that continues to champion the industry and kick goals for its members. My personal expertise in board governance, small business management, research/insights, campaigns and advocacy will be of value to the IBA board. ”

Have your say now! Voting for the AGM closes on 26 November

We know it feels like we just had an AGM - and you're right, the last one was delayed to April so we could adopt our new Constitution - but we promise this one is real!

The Annual General Meeting of the members of the Independent Brewers Association for the 2023/2024 financial year is as follows:

Thursday, 28 November

**1pm (AWST)/2pm (AEDT)/
3pm (AEST)**

Online via Teams

Board of Directors Nominees

There are **two** three year vacancies on the Board for Brewery Member representatives. Callum Reeves, our current Board Chair is on the ballot as he has served one 3 year term and, according to our Constitution, must stand for re-election.

The nominees represent an array of diversity from breweries in major cities to remote outback towns and of different sizes, scales and business models.

The candidates are:

- Callum Reeves, Chief Boss, KAIJU! Beer (VIC)
- Hamish Coates, Managing Director, Rocky Ridge Brewing Co (WA)
- Mark Cowie, Director of Sales, Tribe Breweries (NSW)
- James Cowperthwaite, Owner/ Head Brewer, Beer Republic (VIC)
- Karl Heyman, Chief Executive Officer, All Inn Brewing (QLD)
- Chris Ind, Owner/CFO, Woolstore Brewery (SA)
- Jay Neven, Founder, Revel Brewing Co (QLD)
- Kyle Pearson, Owner, Alice Springs Brewing Co (NT)
- Greg Short, Site Manager, Australian Beer Co (NSW)
- Faith Wignall, General Manager, The Grifter Brewing Co (NSW)
- Jeff Wilson Shipley, Chief Executive Officer, Cypher Brewing (ACT)

Get to know the nominees by reading their biographies and reasons for putting their hand up.

**Get to know your
nominees**

Each Brewery Member now has the opportunity to vote for who they want as their new Board Directors and also for the 2023/2024 Financial Statements.

To vote all you need to do is complete the proxy form below. In the form you will also get the chance to RSVP to the AGM.

**Vote here - Complete
your proxy form**

(You must be logged into our website to vote)

It may have taken an extra 6 weeks of badgering you but we've finally achieved a good sample size to enable the consultants to start analysing the responses in to a report.

We really do understand that surveys are one of the most painful things to do but ultimately it is for the benefit of all our members, we only ask you every now and again and the information they yield is used to inform so much of our work.

This is exemplified by the extensive media coverage our economic data has received this year - from both a national and state advocacy perspective.

Thanks again to [Bintani](#) for their steadfast backing of the IBA and seeing the importance of this work to fuel a sustainable industry.

So thank you to those that took the time to complete it - we've done a dance many times in your honour!

In terms of the next step, we will finalise the report in the next couple of weeks before sharing it with you. The information collected will be used in a variety of ways, but most importantly for our campaign in the lead up to the federal election - now likely to be announced for April/May 2025.

We will also use it to generate some new media exposure and for those state strategies we're still fighting for.

Economic Impact Analysis Update

NEW consumer research

Thanks to the generosity of our new Board Director Leanne White from [Insightfully](#), we took the opportunity to ask a number of important questions in a recent survey by national market research agency Enactuate.

We are currently working through the raw data so we can share with you and for use in our communications/advocacy efforts.





MashUp's - Queensland & Melbourne



What a beautiful location for a Mash Up on a warm Brisbane night at Revel Brewing. Thanks to Jay and the team for such a great welcome

It's sooo good
to catch
up in person!

We recently partnered with [Bintani](#) and [Fermentis by Lesaffre](#) to host MashUp's at the conclusion of their Academy days.

It was a really great way to work with our Associate Members and as we're all trying to conserve valuable resources we certainly want to do more of that in 2025.

As many know, Kylie thrives on catching up with our members in person over a beer or two. She regularly comments that it 'fills her cup' - especially when she finally gets to meet members she's been talking to for years!

Thanks to our hosts at [Brewmanity](#) and [Revel](#) for hosting us and to the Fermentis team for trying to teach Kylie all about using yeast more efficiently - she's far from ready to start brewing but definitely learnt a lot from attending the Academy!

Emily Doughty
Membership Manager



BIG thanks to David & Jamie for hosting us at Brewmanity



Lessons from Brew Asia

Just over a month ago, I was lucky to be able to combine my annual leave with a stop over in Singapore for Brew Asia.

I had the chance to speak to a bunch of our key supporters and suppliers and even managed to grab a beer at a Rocky Ridge tap takeover! I wanted to attend because I'm a firm believer that there is always something to learn when ideas are being exchanged.

I tapped a couple of our industry colleagues to share their insights on what the Australian brewing industry could learn from [Brew Asia](#). And the biggest takeaway from the conference for all of us was the sense of joy that was in the room.



Selena Henshall, Communications Manager Asia Pacific, for Fermentis by Lesaffre summed it up nicely: *"Craft brewers from Vietnam, Singapore, Thailand, Philippines and other neighbouring countries are (mostly) experiencing a growing and evolving craft beer sector. Their camaraderie, support and championing of each other makes the industry a joy to be part of. They open their hearts and breweries for each other and cheer the house down for each other at award ceremonies.*

Maybe one day they will experience economic down turns, and maybe investors will lose a bit of interest, and maybe some fantastic breweries will close to the surprise of the rest of the community, and some super passionate people will leave the industry to the surprise of everyone.

In these times I hope they can learn from their Australian comrades, that this community that they built will be what gets them through. They may have to work harder, work differently, think differently and keep going under intense financial

“ We are almost at the start again of the next cycle for “craft beer” and collectively we get to decide what that looks like. ”

pressure – but their open hearts and open breweries will be what keeps them going and championing each other is what will keep them motivated to keep making it, selling it and creating experiences and memories around it because we love it and we love sharing it.”

JP Purcell, Head of Customer, East Coast Canning gave [a presentation that was a great round up of the current state of the Australian Brewing Industry](#). I encourage anyone interested in data driven insights to take a look, JP provided a great wrap up:

- The Asian region is hard to group, because their individual countries are in different stages of their craft beer lifecycles.
- The Asian markets can certainly take inspiration from markets ahead of them like Australia, but must be mindful of taking their local consumers on a craft adoption

journey through the styles and probably can't 'skip too many steps' in doing so.

- The economic conditions felt by Australian brewers are shared by many in the Asian region too – everyone is playing on hard mode but it's hit at different points of their individual market cycles.

I spoke on a panel with representatives from Craft Brewers Associations in South Korea and the Philippines about community building. It was fascinating. Because we are all experiencing similar problems and opportunities and talking about them provides inspiration.

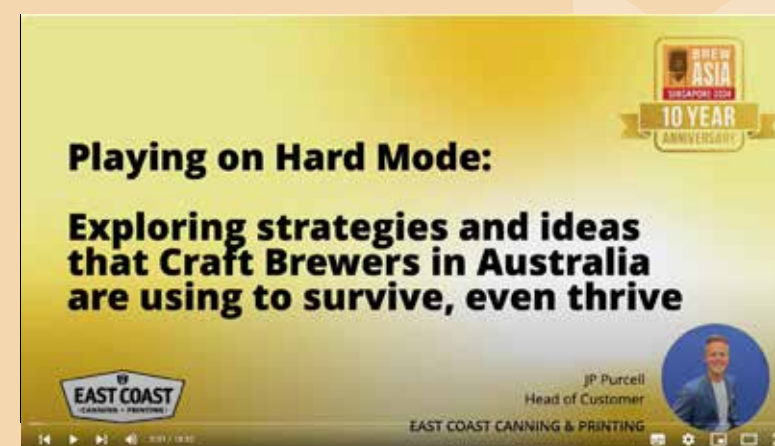
My insights for the Australian independent brewing industry from Brew Asia are:

- That we are almost at the start again of the next cycle for “craft beer” and collectively we get to decide what that looks like.

- The start of the last big craft beer cycle was founded on community and I mean that in two ways:
 1. The craft beer/indie brewing community; and
 2. The local community each of our breweries build with their customers.
- Some of the initiatives at local levels in Asia are great lessons in community building – working on sustainability and eco projects together, buying local agricultural inputs etc.
- The opportunity to be the 'third place', the linking point for our communities remains.
- So many of the faces of people since the last wave of craft have changed, or some old hats are feeling burnt out. Lets identify and make space for new industry leaders and new ideas to help us articulate the promise of indie beer.
- A focus on meeting consumers where they are at and being on the front end of major trends is important – along with having the skilled staff to take consumers on a journey to new and different products.

We have a wonderful indie brewing community and I look forward to seeing as many of you as possible for a beer over the summer.

Sabrina Kunz
Head of Industry Development



Shout Out Corner



Brisbane brewery transforms Manly Wharf Bar, reveals dishes from former Rockpool chef

A craft brewery-restaurant named after a group of escaped convicts will open at Manly Wharf on Friday, October 18, as part of a revitalisation of the precinct from the wharf's new Brisbane-based owners.

The Artemus Group splashed \$110 million earlier this year on the wharf and publican Ben May's Manly Wharf Bar. The group will transform it into Felons, a Manly offshoot of Brisbane's Felons Brewing Co.

[Read More at Good Food](#)



BentSpoke awarded Best Draught Beer Quality

Another big year for our pals at Bentspoke who have won another award - but this time its a well deserved gong for Head Chef, Jodie Johnson taking out Chef of the Year at the 2024 AHA Awards!

But the celebrations don't stop there! The BrewPub was also awarded Best Draught Beer Quality for the 4th time along with Best Work Health and Safety Program!

[Read More](#)

Range open a second suburban bar

Congrats to the team at Range Brewing who have built on their super successful suburban bar model by opening Rays by Range in Camp Hill.

Rays by Range joins [Patio by Range](#), in Paddington and this new venture continues the Range vibe by offering a delicious Euro-inspired small plates.

[Read More](#)



Celebrating Collaboration - Brewery Trails

We're looking forward to loading all the brewery visitor experiences on our consumer channels in the near future but this month we wanted to acknowledge the launch of 3 new trails.

All reinforcing the importance of working with local and state government as these trails have been well supported with funding to facilitate their development.

Brewcastle (NSW) >>

Inner West Ale Trail (NSW) >>

South West Ale Trail (WA) >>

Jarvis Bay Brewing Co. gains B Corp certification

We know that our members are leaders when it comes to their desire to reduce the brewery's impact on the environment - so much so sustainability is a key pillar of our 10 year Roadmap.

This care and consideration is reflected in the many efforts being implemented across the nation, whether they be scalable or those that have achieved some form of formal recognition.

This month, we wanted to congratulate the team at Jarvis Bay Brewing Co. who have held one core value since before they opened: "Make our corner of the world a better place."

Now, after five years of brewing, they've received recognition for what they do in the form of B Corp certification.

"We identified that we wanted to be a B Corp before we brewed our first beer. It's taken us almost five years to get there, but we've done it." said Paul Walker, who founded Jarvis Bay Brewing Co.

They now join our other members [Capital](#), [Brick Lane](#), [Young Henrys](#) and [Heaps Normal](#) in shouting their values loud and proud.

And we want to make sure we also acknowledge and celebrate all our members who are leading in this space, like [Rocky Ridge](#) who can claim the title of Australia's first Certified Sustainable Brewery and who are committed to net zero emissions from the brewing process by 2025.

Are you doing something we should know about?

Do you know we provide a [Sustainability Best Practice Guide](#) for members?

It is our intention to build on the resources we provide for members in this space and to keep sharing the stories so please shoot through any case studies to communications@iba.org.au.

And look out for our soon-to-be-released Sustainable Packaging Guide!

Moon Dog to open Doglands

The Moon Doggers are setting the scene with the recent opening of their fourth venue - Doglands, located on the concourse next to Marvel Stadium in Melbourne's Docklands.

The arrival of Doglands is the second of three major venue launches with another set to open in Frankston in the near future.

[Read More](#)



Wilson Brewery 7NEWS Community Achievement Awards finalist

Congrats to the team at The Wilson who made the semi-finals of the 7NEWS Community Achievement Awards for Regional WA, in the DPIRD Economic Development category.

[Read More](#)

Slipstream Brewing Social House opens at Birtinya

Celebrate the opening of Slipstream Brewing Social House at Birtinya with the team by supporting their signature beers on tap and indulge in a delicious meal from their specially crafted food menu. delicious Euro-inspired small plates.

[Read More](#)

Alice Springs Brewing Co. expands to South Australia

Huge congrats to the legends at Alice Springs Brewing Co. for their expansion in to SA via their acquisition of Beer Garden in Port Lincoln.

Certainly is a beautiful part of the world and we are stoked to welcome Beer Garden in to the IBA!

25 years of independence - celebrating Holgate Brewhouse

Huge congratulations to Holgate Brewhouse for marking 25 years as independent brewers.

There have been a lot of ups and downs in the craft beer world over that time! Listen to their journey on the recent Crafty Pint Podcast.

[Read More](#)

DO YOU HAVE AN EMPLOYEE?

**SAVE MONEY
SAVE TIME
GET IT RIGHT**

**With an actual person to speak to, and
over 100+ editable policy templates and
letters - we know that our FREE members'
HR service can help your brewery.**

**Members, Tap Into Your
HR Tools Now!**

Membership troubleshooting - membership@iba.org.au



Registrations are now open for the bi-annual Institute of Brewing & Distilling Convention taking place between 3-7 March 2025, in Hobart Tasmania.

[View
Preliminary
Program](#)

You can check out the preliminary program - with side tours to the hops fields and breweries on March 3rd and 7th.

[➔ Register Now](#)

In a few words



Pink Boots 2024 Leadership Scholarship

Have you applied for a 2024 Leadership Scholarship yet?

Meet Jessica Wright from Good Drinks in WA – one of our successful 2023 scholarship recipients! Her journey through the program gave her invaluable insights into her leadership qualities and helped her thrive in the industry.

If you're ready to unlock your potential, APPLY NOW and take the next step in your leadership journey!

[More Information](#)

Sign Up to ATO to receive important updates

While we make every effort to keep you updated on changes to tax legislation, you can subscribe and keep up-to-date and receive the latest news, articles, fact sheets, media releases and speeches as the ATO releases them including information on:

- businesses and organisations
- individuals and families
- superannuation
- tax professionals
- online services (including scam alerts).

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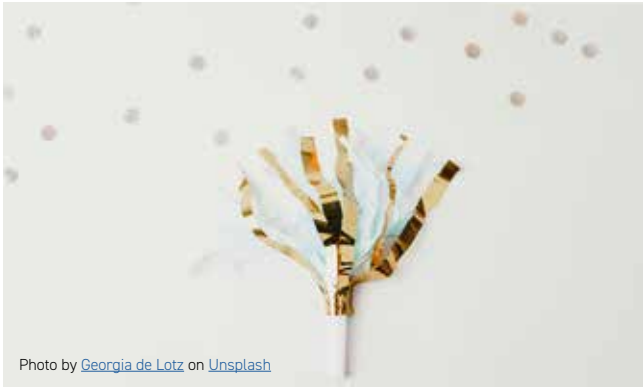


WABA Pod Launch

We're happy to support our partners at the West Australian Brewers Association who have recently launched The Brewers Podcast.

The pod is aiming to recap major beer news, discuss sustainable brewing concepts, provide unique business and finance advice, and update listeners on education and government developments in the brewing industry.

[Listen Now](#)



Could your staff celebration attract FBT?

Consider if fringe benefits tax (FBT) may apply or you could end up with an unexpected FBT liability.

With the holiday season kicking off, you may be planning a celebration with your staff.

Before you hire a restaurant or book an event, make sure you work out if the benefits you provide your employees are considered entertainment related and if they'll attract fringe benefits tax (FBT).

This will depend on:

- the amount you spend on each employee
- when and where your celebration is held
- who attends - is it just employees? Or are partners, clients and suppliers also invited?
- the value and type of gifts you provide.

If you do provide entertainment-related fringe benefits, keep the right records to support this so you can calculate their taxable value.

It's important to get on top of how FBT works before you provide perks and extras. Otherwise, you may end up with an unexpected FBT liability.

[More Information](#)

Is your business ready for summer?

Make sure your business is prepared for the increased risks that come with the summer months.

The Bureau of Meteorology is predicting warmer than average temperatures across Australia this summer, bringing an increased risk of heatwaves and bushfires.

This sort of extreme weather can affect businesses from across a range of sectors. Make sure you have plans in place to manage the heat and understand your obligations in the event of an emergency.

[Plan ahead - Find out more](#)



Opportunity for businesses in regional NSW to host EV chargers

The NSW Government is investing \$199 million in growing the EV charging network across NSW and calling for regional businesses and councils to register their interest to host electric vehicle (EV) chargers. These sites may then be considered by EV charging companies to install chargers in regional areas with Government co-funding.

Did you know that NSW EV ownership increased by 83% over the previous financial year? Sites that provide convenient charging options in regional NSW **are well-positioned to attract more customers**, enhance tourism presence and stand out from the competition. EV drivers plan their trips around charging stops, using them as opportunities to rest, eat, or explore.

Minimal effort, maximum benefit

Many sites in regional NSW may hesitate to install an EV charger due to costs or complexity concerns. However, by registering interest to host a charger at their site, if selected, an EV charging company will manage the installation, operation and maintenance of the charger for them. All they need to do is provide parking spaces and access. This setup allows them to offer a valuable service to attract EV drivers with minimal disruption to their operations.

How it works

Businesses and local councils are encouraged to submit an obligation free site host expression of interest form. The NSW Government may provide information collected to EV charging companies looking for locations to install chargers in regional NSW with the help of funding.

[Find out more](#)

Member Resources

If you haven't had time lately to familiarise yourself with the 100+ different resources in the member portal, best you jump on now. Here's just a snap shot of the most recent:



HR Service

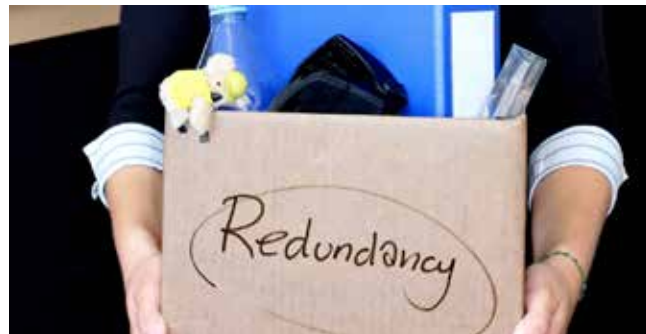
We have partnered with Business Solutions Hub to provide you with a swag of resources and FREE expert advice.

You will have access to a Business Solutions Hub which is a suite of editable workplace policies, employment contracts, procedures, templates, checklists and factsheets all at their fingertips. The content is updated regularly as the rules and regulations change and so our members can be confident they have the most up-to-date information.

In addition to the fabulous document portal you will receive limited support each month in FREE consulting time from a human resource specialist via phone or email.

[View Resource](#)

Please note: You need to be logged in to the IBA website to access these resources. If you need assistance please email membership@iba.org.au



Redundancy

Australian workplace laws have rules about terminating employment. These rules establish whether the termination of the employment was unlawful or unfair, what entitlements an employee is owed at the end of their employment, and what must be done when an employee is dismissed because of redundancy.

In the Hub you will find:

- Termination – Employers Guide (Chapter 6 – Redundancy)
- Downturn in Work Options – Employers Guide
- General Redundancy Consultation – Letter Template
- Termination & Redundancy Payments
- Termination of Employment (Redundancy) -Letter Template

[View Resource](#)



Payroll & Entitlements

Modern awards, registered agreements and employee contracts provide rules about what employees receive at work such as hours they work and how often they must have a break.

In the Hub you will find:

- Guides & templates
- Checklists
- Factsheets

[View Resource](#)



Workplace Policy Templates

We've been working away at answering your request for a number of Workplace Policy Templates that will be crucial in enhancing your ability to manage your workforce effectively and maintain a compliant, productive and safe work environment.

You can now log in and access templates for:

- Business Restructure Policy
- Diversity Policy
- Workplace Health and Safety Policy
- Drugs and Alcohol Policy
- Mental Health and Wellbeing

[View Business Restructure Policy Template](#)

[View Diversity Policy Template](#)

[View Workplace Health Safety Policy Template](#)

Member Offers

Below is the newest member offer currently available. Visit [Member Offers](#) for the full list. You will need to be logged in.

Exclusive Offer for IBA Members

"We craft insurance as unique as your business."
- Justin Case



Exclusive Offer for IBA Members: Tailored Insurance Solutions with Added Benefits

At Crafted Insurance, we specialise in protecting the unique needs of independent brewers. As proud Independent Brewers Association (IBA) supporters, we're excited to extend a special offer that ensures your brewery is well-protected with comprehensive coverage.

We have **negotiated a 10% off discount** on standard pricing with our facility insurer, available exclusively to IBA members who meet the insurer's acceptable criteria and satisfy their qualitative risk management approach.

For a **limited time**, IBA members can benefit from:

- A **free cyber risk assessment**, tailored to the brewing industry
- A **discounted physical property & liability risk management assessment**—normally valued at \$2,500, now available for just \$500
- We'll provide **three coverage options** on your quote, helping you choose the best insurance solution to match your specific needs and budget.

With personalised advice from our experienced team, you can be confident that your brewery has the right coverage to protect your passion and investment.

[More Information](#)

Quality Program

The hits just keep on coming!

Thanks to our generous Partners at Fermentis by Lesaffre - we are please to bring you the next resource from our comprehensive Quality Program

IBA Quality Program proudly brought to you by



“ The Sensory Program Best Practice Guide offers a proven framework for identifying and addressing potential issues before they impact your brand. ”

How to use the Quality Program

We've had a number of questions come in from members on how to best use the Quality Program.

Given each brewery is different the resources are designed so that each brewery can:

- review the quality program resources and identify where they may have gaps;
- use the resources to assess their current processes and opportunities for improvement.

There is no one-size fits all approach.

We suggest you review the resources below and identify where your brewery has gaps in its processes, identify opportunities for improvement and then adapt the resources and lessons to the size and scale of your brewery.

The Quality Program comprises of 8 Core Areas with existing and new resources being developed to support you in each area:

1. Quality Management Foundations
 - [Beer Recall Plan](#) (NEW)
 - [Consumer Complaint Management Best Practice Guide](#) (NEW)
 - [Best Practice Alcohol Content](#)

2. People
 - [Hop Certificate of Analysis Interpretation](#)
 - [Interpreting Malt Certificates of Analysis](#)
3. Brewery Operations
4. Plant & Equipment
5. Raw Materials & Purchasing
 - [Hop Certificate of Analysis Interpretation](#)
 - [Interpreting Malt Certificates of Analysis](#)
6. Brewery Controls
7. Inspection & Testing
 - [Sensory Program Best Practice Guide](#) (NEW)
 - [Micro Control Program Best Practice Guide](#) (NEW)
 - [A Sober Discussion - No and Low Alcohol Process and Requirements](#)
 - [Diacetyl Factsheet](#)
 - [Carbonation Best Practice Factsheet](#)
8. Packaging & Dispatch
 - [Beer Labelling Guidelines](#)
 - [Packaged Quality in a Modern Beer Portfolio](#)
 - [Best Practice Packaging Guide](#)
 - [Packaging Best Practice - Part 1](#)
 - [Packaging Best Practice - Part 2](#)
 - [Oxygen Control in Microbreweries](#)



New Resource

Consumer Complaint Management Best Practice Guide

We are pleased to present the fourth new resource in our Quality Program - a Consumer Complaint Management Best Practice Guide.

In the world of brewing, customer satisfaction is everything. A well-handled complaint can turn a disappointed customer into a loyal advocate.

This guide will walk you through the steps of creating a solid complaint management system. We'll cover everything from understanding the complaint process to communicating with customers and learning from their feedback. With the right strategies in place, you can build trust, maintain a positive reputation, and ensure your brewery thrives.

We are confident that there are some great tips and tricks for breweries of every size.

[View Resource](#)

Thanks again to Clare Clouting from [Athena Quality](#) for authoring these for our members and for [Fermentis by Lesaffre](#) who continue to support our vision of 'quality independent beer everywhere'.

Grants for breweries

While we're looking for grants to assist us in the work we do we're also keeping an eye out for any grants that can assist you.

Small Business Skills and Training Boost- Australia-Wide Ongoing

Small businesses can claim a 20% tax deduction to digitise operations. Eligible expenditure includes digital media and marketing, e-commerce, cyber security and digital enabling items as computer and telecommunications hardware, software and internet costs

[More Information](#)

Business Growth Loan Scheme - TAS Closes 20 December 2024

Provides loans to assist Tasmanian businesses to develop, expand or undertake new projects that promote growth in the Tasmanian economy and align with the Tasmanian Government's strategic objectives

[More Information](#)

Tourism Distribution Grant Program - NT Closes 30 April 2025

Grants of up to \$5,000 are available for tourism businesses to implement online bookings and other related activities.

[More Information](#)

Small Business Advice and Financial Guidance Program – General Support - TAS Closes 30 May 2025

You could receive a grant of between \$1,000 to \$1,500 to obtain financial or business guidance services from a qualified specialist.

[More Information](#)

Assess-Implement-Monitor (AIM) Grants - SA Ongoing

Green Industries SA are supporting eligible businesses with a subsidy (up to \$15,000) to assess ways to implement more economically and environmentally sustainable practices.

[More Information](#)

Metering Plan Implementation Grants - NSW

If you have a metering and monitoring plan for your brewery that is less than 3 years old, and you spend more than \$200,000 per annum on energy bills, you may be eligible for a grant to implement recommendations identified in your plan.

[More Information](#)

New Industries Fund - WA Ongoing with cut-off dates

To create local jobs and industries, there is a recognised need for improved and expanded support across the entire innovation ecosystem.

[More Information](#)

Boosting Business Innovation Fund - NSW Ongoing

The purpose of this grant is to increase collaboration between researchers and SME's to develop projects that support productivity improvement, knowledge sharing, inventions, new products and services.

[More Information](#)

Queensland Zero Emission Vehicle Rebate Scheme - QLD Ongoing/Funds Exhausted

Rebates are available for Queensland individuals and businesses who have purchased a new Zero Emission Vehicle (ZEV). Find out about this program and the eligibility requirements.

[More Information](#)

Enterprise Acceleration Fund - QLD Ongoing

The fund supports local businesses to help grow their market share with funding between \$500,000 and \$2.5m.

[More Information](#)

Value Add Investment Grants – Feasibility Stream - WA

Provides eligible businesses with funding towards feasibility studies and other de-risking activities relating to food and beverage manufacturing (\$15,000 to \$100,000)

[More Information](#)

Final Call – Small Business Sustainability Support Program - SA

Small business grants will soon be available to invest in energy efficient equipment or make improvements that optimise energy usage and costs. Grants range from \$2,500 to \$50,000 with your matching \$\$ contribution. If you are ready to take the next step, you can book a 1:1 sustainability consultation. Sustainability Workshops are also being held across the state.

[More Information](#)

This is just a snap shot, we currently have 34 grants listed on our website.

[View More Grants](#)



Education & Training

Certificate IV in Artisan Fermented Products

Once again, indie brewers are the only ones working to ensure our industry is well supported by a variety of education and training options. All to ensure we have the best qualified people, that our products are the best quality possible and so we are taken seriously as a career of choice.

A big thanks to Richard Adamson and the team at NSW TAFE who bid for the money to write and develop the Certificate IV which builds on the Cert III, now available in most states across the nation.

In 2025 we will revisit the creation of an apprenticeship in acknowledgement of the fact that many of our members are looking for a higher qualification and some government backing to upskill our employees.

[More Information](#)



Measuring & Tracking Quality for Success

Measuring and tracking quality is essential for any organisation that wants to be successful. By measuring and tracking quality, you can identify areas where your business is doing well and areas where there is room for improvement. This information can then be used to prioritise your efforts and make sure that you are continuously improving the quality of your products or services

Time: 4 hours in person or online – 9.30am - 1.30pm (AWST)
Location: Online

[More Information](#)



Start Your Own Craft Brewery with Confidence

The Brewers Institute provides dedicated craft brewery business courses designed specifically in Australia.



Their courses have been designed to help you plan, start and grow a business with a clear viability lens.

They guide you through the steps needed to successfully open a brewing business and take a product to market. The courses are delivered online and are supported through a network of students alongside the Founders of The Brewers Institute.

If you're going to do it, do it right - save time, money and reduce risk with their "Planning Your Successful Craft Brewing Business" course which provides a full understanding of the financial risks, and potential rewards, before you commit any cash or time.

[Get your FREE eBook or Find out more](#)

**The
Brewers
Institute.**

Quality & Food Safety for Brewers: A Practical Guide

This practical and comprehensive course is designed to equip you with essential knowledge and tools for ensuring top-notch quality and uncompromising food safety in your brewery. Learn to identify risks, seize improvement opportunities, and implement strategies to enhance your business.

Date: Multiple
Time: 9am-5pm (2 days) or 4x4hr weekly sessions
Location: Perth, Melbourne or Online

[More Information](#)



WSET Beer Courses

The WSET Beer Courses are designed to provide a wide-ranging primer – covering everything from ingredients and production to service and food pairings - that's suitable for pretty much anyone who works with or around beer i.e. brewery, hospitality, sales, marketing, retail, supplier.

The Level 1 Award in Beer lays the foundations covering 20 different styles including tasting 12 beers. The Level 2 Award in Beer delves deeper into brewing, ingredients and beer appreciation giving an overview of 60 beer styles, tasting 30 beers.

Renowned for delivering globally recognised drinks qualifications, WSET's unique Systematic Approach to Tasting (SAT) equips students to confidently assess beer. Courses are delivered in-person and online.

Certified Cicerone and international beer judge, Briony Liebich of Flavour Logic will be teaching the following in-person course:

Juice Education

- Level 2 Award in Beer - 25 February to 1 April, 2025 (6 x Tuesday nights)
- Bowden Cellars (Adelaide)

[More Information](#)

Prefer the online version?

Access course content in a self-paced course with no 'live' delivery of content. Level 1 is a 4 week course, Level 2 runs for 5 weeks with a tutor, with access to course information for the next 12 months. Note that tasting samples are not included in the cost of an online course.

[More Information](#)



Beer Sensory for Quality Management

Obtain a good understanding of sensory analysis and how to leverage your results to improve the quality of your beer.

Beer is a complex product with a wide range of sensory properties. In order to ensure the quality of beer, it is important to have a good understanding of sensory analysis and how to leverage your results to improve the quality of your beer.

Date: Multiple
Time: 9am - 5pm
Location: Perth

[More Information](#)



In the media

Here is a snapshot of where the Independent Brewers Association has been mentioned in the media.



Brewed beverages to be hit with higher taxes

The ATO is expanding the definition of beer, meaning taxes will now be added to many brewed products.

Kylie Lethbridge from the Independent Brewers Association explained to 6PR Mornings host Gary Adshead the impact this will have.

[Listen on 6PR Perth](#)



Change to taxable definition of beer in Australia could soon drive prices up at the pub

The taxable definition of beer could soon change in Australia in a move that may drive up prices of seltzers, ginger beers and lagers.

The Australian Tax Office (ATO) is looking to strip back what "beer" is defined as – meaning more brewed alcoholic drinks will be taxed at a higher rate.

[Read the full article on 9Now](#)



Concerns Pub Prices Could Rise Over Change To Beer Definition

There are concerns pub prices are set to rise as the ATO looks to change the taxable definition of beer, which could see more brewed alcoholic drinks taxed at a higher rate.

[Read the full article at 10Play](#)

Live Radio/TV Interviews

2GB - 7 October
ABC Melbourne Drive - 7 October
2SM (Sydney) - 7 October
ABC News - 7 October
ABC Brisbane - 8 October
Nine News - 8 October



Anthony Albanese is accused of turning his back on the place where he found love with fiancée Jodie Haydon

Anthony Albanese's electorate has the highest concentration of craft breweries of them all – but he has been accused of turning his back on a once-booming industry that is facing last drinks.

The Prime Minister found love for a second time with his now-fiance, Jodie Haydon, at Young Henrys, one of 18 microbreweries in Sydney's inner west.

But the pub's founder Richard Adamson and the national body representing 600-plus craft breweries around Australia say Mr Albanese has abandoned the industry, which contributes \$1.93billion to the national economy each year and employs about 10,000 people.

[Read the full article at Daily Mail](#)



Why beer in Australia could be about to get even MORE expensive

The Australian Taxation Office's attempt to define what exactly beer is could lead to consumers paying more for flavoured drinks including seltzer, ginger beer and even some lager – but craft brewers are fighting back.

[Read the full article at Daily Mail](#)



Is a seltzer a beer? The Tax Office is trying to figure it out

What's in a name?

In this case, it could be the survival of a fledgling industry and billions of dollars in tax revenue, as the Tax Office risks being defeated by something seemingly as simple as defining "beer".

A shake-up of the definition of beer by the tax office could drive up prices for seltzers, ginger beers and even lagers, as well as stifle innovation by craft brewers in an industry dominated by two major players.

[Read the full article at The Sydney Morning Herald](#)



ATO move that could push up the price of beer: 'Last nail in the coffin'

The Australian Taxation Office (ATO) is looking into the definition of what a beer is, which could soon make the beloved beverage more expensive.

While it might sound like splitting hairs, the definition helps distinguish beer from other types of alcohol, like spirits, which are taxed differently in Australia. But Kylie Lethbridge, chief executive at the Independent Brewers Association, is worried a huge portion of the industry could soon be wiped out.

[Read the full article at Yahoo Finance](#)

2024/2025 Events Program

Check it out!

The Events Program is your one-stop-shop for all IBA and indie supporter events.

If you are a member and having events of your own why don't you consider telling us so we can share them with the industry? Contact communications@iba.org.au for more information.

Upcoming

28 November **IBA AGM**

We know it feels like we just had an AGM - and you're right, the last one was delayed to April so we could adopt our new Constitution - but we promise this one is real!

3-7 March 2025 **IBD Conference Hobart**



Our theme for the 2025 Asia Pacific Convention is "Adaptability - Crafting great beverages in a changing market". Exploring the sub themes of innovation, provenance, local to global, premiumisation and quality and the impact of a rapidly changing world.

22 March 2025 **The High Country Hop**



THE 10th EDITION - FIRST RELEASE TIX!

The annual harvest festival, The High Country Hop returns to Beechworth for a triumphant version 10.0. We're excited to share with you a lineup of music and drinks fitting of such a milestone. Coupled with great food and family friendly fun.

4-5 April **GABS Melbourne**



Let your creativity fly and brew up something crazy!

Think about that one-off brew you've always dreamed of making, or your next core range cracker that you want to put in front of 40,000 fans to trial!

To make things even more exciting, we are introducing a FESTIVAL COCKTAILS section this year, with 20 taps being dedicated to the most exciting cocktails submitted. And for 2025, we will be building what will possibly be Australia's longest bar, with 120 taps all running in one line.

Wanna see what was on tap last year? Take a look and submit yours for 2025!

23-25 May **GABS Brisbane**

30-31 May **GABS Sydney**



IBA Board and Staff



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Chief Boss
KAIJU! Beer
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**Membership Manager
(Part-Time)**
Emily Doughty
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**Head of Industry
Development**
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Director & Owner
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Appointed Director
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CEO
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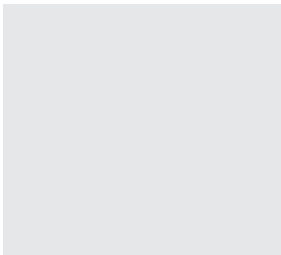
Clare Clouting
Founder
Athena Quality
Singleton, WA
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Tom Champion
General Manager
Felons Brewing
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Sam Bethune
Technical Sales Specialist
Bintani
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Vacant Position



Richard Chamberlin
Technical Manager -
Australia
Lallemmand Brewing
Melbourne, VIC
[Email](#)



Pia Poynton
Sales & Operations
Manager
Grape & Grain
Leederville, WA
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Pay your membership monthly

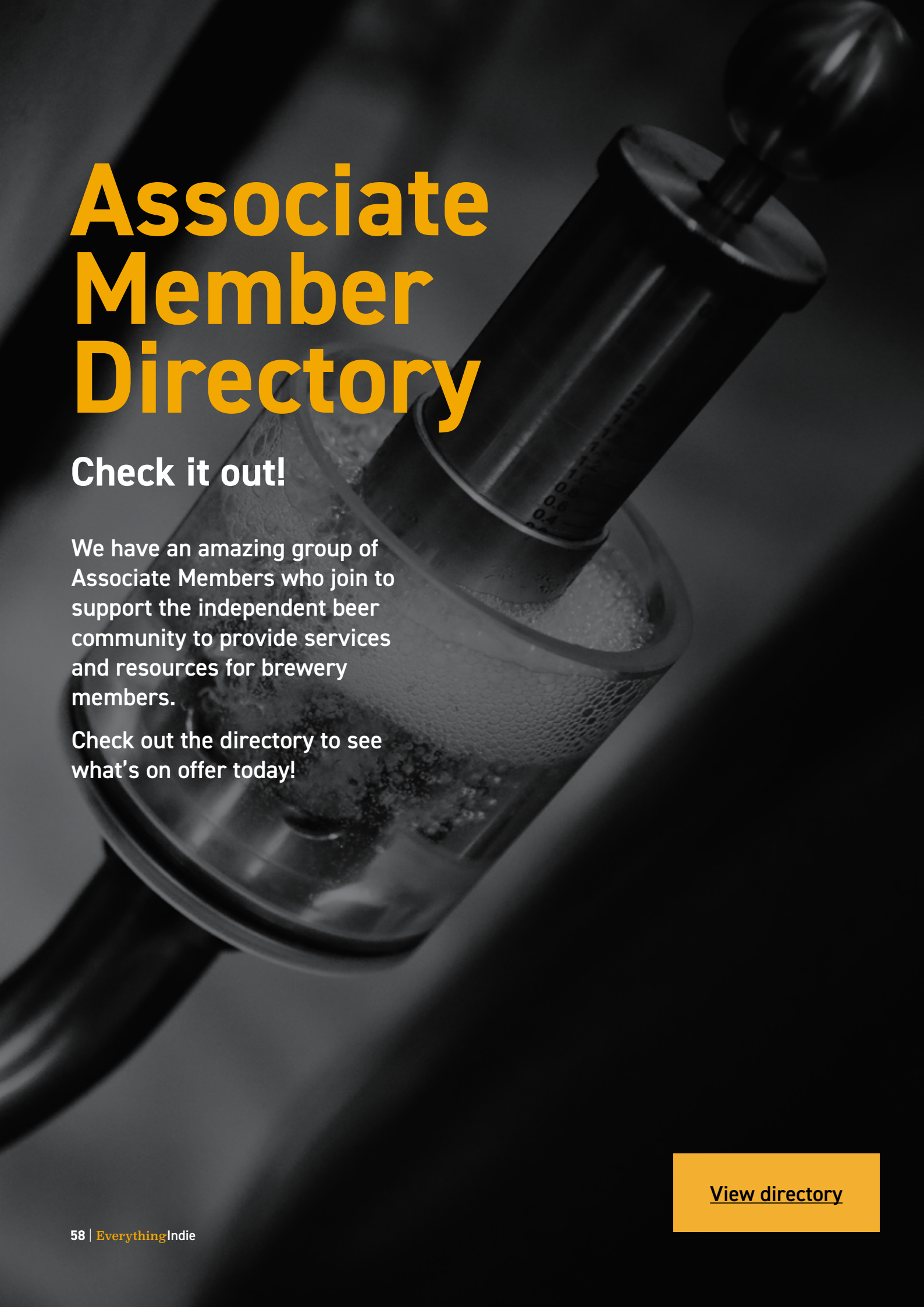
Did you know we offer payment plans for your membership?

With small monthly payments, you can keep your IBA membership and manage your cash flow at the same time!

Band	Annual Fee (ex GST)	Monthly Fee (inc GST)
Brewery In Planning	\$500	\$45.84
Band 1	\$550	\$50.42
Band 2	\$1,100	\$100.84
Band 3	\$3,300	\$302.50
Band 4	\$5,500	\$504.17
Band 5	\$7,700	\$705.84
Band 6	\$11,000	\$916.67
Associate - Individual	\$500	\$45.84
Associate - Bronze	\$1200	\$110
Associate - Gold	\$2,500	\$229.16
Associate - Black	\$5,000	\$458.34

Email Membership Services to set-up your monthly payments via direct debit membership@iba.org.au

**Become a
member today**

A black and white photograph of a beer tap handle and a glass of beer with a thermometer. The tap handle is a dark, cylindrical metal piece with a spherical knob at the top. It is positioned diagonally across the frame. Below it, a glass of beer is visible, with a thermometer inserted into the liquid. The glass is filled with a dark liquid, and the thermometer has a scale with numbers like 0.4, 0.6, 0.8, and 1.0. The background is dark and out of focus.

Associate Member Directory

Check it out!

We have an amazing group of Associate Members who join to support the independent beer community to provide services and resources for brewery members.

Check out the directory to see what's on offer today!

[View directory](#)