BREWERY MEMBERSHIP

2025

INDEPENDENT BREWERS OF AUSTRALIA

The Independent Brewers Association is an organisation with a clear mission: ***Quality Independent Beer Everywhere***.

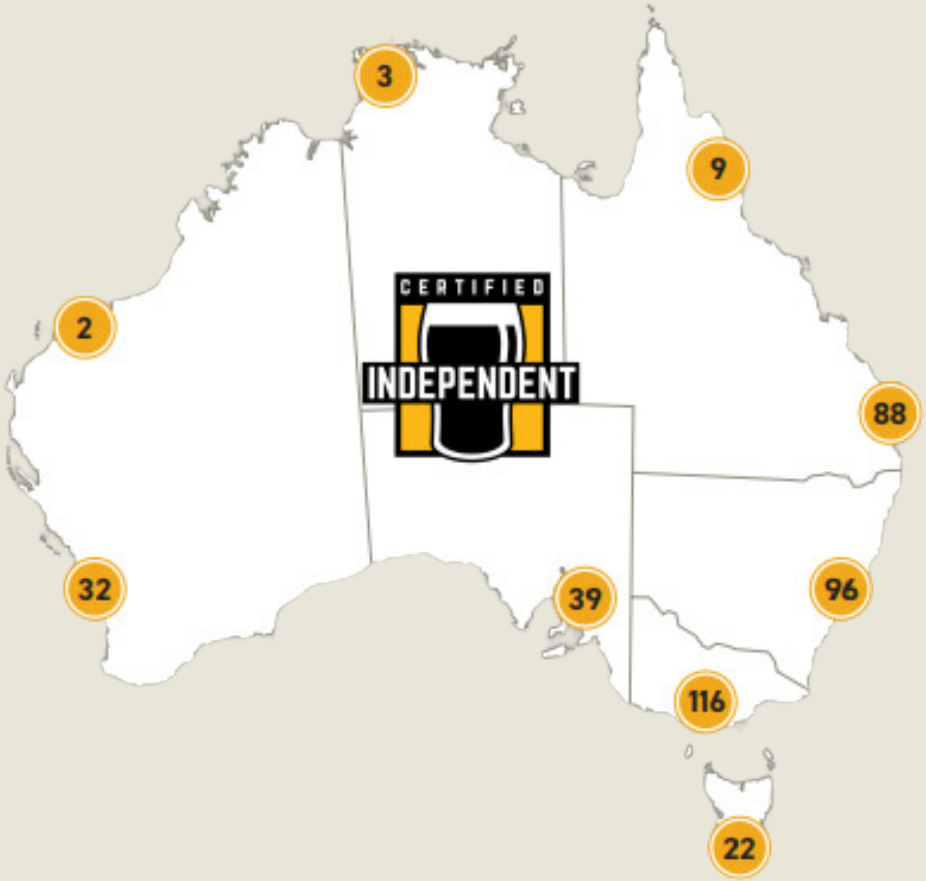
But we're more than an industry Association.

We're a community. A community of 360+ breweries and their supply chain partners that work (and play) together in support of each other and our collective success.

Working closely with our members, we play a critical role in helping to level regulatory playing fields, promote the unique contribution independent brewers make to Australian life and ensure our sector works as smart as it does hard.

Being a member gives you the opportunity to participate in the conversation, the strategy and to share in the wins. We work on your behalf, and our collective voice is stronger than ever.

With Membership fees as our primary income source - it is your participation that makes what we do possible.



INDEPENDENT BREWERS OF AUSTRALIA

The Independent Brewers Association (IBA) is the only organisation working on behalf of the industry each and every day to build a strong, sustainable future and to unify our sector.

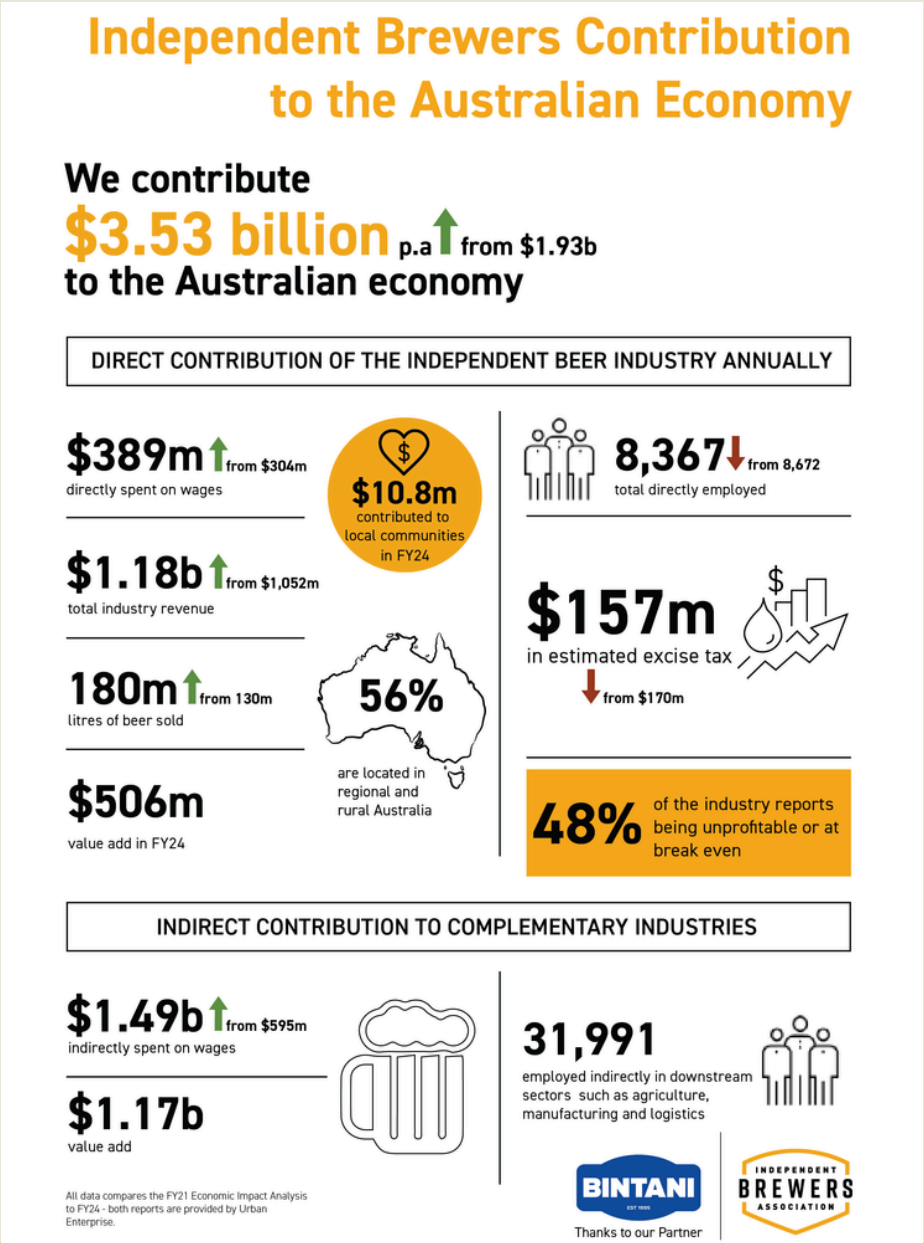
We are at a point in time where a spotlight is being shone on the Australian beer industry - on our antiquated regulatory framework, on the taxation regime and on the anti-competitive behaviour of the two foreign owned multinational breweries.

There are great stories, there is opportunity, and we are ready to take advantage but it's safe to say there is only so much we can do without having everyone 'in the tent'.

Becoming a Member is the easiest and most impactful way your business can support the collective and ensure the IBA can do more to support the long-term sustainability of independent brewing. We offer reasonable fees and monthly payment options and are always keen to have a chat about the benefits of coming on board once you've had a chance to plough through ALL the things contained in this kit.

Now is the time and we need everyone marching behind us!

Kylie Lethbridge
Chief Executive Officer



THE IBA HAS DELIVERED FINANCIAL SAVINGS FOR EVERY INDEPENDENT BREWERY

Our advocacy efforts have resulted in direct financial benefits for the nation wide cohort of independent brewers.

- Increased the excise rebate from $100,000 to $350,000 in 2021.
- A promise to a 2-year freeze on the indexation for draught beer.
- A promise to increase the rebate from $350,000 to $400,000 in 2026.

BREWERY MEMBERSHIP BENEFITS

In 2024, we adopted a new Constitution that further refined the definition of an Independent Brewer.

As outlined in our Constitution, an Independent Brewer means an entity that brews, or commissions the brewing of beer in Australia and:

1. Is more than 51% owned and controlled by persons who are Australian citizens or Australian residents.
2. Does not have 20% or more ownership/controlling or other interest from a Dominant Retailer or another alcoholic drinks business who would not itself be assessed as an 'Independent Brewery' in accordance with this definition; and
3. Does not derive more than 51% of its revenue from gaming.

The definition of Dominant Retailer is: Dominant Retailer means Endeavour Group Limited and Coles Group Limited and any of their subsidiaries or joint ventures trading under the same or a similar name.

In 2024 we delivered the following for our members.

BREWERY MEMBERSHIP BENEFITS

THE INDEPENDENT SEAL

The Independent Seal represents a commitment to authenticity, quality, and community.

It demonstrates that the beer you are enjoying is crafted by an Australian owned and operated business, with a focus on creativity and passion rather than mass production, automation and profit margins.

Independent breweries are about more than just the beer they produce. They are social hubs in many communities where locals can come together over a beer – free from the gambling and pokies ever present in most pubs.

56% of independent breweries are in regional and rural Australia – they provide employment opportunities, visitor experiences, and are built into the fabric of the community.

In FY 2024, independent breweries contributed $10.8 million through in-kind support and sponsorship to community groups.

The Independent Seal is more than just a label; it is a symbol of the dedication and hard work of the artisan makers who strive to create exceptional beers.

We also provide detailed Guidelines so that the Seal is easy to use.

BREWERY MEMBERSHIP BENEFITS

THE INDEPENDENT SEAL

74% of consumers value independence and understanding the origin of craft beer before trialing something new.

For breweries the Independent Seal has many advantages, here's just a few:

- Clearly indicates an Australian owned business.
- Builds consumer trust and connection.
- Fosters brand loyalty.
- Makes consumers choice easier.
- Demonstrates local craftmanship.
- Shows you are part of a movement.

Importantly, at the IBA we invest in marketing, advertising campaigns and partnerships to make the Independent Seal meaningful to consumers. And the more our community of breweries does the same - the more impactful it is for our whole industry.

To learn more about benefits of the Independent Seal click here

BREWERY MEMBERSHIP BENEFITS

HAVE YOUR VOICE HEARD

The IBA is the only voice actively advocating for the unique interests of Australia's independent breweries.

We punch well above our weight and achieve results - if for no other reason, being a member ensures there is someone fighting for you.

We participate as a key stakeholder in all significant areas of state and federal (sometimes even local) regulatory reform e.g Australian Tax Office, Food Standards Australia New Zealand, Container Deposit Schemes.

In the past 18 months we have represented independent breweries in 4 Federal inquiries and successfully moved the conversation towards practical solutions in areas that have a direct impact on the financial sustainability of small breweries - like labelling.

We have run a federal advocacy campaign with almost $0, and one that is clearly getting results!

BREWERY MEMBERSHIP BENEFITS

MEMBER RESOURCES

The IBA provides over 100 member resources that will save you time and money.

Gain access to a wide range of resources that address all aspects of operating in the brewing industry. We provide Best Practice Guides, informational tutorials, checklists as well as education and learning opportunities - all from the comfort of your computer.

We also provide plenty of opportunities for you to tell us what else you need, specifically around:

- Brewery Operations
- Business & Marketing
- People & Culture
- Quality Program
- Sustainability
- Tourism & Hospitality
- Grants; and
- Advocacy

LABELLING GUIDENLINES

The Guidelines assist our members to create beer lables that conform with the changing regulatory requirements.

AUSTRALIA POST DISCOUNTED RATES

We partnered with Australia Post to secure discounted rates for our members.

BREWERY MEMBERSHIP BENEFITS

POPULAR RESOURCES

HUMAN RESOURCE SERVICE

We have partnered with Business Solutions Hub to provide our members with 200+ individual documents together with free consulting with a human resource specialist. Documents include employment contracts, sample letters and policies.

LEGAL SERVICES

We have partnered with TangoSix to provide access to all the legal services you might need as affordably and simply as possible. We have identified a number of regular contracts that may need reviewing and have confirmed fixed prices for you.

QUALITY PROGRAM

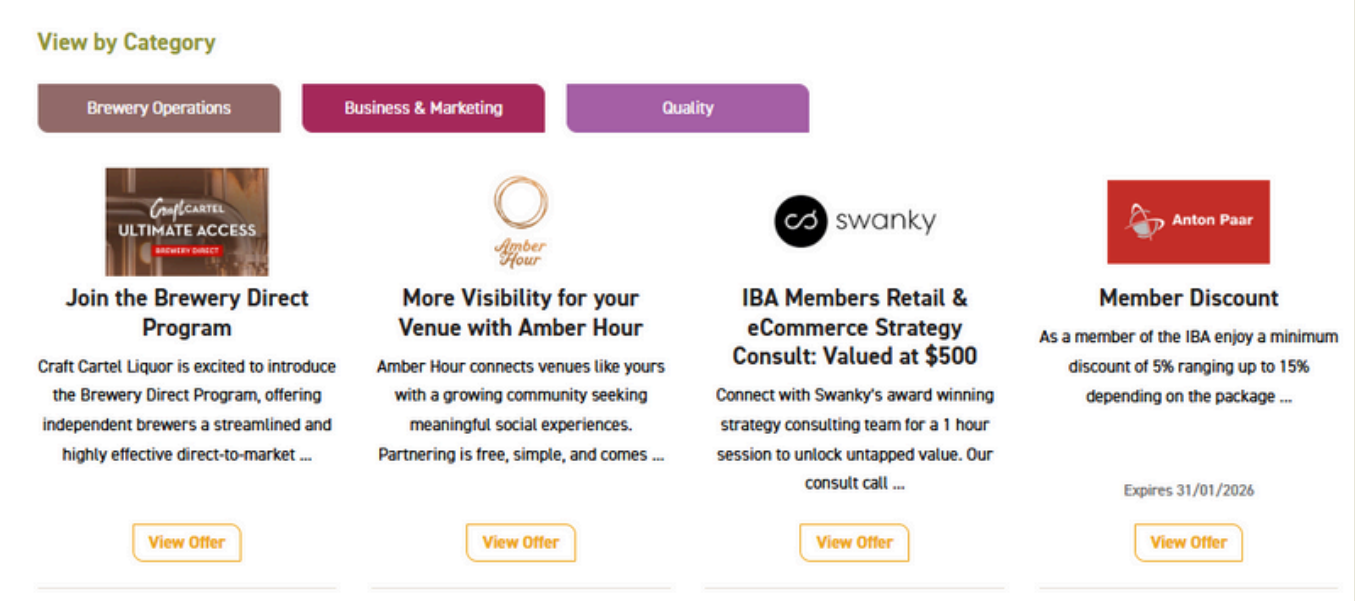
The Quality Program includes 17 individual Best Practice Guides and worksheets that have been independently developed by a quality expert. Resources including Sensory Program Best Practice and Beer Recall plan.

BREWERY MEMBERSHIP BENEFITS

MEMBER OFFERS

IBA Brewery Members get exclusive access to offers and discounts from our Associate Members.

Our Associate partners are always looking for ways that they can add value and support our brewery members - here's just a couple of examples:



BREWERY MEMBERSHIP BENEFITS

MASHUPS & EVENTS

Bringing our community together to learn and share ideas is more important than ever.

We host a series of Mash Ups which are education and networking opportunities held around the country that provide a chance for the industry to come together and socialise while hearing updates from us or learning from experts in a more informal environment.

Feedback from Mash Up's is always positive and we regularly hear calls of "I didn't know the IBA was doing so much"!

We also partner with our Associate Members and other industry bodies to ensure our members get the best access to learning opportunities.

See our events calendar here

BREWERY MEMBERSHIP BENEFITS

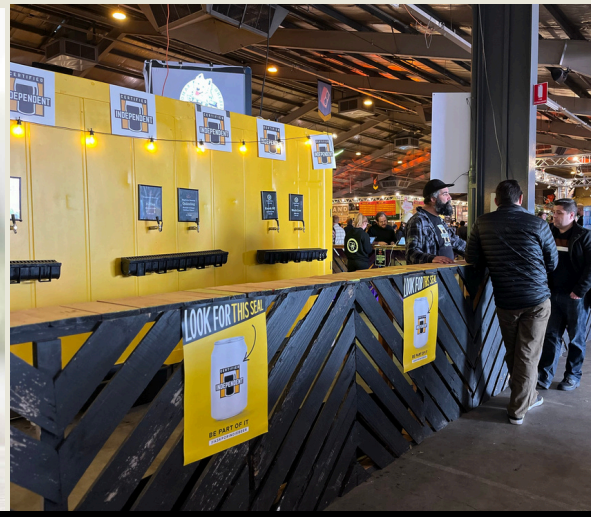
DIRECT TO CONSUMER PROMOTION

We have been promoting independent beer, independent breweries and the Independent Seal directly to the consumer for many years now.

Promotion of the Independent Seal benefits all of our members.

We aim to educate consumers that the Independent Seal is the mark of an Australian owned, independent brewery that employs locals, contributes to its community and makes high quality beer.

Over the years the promotion to consumers has taken many different forms and it will continue to evolve. We've hosted in person events, had digital campaigns, run a consumer focused website, partnered with retailers and even sold beer mixed packs.



Read about all of our direct to consumer promotion here

#ASKFORINDIEBEER

BREWERY MEMBERSHIP BENEFITS

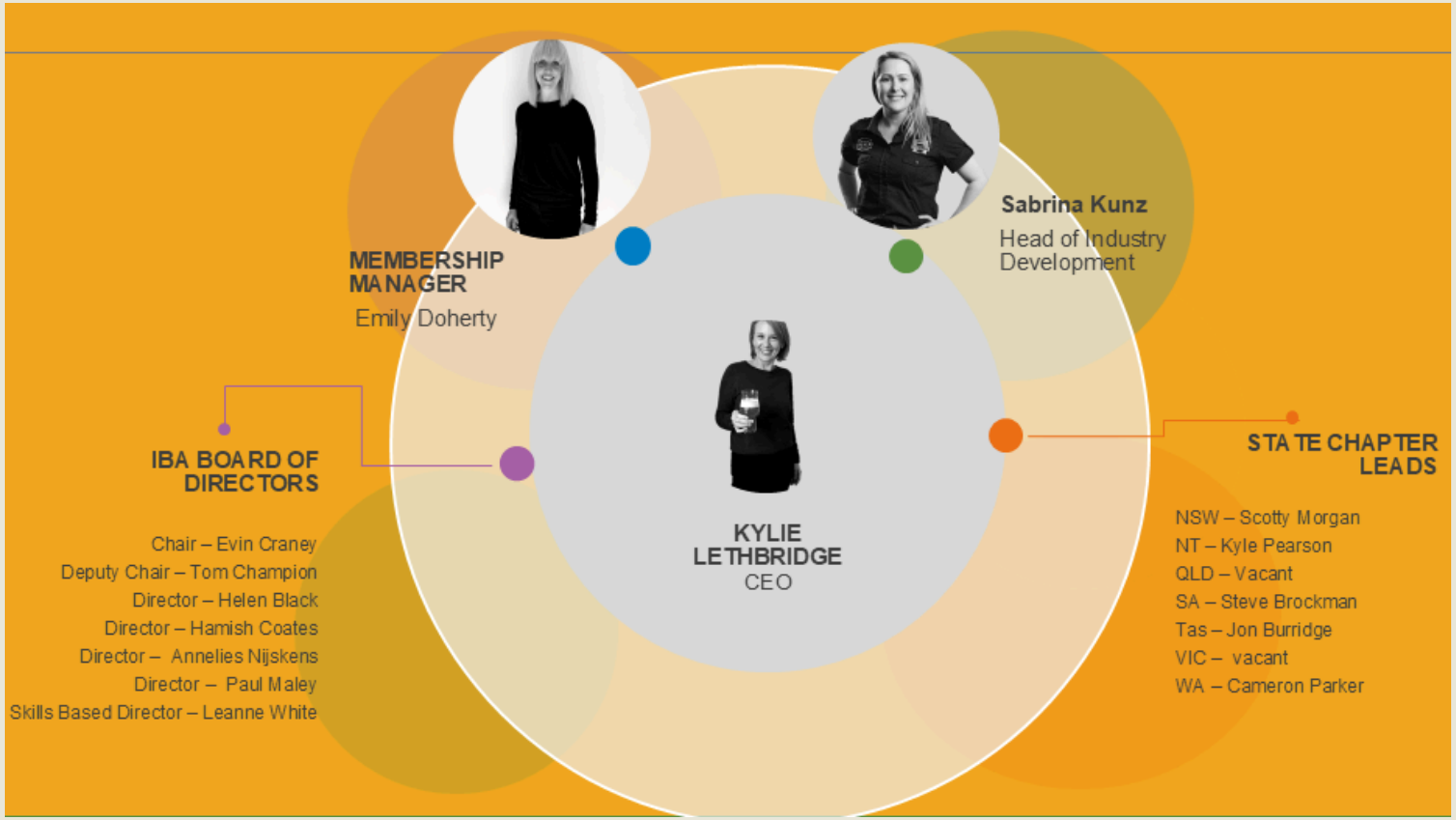
DEDICATED TEAM

The IBA has a dedicated team of staff, Board and volunteers ready to serve our members.

Our team are dedicated to the indie community - they work hard and care about their members maybe more than employees should!

They have a broad range of experience and are a font of knowledge about the industry - and when they don't know an answer - they know someone who does!

The Board & the team are always at the end of an email, a message or a phone call to support their members, so we encourage you to reach out.



BREWERY MEMBERSHIP BENEFITS

STAY IN THE KNOW

We keep an eye on all the important stuff and deliver it straight to your inbox and your social feed.

It seems that the regulatory environment changes weekly.

There are new educational opportunities, grants, events and products that we curate on behalf of our members.

We try not to drive everyone insane with our comms so we focus on what is important and repurpose information into easy to digest emails to or social media posts to ensure that you don't miss an opportunity or something that will have an impact on your business.

www.independentbrewers.org.au

@indiebrewers

@indiebrewers

@independent-brewers-association

MEMBERSHIP CONTRIBUTION

Brewery Membership fees are determined based on annual production volumes.

Members will be asked to confirm their production volumes at the time of joining and annual renewal. These production volumes also apply to contract breweries.

Members may pay their membership fees annually in full or via monthly direct debit payments.

BAND	PRODUCTION VOLUME (LITRES PER ANNUM)	ANNUAL FEE (ex GST)	MONTHLY FEE (ex GST)
BREWERY IN PLANNING	N/A	$500	$41.67
BAND 1	0 - 99,000	$550	$45.84
BAND 2	100,000 - 299,999	$1,100	$91.67
BAND 3	300,000 - 699,999	$3,300	$275.00
BAND 4	700,000 - 999,999	$5,500	$458.33
BAND 5	1 - 5 million	$7,700	$641.67
BAND 6	5 - 40 million	$11,000	$916.67
BAND 7	+40 million	$25,000	$2083.33

GET IN TOUCH

For all Membership enquiries please get in touch with:

Emily Doughty,
Membership Manager
e: membership@iba.org.au