Everything Indie

Edition 12
May 2024

In this issue...

QLD MashUps WrapUp

Advocacy Roundup

The High Country Hop Technical Symposium



INDEPENDENT BREWERS ASSOCIATION

Independent Brewers Association

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V1/23

A message from the **Chief Executive Officer**

Welcome to the 12th edition of Everything Indie.

While the world continues to hurl all the challenges our way we here at the IBA are trying to keep positive and using all our wiles to ensure our survival so we can continue to do our best for you.

Those that have attended our recent industry gatherings will attest to how much there is on our agenda at the moment but before I get into the detail I wanted to welcome our 5 new Board Directors and send a massive shout out to those who retired this year.

THANK YOU Richard Watkins, Richard Adamson, Matthew Shortal and Chris Calefa for all the time, care and advice you have given during your tenure on the Board. Your selfless contribution for the betterment of the whole industry has not gone unnoticed and we are all the better for it.

Now on to the highlights as there's some great stuff on the horizon:

1. Indies Awards entries are open! but **close on 24 May** so best get them in quickly. We had an amazing response to our judge EOI's with 94 people super keen to be involved this year in Perth.
2. We are eagerly awaiting the outcome of our federal budget submission and our advocacy efforts over the last 3 months. It's been hectic but we certainly can't complain about the media coverage we have received! If you missed out on the 7.30 report, it's a very well put together story and has gained us a lot of traction with government. Fingers crossed there is something for small beer in the budget that will be announced on 14 May.
3. Now that our new Board is in place we will be opening for Expressions of Interest for the two skills based roles in the coming weeks - so if you are an IBA member and keen to be involved, you might want to look out for that.
4. After that we will be calling out for new State Chapter Leads in Queensland and Victoria – then further down the track, refreshing the project groups.
5. At the first meeting of the new Board on 24 May we will also be electing a Chair and a Deputy Chair and will let you all know the outcome of that vote.
6. We are also working on implementing all the changes that are required as a result of the new Constitution.
7. The new Quality Program, supported by Fermentis is underway and we look forward to releasing that for you all in the coming weeks/ months.

8. We are just about to kick off the Human Resources Service that we've been talking about for some time. This provides all members with dedicated support so please make sure all your contact details are correct so you can maximise this opportunity.
9. Our submission to the ACCC on market dominance is nearing completion and once finalised will be shared with all members – and media again.
10. More info on FSANZ, CDS and the supermarket chains review can be found on page 6.
11. We are planning more members meet ups/ webinars:
    - Brewery In Planning members webinar
    - South Australia around Beer & BBQ (July) – but look out for the draft craft brewing strategy between now and then
    - NSW Mash Up
    - Western Australia – this will be to celebrate the launch of the craft brewing strategy
    - Tasmania (pending the announcement of our funding submission)
    - And an exciting option we are cooking up with Voyager Malt in November/December
12. And as always, we are still working on the long game which is the creation of Beer Australia.

Now for a heads up!

Unfortunately, we have been limping along with a challenging (antiquated!) membership management system (CRM) and interconnected website (iba.org.au).

Triggered by the fact that we were coming to the end of the 5-year agreement, over the last 6 months we developed a scope and went out for tender to find other options that were fit for purpose. A series of recommendations were made to the Board and the systems approved however due to our financial situation we shelved the preferred option until we won the lottery or could find a grant to fund it.

As an alternative the team have decided to end our current agreement and move ahead with an 'interim measure'. **The important part for you in all this is that we now have less than 8 weeks to a) extract all relevant data, b) develop a new membership management/billing system and c) update content and launch a new website before the old system is turned off on 30 June.** This is unexpected work so the Team will be very time poor over the coming weeks but there may also be some disruption to the way you access information, billing and/or resources.

Hopefully our work arounds will ensure there aren't too many bumps but I'm sure you understand this process and the fact that things do not always go to plan – especially when we are busting our buns to take advantage of every opportunity we can to work with/get support form government! So please be kind.

NOW for those in Melbourne this week for the plethora of beerie events and activities – we hope to catch up at the Bintani Trade Day, our Industry Drinks at Bad Shepherd, at a Pint of Origin venue or at the Australian International Beer Awards!

Cheers to indie beers

Kylie Lethbridge
Chief Executive Officer



Shout out corner

A round of applause and cheers for...

TWØBays Brewing Co. - Gluten-Free Session Ale awarded Gold at World Beer Cup >>

Moon Dog Craft Brewing - Opening of their new venue in Footscray >>

Hop On Brewery Tours - Awarded Best of Queensland Experience

Thank you Karli



We would like to thank Karli Small for her time, expertise and pasasion as an inaugural member of the Indies Awards Advisory Committee.

Karli has been an integral member and helped lead the competition over the past 18 months.

We wish her all the very best for her next adventure!

Welcome to our new members

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

These businesses now unite with over 520 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 Member

Buddy Brewing · South Coast Brewing Co. · Destination Brewery & Distillery · Steam Jacket Brewing · LGM Brewing Co. · Mount Pleasant

Brewery in Planning Member

Independent Brewers Association – Brewery In Planning

The Guild Brewing Co. · Myrtle Creek Brewery · Mybru Craft Brewery · Hough Brook

Bronze Associate Member

Craft We Love Beer – Marketing

Peter Sadler Removals & Logistics – Logistics

Distributor

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Advocacy Roundup



It has been another massive month of advocacy for the IBA.

Advocating for Market Access

There are some significant activities taking place at a federal level that touch on the market dominance issues our members have asked us to take on and so we are continuing to respond to and be proactive about the opportunities to be heard on these issues.

Competition & Dynamism Inquiry

We presented to the Senate Standing Committee on Economics into competition and dynamism back in July 2023. We were waiting on the recommendations of that inquiry to formulate our next steps with respect to approaching the ACCC about market dominance.

In late March, the Committee handed down its findings and recommendations. You can find the full report here. The discussion about beer begins on page 186.

While the findings are not as directive or as specific as we would like they definitely reinforce the our position that the ACCC needs to examine the beer industry.

Importantly the inquiry noted that:

- Australia has one of the most restricted beer sectors in the world, with two large foreign-owned companies dominating beer supply, and two large companies dominating the retail beer sector.
- The committee heard several pieces of evidence which



suggest that the beer market in Australia lacks competition:

- The beer market in Australia is regularly described as a duopoly, with around 85 per cent market share held by the largest two brewers
- The two major brewers also maintain very high profit margins
- Australian beer consumers pay among the world's highest prices
- The brewers exert market power over the retailers, evidenced by retail margins in beer being significantly below margins in other categories such as wine and spirits.
- **The Committee notes that Lion and CUB exercise enormous market power in the beer sector, with a combined 85 per cent market share and margins higher than in the alcohol retail sector.**
- The Committee acknowledges too that it is difficult to determine the profitability of Lion and CUB as both are foreign-owned. However, the financial information reported at the time CUB was sold to Asahi in 2019 implies an enormous profit margin of about 40 per cent
- The Committee is troubled by the difference in profitability between the major brewers and the retail sector—it suggests excessive product pricing, and an uneven playing field for competitors of Lion and CUB or potential market entrants.

If you are interested in this topic we really encourage you to read the findings.

Supermarket Inquiry

The ACCC have opened an inquiry into pricing and competition in Australia's supermarket sector. This directly impacts the Australian brewing industry because of the stranglehold EDG and Coles hold over market access.

We responded to the Inquiry on behalf of our members.

Download our Submission

In summary we focused our submission on:

- The impact of the rise of home brand beer on the independent brewing industry.
- Labelling that is not transparent and aims to mislead consumers.
- The use of substantial market power to maintain dominance including by imposing strict trading terms, undertaking preferential marketing and through the use of data not available to suppliers.

This was only the first submission to the inquiry which is at the information gathering stage and we expect that there will be further opportunities for engagement and its likely we will come out to our membership to support further activities in this space.

What next in tackling Market Dominance?

We know that market access is one of the top issues that our members want us to tackle. And we are. Hopefully, you will have seen in the media some of the many many interviews that we have achieved explaining the state of the beer market in Australia.

There are a lot of moving pieces politically and also at a practical level and we are navigating through those with a view of getting actual movement on the issue. You will hear more from us on next steps and where our members can help take action in the near future.

Advocacy Roundup continued...

FSANZ Act Review – Its moving even further away from food standards to 'long-term health' and adding more layers of bureaucracy.

The FSANZ Act governs the way in which the Act itself is structured but also the structures around how decisions about food standards are made. And while this might sound like a wonky policy discussion the impacts could be profound.

This is a once-in-a-lifetime opportunity to modernise the system and because the implications are significant we set out our position that we support a modernisation of the Act and FSANZ to ensure that:

- There is a clearly defined focus on food safety.
- The FSANZ organisation is adequately resourced and funded to ensure it is able to undertake objective based evidence gathering for decision-making **without the need to add levies to small producers who cannot afford them**.
- The regulations allow for the adoption of a broad range of tools to support food safety and that these are forward looking adopting technology solutions as appropriate.
- There is a whole-of-government approach to the impacts of any regulation.
- Activities are planned in an a way that lessens the impact of incremental changes on small producers.

In our view, the material presented by FSANZ did not show an attempt to modernise, rather, it demonstrates an ever broadening of the once clear remit of FSANZ. This is resulting in stretched resources and a consequential move away from the independent assessor of evidence to an extension of a health body with no apparent accountability for the impact on those stakeholders it is regulating.

In our view, if the proposals are adopted to allow international "**health evidence**" untested, apply a levy to small producers and give an increased voice to decision making bodies that are not accountable for weighing the economic impact on stakeholders – small breweries (and other producers) across Australia will be forced to close.

We really encourage you to read our submission and understand the implications.

Download our Submission

What's the big picture and why should you care?

Health advocates want to see 'white labelling' of all alcohol as the end game. That is labelling that looks like those on cigarette packets. You recall we dealt with the issue in late 2023 following on from a push from FARE (Foundation of Alcohol Research). I'm testing out a new term "neo-prohibitionists"... because that is ultimately what FARE and associated bodies have as a long term goal. That is not hyperbole.

The step of FSANZ moving to have even stronger "health" focus with unaccountable decision making is part of a very long term strategy and these headwinds should be on everyone's radar.

Food and Beverage Manufacturing Inquiry

In more uplifting news, the House Standing Committee on Industry, Science and Resource opened an Inquiry into food and beverage manufacturing – how it can grow and what support mechanisms are needed to aid that growth.

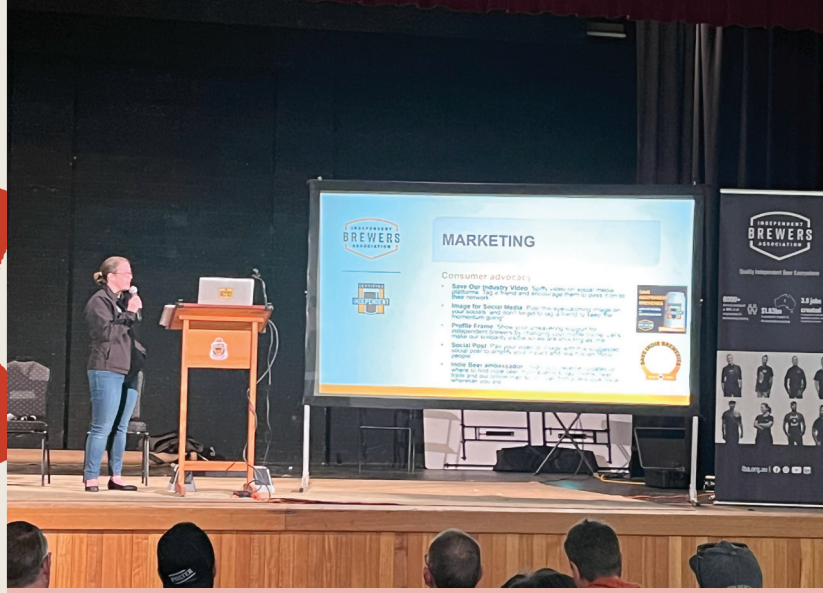
We made a submission about all of the amazing and ongoing innovation in our sector. Unsurprisingly, we pointed out that the number one thing that the Federal Government could do would be to address excise and enable the reinvestment of those dollars back into the industry. Secondly, we again asked for a commitment to the development of Beer Australia as a connection point for research and development throughout the supply chain and with research partners, along with national focus on long term skills development.

This is a future focused inquiry and provides the opportunity to paint the picture to government not just of the challenges we are facing as an industry but what we can and will continue to contribute to the Australian economy. We encourage you to read our full submission.

Download our Submission

TECHNICAL SYMPOSIUM

Friday March 22 • Beechworth Servicemen's Memorial Hall





Our team had the great pleasure of once again supporting the High Country Hop Technical Symposium that is organised and facilitated by Bridge Road Brewers.

It is one of the IBA's annual fixtures and brings together brewers and suppliers to celebrate the end of the hop harvest.

We really appreciated the depth and breadth of presentations and hope to bring more of those to you soon – with everything from how to stay a strong independent business with Katherine Brown at Brown Brothers wines to maintaining Cost of Goods with the team at Cloud Culture. The quality of the program was excellent.

As a team, Kylie, Kelly and Sabrina had the opportunity to present about all the things the we have been up to recently. Our presentation can be viewed here if you are interested in getting a snapshot.

We also had the opportunity to have a sensory experience with two of HPA's experimental hops and get a first look at thee 2024 hop harvest. Australian hop harvest is a magical time and we know many of the industry assembled enjoyed the farm tour the day before the symposium.

Bridge Road Brewers also put on a massive community party on the Friday night and Saturday at the Festival and we want to thank Ella and Ben at Bridge Road for their hospitality, suburb event organisation and dedicated commitment to celebrating everything fresh hop and Indie.

At the IBA we all work from home and are dispersed around the country so it was amazing to connect with so many of our members to discuss the issues, share ideas and get feedback.



QLD MashUp's WrapUp



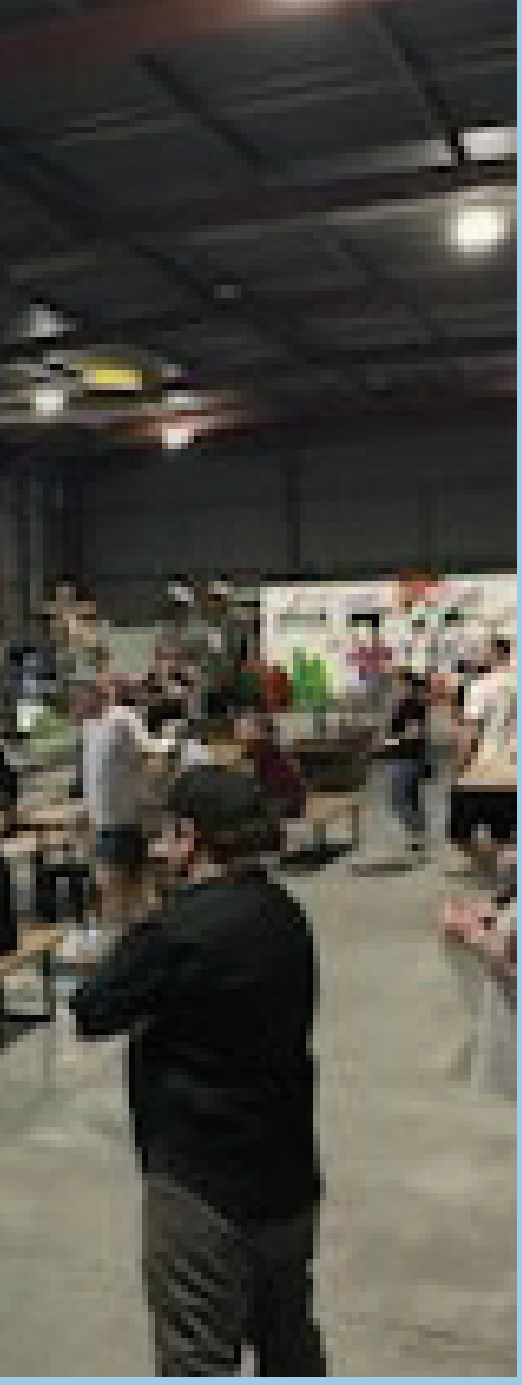
> The enthusiasm amongst members to do more and get involved was amazing with so many great ideas and volunteers for projects stepping forward.

Over the past month we've held two mash ups in QLD. One in Brisbane and one on the Sunshine Coast.

In mid April the industry gathered for a MashUp at Hiker Brewing and then a couple of weeks later we met at Your Mates on the Sunshine Coast. Firstly, a huge thank you to Paul and Brad from Rallings who made the event possible and who have always done whatever they can to support small breweries.

We had a massive turn out and appreciate all the efforts behind the scenes to rally the crowd by Adsy (Catchment), Phil (Hiker) and Joshua Donohoe (Creative Tours).

At both meetings we gave an update on all the work the IBA team have













been doing for our members and the status of the QLD Artisan strategy.

The enthusiasm amongst members to do more and get involved was amazing with so many great ideas and volunteers for projects stepping forward. This was reflected in all five of the Queensland Board Nominees being in the room and having some great conversations.

Some of the key takeaways from the events were:

- The interest in keeping the conversations and in-person meet ups more frequent to help with the sharing of ideas - a couple of breweries have already put their hand up to host another event so you should hear from us about that soon.
- The need (and interest) for smaller groups to get together to deal directly with local/ regional councils on a number of fronts including tourism.
- Members wanting to get more involved directly with Member of Parliament both State and Federal about the issues we are facing.

We had discussions about how the QLD Chapter could operate and the various 'cluster' models available and there is a great chat from BrewCon about that members can listen to.

A huge thank you to all of our members who attended

QLD Members keep your eyes out in the coming weeks for the Expressions of Interest around the State Chapter Lead.

Sabrina Kunz
Head of Industry Development

> John has been a guiding light, fostering the growth of countless professional brewers and enriching the landscape of the Australian brewing culture. His generosity in providing employment opportunities and supplying essential equipment, such as the renowned Braumeister systems, has left an indelible mark on the industry.

As John prepares to embark on the next chapter of his journey after an incredible 34 years in the craft beer industry, we wanted to take a moment to express our deepest gratitude for his unwavering dedication and profound impact on the brewing community.

Throughout his extensive tenure, John has been a guiding light, fostering the growth of countless professional brewers and enriching the landscape of the Australian brewing culture. His generosity in providing employment opportunities and supplying essential equipment, such as the renowned Braumeister systems, has left an indelible mark on the industry.

Moreover, John's pivotal role in formalising and strengthening the local homebrewing community through the establishment of the Australian National Homebrewing Conference (ANHC) in 2008 has been nothing short of monumental. His vision and dedication have created a platform for enthusiasts to connect, learn, and advance their craft.

John's contributions have not gone unnoticed. In 2016, he was honoured with the inaugural Preston Award, honouring individuals for their contribution to Australian home brewing and in 2021, he received the IBA True Indie Supporter award. These accolades serve as a testament to his unwavering commitment and profound impact on Australian home brewing.

As John embarks on this new chapter of his life, we extend our warmest wishes for a fulfilling and joyous retirement. May this be a time for him to savour the pleasures of life and reflect on the incredible legacy he has built.

Thank you, John, for everything you have done for the craft beer community. Your contributions will continue to inspire and resonate for years to come.





Thank you John

Photo supplied by Beer & Brewer



Indies Awards Entries now open

Why you should enter

We think there are many reasons to enter – though admittedly we are a little bias!

Of course, we can boast having the best of the best judges in the country, improvements on the system, process and feedback every year, as well as having an international network of partner awards who we call on regularly to ensure we are constantly working towards the highest standard.

We have a highly experienced and innovative Advisory Committee helping us drive our agenda and a Board that is dedicated and committed to the evolution of the Indies Awards.

Aside from all of the above, included in our Mission Statement and aligned to our broader remit of raising awareness of the Independent Seal is the desire to increase the promotional activities and marketing of trophy and medal winners beyond the presentation ceremony.

We realise it shouldn't be all up to you so in 2024 we are happy to share the additional benefits you could receive which we think differentiates us from other award programs:

1. This is a competition run by indies, for indies. You can be confident that all your entry fees go directly to ensuring the integrity and excellence of the competition and to support your membership organisation that is working hard every day to support and advocate for you.





2023 Indies Awards judging hub

> This is a competition run by indies, for indies. We have a highly experienced and innovative Advisory Committee helping us drive our agenda and a Board that is dedicated and committed to the evolution of the Indies Awards

2. We promote our medal and trophy winners to consumers through our own database - 18,000 strong and growing.
3. All winners are promoted on Askforindiebeer.com.au – with all our consumer campaigns driving traffic to that site.
4. Trophy winners will be given the opportunity to participate in a dedicated promotional campaign via major and independent retailers.
5. Trophy winners will feature in Phase 3 of the Indie Seal consumer marketing campaign which will run from October 2024.

Again, we hope this reassures you that we do listen and that we are committed to ensuring you see real value in entering our Awards.

Entries close 24 May

More Information





Pink Boots Society Australia

Who we are and what we do

The Pink Boots Society Australia, a dynamic not-for-profit organisation, that has been making waves in the fermented beverage industry since its inception. Founded as part of the global Pink Boots Society in 2012, the Australian Chapter has swiftly grown into the world's largest chapter, proudly bringing together over 136 businesses spanning various sectors within the industry.

Our primary mission is to empower and support women and gender-diverse individuals in the fermented beverage sector, fostering their professional growth through education and networking opportunities. Our diverse membership base ranges from seasoned professionals to newcomers, creating a rich tapestry of experiences and insights.

Why be a member?

- Instant community of like-minded individuals with networking events like hop farm tours and sensory workshops
- Access to scholarships from convention attendance, in-person and online learning, and book packs
- Since commencing the Pathway to Judging Program, we have supported 19 members to become associate judges with many then progressing to full judge
- Each year, Member Brew Days take place Australia-wide, letting our members connect over great beer with meaningful conversation and learnings to take away
- Teaming up with Women in Hospitality (WOHO), 2024 has seen the first mentoring program begin, connecting members to be inspired and gain hands-on experience and guidance from industry influencers and leaders

Pink Boots Society Australia continues to be a driving force in shaping a more inclusive and empowered fermented beverage industry. As we look to the future, our commitment to education, collaboration, and mentorship remains unwavering, ensuring that every member has the tools and support they need to thrive in their careers.

You could say we're brewing up opportunity

Connect with us

info@pinkbootssociety.com.au

www.pinkbootssociety.com.au

@pbs_australia



Drink Vic Trade SUPER Tasting WrapUp



For those 38 IBA members who participated in our super tasting at Marvel Stadium on 6 May – we hope that you found it beneficial to have the opportunity to engage with the approx. 1,379 buyers throughout what was a very busy day! And of course that it has or will translate in to sales.

I'm sure you'll recognise the familiar faces in these photos. Our pal James from The Crafty Pint and Tam from Molly Rose did a great job of talking to the buyers about beer, about food and beer matching and about the opportunities to learn more. I think they will agree there were some really good questions come from the floor and it was really encouraging to note beer starting to be seen in a different light.

Now in its third year, the Victorian Drinks Alliance strives to maximise all opportunities to work directly with the trade and to continuously improve how the event is run.

Participants will be asked to provide their feedback but we are also keen to hear how you went as the Drink Vic program is how IBA members receive benefit from the Victorian State Government.

The next cab of the rank is the consumer direct Drink Victorian campaign so we will share that with you once its ready.

More information on the Alliance can be found below:

More Information



Become a partner of the IBA

Helping the industry upsklil, grow and navigate the challenging times

Our 2024 Partnership Prospectus highlights the best opportunities to support our work in 2024.

You can invest in the future of the industry through a number of strategic projects including Beer Australia, State of the Industry Economic Report, Indie Seal Promotion, Salary Benchmarking, MashUps and The Indies Awards.

Beer Australia is a long term aim of the beer industry working together to gain greater recognition by government.

We are seeking a visionary partner who is interested in the options to grow beer overall. The partner would work with us and selected experts to develop research pieces, a white paper, video and other collateral modelling what "Beer Australia" could mean.



> There is real need for increased resources in order to help our industry sustain itself during these challenging times - everything from technology platforms/systems, technical guides, sales tools, HR and legal services, sustainability programs, guidelines for navigating regulatory obligations, and business planning through to cooperative marketing opportunities that aim to raise awareness of the benefits of supporting our Australian owned independent breweries.

The ***State of the Industry - Economic Report*** will look retrospectively at the changes in the industry and also provide forecasts on key metrics - such as anticipated annual volume.

The core goals of the report is to support our ongoing advocacy efforts at all levels of government and to assist our partners and members in their business planning and decision making.

Our brewery members have identified the need for ***salary benchmarking*** to assist them in having an up-to-date view of the market.

We have identified a third party contractor who will undertake the process of salary benchmarking and developing a report to share with our members. The benchmarking will be undertaken on 10 key positions.

The ***Indies Awards*** is fast approaching, don't miss out on celebrating the best in the industry.

Check out the prospectus and contact either Kylie, Sabrina or Emily at membership@iba.org.au to discuss your needs.

View Partnership Prospectus

In a few words



Free injury prevention and safety management program (QLD)

This is a free program designed to help Queensland businesses develop and implement sustainable health, safety and injury management systems, delivered by Workplace Health and Safety Queensland and WorkCover Queensland.

Available to any Queensland employer with a WorkCover Queensland policy, including sole traders, this program allocates a dedicated advisor to assist your business with:

- reviews of your health, safety and injury management systems
- identification of your workplace hazards
- assessment of your workplace safety capability
- your own tailored and specific business improvement plan.

Upon consultation, your advisor will assess, plan and implement a safety plan with ongoing support to ensure a safe workplace. You can register for this free program today.

Register



Tenants sought for Australia's first propose-built F&B manufacturing precinct (QLD)

Based in Queensland's Sunshine Coast, TURBINE's Collaborative Food & Beverage Manufacturing Precinct will enable SME food and beverage manufacturers to innovate, scale and access export opportunities, and will help grow this industry sector.

A total area of up to 9,100m^2 is available for lease for food and beverage production which is available for manufacturing activities and is supported by a number of shared services such as steam, refrigeration and waste water treatment. The EOI will close on Friday 24 May 2024 at 5:00pm.

Register

Outdoor dining made permanent (NSW)

The NSW Government has made exempt development for outdoor dining permanent on private land for cafes, clubs, and restaurants.

Venues can continue to operate outdoor dining in locations including private laneways, bowling greens and car parks without planning approval, providing they meet safety rules.

This permanent change gives the hospitality industry much-needed certainty and flexibility, reducing red tape to help create more vibrant communities.

More Information

Fun SEPP progress update (NSW)

The NSW Government has made the following staged changes to the Codes SEPP that:

- made the statewide outdoor dining on footpaths and roadways measures permanent and extended the temporary exempt measures until the end of 2023
- increased the number of days that events can be held as exempt development at major event sites
- created a complying development pathway for artisan food and drink premises
- permanently extended measures for food trucks and dark kitchens beyond the COVID-19 prescribed period
- enabled a range of land uses as complying development that may be used as small live music or arts venues. This includes information and education facilities and entertainment facilities.

We are working on:

- guidance for councils to authorise events on public land without further planning approval
- a filming amendment which will be developed with the Office of Local Government.

Contact your local council to learn more about these changes and to understand how you can use these new measures in your area.

IBA response to Streamlining excise administration

We responded in support of to the remaining elements that have been drafted to reduce the regulatory burden of excise administration.

Read Submission



Digital Licence app: secure customer verification for your business (QLD)

Queenslanders can now present their Driver's Licence, Marine Licence or Photo Identification Card using the new Queensland Digital Licence app.

The Digital Licence is legally equivalent to the physical licence under Queensland law and is optional, with all Queenslanders continuing to be issued with physical cards, which means as a business you may see a mix of both.

Using the Verifier for Digital Licence app to scan the Digital Licence is the safest, most secure way to verify customer's information. Both the Queensland Digital Licence and the Verifier apps are free and can be downloaded from the Apple and Google Play app stores.

More Information

Sydney Beer Week & NSW Amateur Homebrewers Association Pro-Am Competition

Now as you may have heard Sydney's Beer Week is back and expressions of interest have opened. So if you're interested in running an event or partnering with Sydney Beer Week, submit your expression of interest here.

The NSW Amateur Homebrewers Association (NSWAHBA) in conjunction with Sydney Beer Week are also inviting breweries to participate in the inaugural Pro-Am Competition.

This is an exciting opportunity to bring homebrewers and commercial brewers together in the spirit of learning, collaboration and some good old-fashioned competition.

Sydney Beer Week

NSWAHBA Pro-Am

Member Resources

If you haven't had time lately to familiarise yourself with the 200+ different resources in the member portal, best you jump on now. Here's just a snap shot of the most recent:



Finding profit growth in a stagnant market

In recent years, the craft beer market in Australia has faced its fair share of challenges, with stagnant growth and increasing competition.

This talk unpacks the right strategies and proactive approaches to create opportunities, and uncover profit growth in this seemingly saturated market. It will highlight previous growth, unpack market saturation and back it up with data.

Presented by Nick Boots, Principle, The Business of Beer

View Resource



2024 Crop Report: Hyperfocused on Aussie hop quality

Hop Products Australia (HPA) have completed this year's harvest. They picked 670 hectares across Victoria and Tasmania, which resulted in 1,340 tonnes of hops. This was a 177 hectare decrease and a 480 tonne decrease year-on-year across six proprietary varieties – Eclipse®, Ella™, Enigma®, Galaxy®, Topaz™ and Vic Secret™ - as well as Cascade.

Crop 2024 looks a little different to previous years. Some changes to global demand led HPA to idle 20% of their gardens. HPA's Head of Sales & Marketing Owen Johnston said "this production decrease was a necessary step towards rebalancing supply and demand, and an opportunity to get hyperfocused on Aussie hop quality. We had greater flexibility to fine tune our standard operating procedures and harvest each variety at optimal maturity."

Impact in beer is expected to remain strong, with this year's average oil content coming in equal or above the 5-year average for all proprietary hops. Mr Johnston said "Galaxy® and Enigma® were the star performers with both oils and alphas above the 5-year average, which should lead to a great year of true-to-type flavours and aromas in beer."

View Report



Have you applied to use the Independent Seal?

As an IBA member you can apply to use the Seal on all your assets to help consumers identify and support independently owned Australian breweries.

The Seal aims to ensure that beer from independent breweries continues to be top of mind despite the growing number of acquired beer brands increasing their presence in the market. Over time, as more beer loving consumers 'seek the Seal' and see it on cans, bottles, cartons, taps, in taprooms and in venues it will have a powerful impact on purchasing decisions.

Company Administrators can apply to use the Seal via our website. If you are unsure if you have already applied or an administrator for your brewery, please email membership@iba.org.au.

Seal Guidelines

The Certified Independent Seal Usage Guidelines outlines a number of ways you can use and display the Seal. If you have any questions on using the seal please email communications@iba.org.au.

Download Guidelines





The Pandemic hangover? Achieving a mentally healthy workplace

Untreated mental health conditions cost Australian businesses $10.9 billion annually. This workshop focuses on the independent brewing industry, addressing the impact of mental health challenges in its high-pressure work environment.

You will gain essential knowledge and confidence to identify signs of mental health struggles and provide effective support.

Presented by Pauline Neil, MH Training

View resources



Polish your medals: Off-Flavour analysis from the 2022 Indies Awards

Getting ready to enter your beer in the Indies Awards?... set yourself up for success. Our expert panel analysed the 2022 Indies Awards data and provides solutions for how to address the most prevalent off-flavours identified during judging.

Presented by Richard Chamberlin, Lallemand Brewing

View resources

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.

Business Growth Program - NT
Closes 30 June

Provides funding of up to $10,000 for eligible businesses to access professional advice and services to improve performance, sustainability, and profitability. and people and culture.

More Information

Ready for Growth - VIC
Closes 1 June

This program supports Victorian businesses with high growth potential to access new markets and create jobs. Businesses can receive tailored advisory services with expert growth facilitators.

More Information

Small Business Technology Investment Boost
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 such as computer and telecommunications hardware, software and internet costs.

More Information

Business Energy Saving & Transformation Rebates - QLD
Closes 30 June 2025

This scheme provides rebates to eligible small and medium-sized businesses to install energy-efficient equipment. Rebates up to $12,500 are available for eligible businesses to purchase and install energy-efficient equipment.

More Information

Small Business advice and financial guidance program - TAS
Closes 30 May

Provides eligible small businesses with access to specialist financial services or business support to assist in their growth, transition, and business recovery. You could receive a grant of $1,000 to $1,500 to obtain financial or business guidance from a suitably qualified specialist or consultant.

More Information

EV Charging Scheme - NT
Closes 30 June

Business owners with an electric vehicle can apply for up to $2,500 to install an electric vehicle charger at their business premises.

More Information

This is just a snap shot, we currently have 27 grants listed on our website.

View More Grants

Member Offers

Below are just a snap shot of member offers currently available. Visit Member Offers for the full list.

Online selling that best serves your customers | 1hr Strategy Session (valued at $500) - Swanky

Chat through opportunities on how to create an online selling platform direct to your customer and connecting your in store sales with your online platform to drive sales wherever your drinkers want to buy. This could even include an online/ offline loyalty program - Frequent Flyers for Beer.

View Offer

We Love Craft Beer

First 3 months Free - Digital Analytics Program - On 12 month plan

Have you ever wished you could have all of your analytics in one place? Well now you can with our powerful Digital Analytics software. You can now view data from over 55 different channels and integrations in one easy to read customisable dashboard. You will only ever need one login to see ALL of you data and gain valuable insights. This powerful tool is normally restricted to use for Marketing Agencies but we now offer it to our clients, both big and small.

Fully customiseble dashboard with data from over 55 Channels including: Google, Facebook, Instagram, YouTube, Email Marketing, Ecommerce, Conversion Tracking, SEO audits, Keyword tracking, Competitor analyses, Fully customisable reports. You will get all of this and more on one easy to read dashboard and one easy to read report.

More Information



Education & Training

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.

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

More Information

Essentials to strengthening your small business

Want to improve your skills in business planning, finances, record keeping and registration, tax and super management? Essentials to strengthen your small business is the ATO's new free, online learning platform featuring short courses to help you upskill in these critical areas.

Location: Online

More Information

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)
Location: Perth or Melbourne

More Information

Implementing a Brewery Quality Program- PLUS coaching

Get the personalised learning experience you need to take the quality and food safety in your brewery to the next level. Our small-group, brewery quality program with one-to-one coaching, will give you the knowledge and skills you need to protect your customers and grow your business.

In this course, you will learn about the basics of food safety, quality management, and the specific food safety risks associated with beer production. You will also learn how to identify and control these risks, how to manage food safety in a brewery, and how to create a due diligence defence for your brewery.

Date: Multiple
Time: 9am-5pm (2 days)
Location: Perth or Melbourne

More Information

Introduction to Artificial Intelligence

Artificial Intelligence (AI) has been gaining a lot of attention in the modern world. This Microskill is a gentle and non-technical introduction on how machines learn from data and explore various use cases and applications of AI. You do not require any prior programming or computer science experience for this Microskill.

Location: Online

More Information

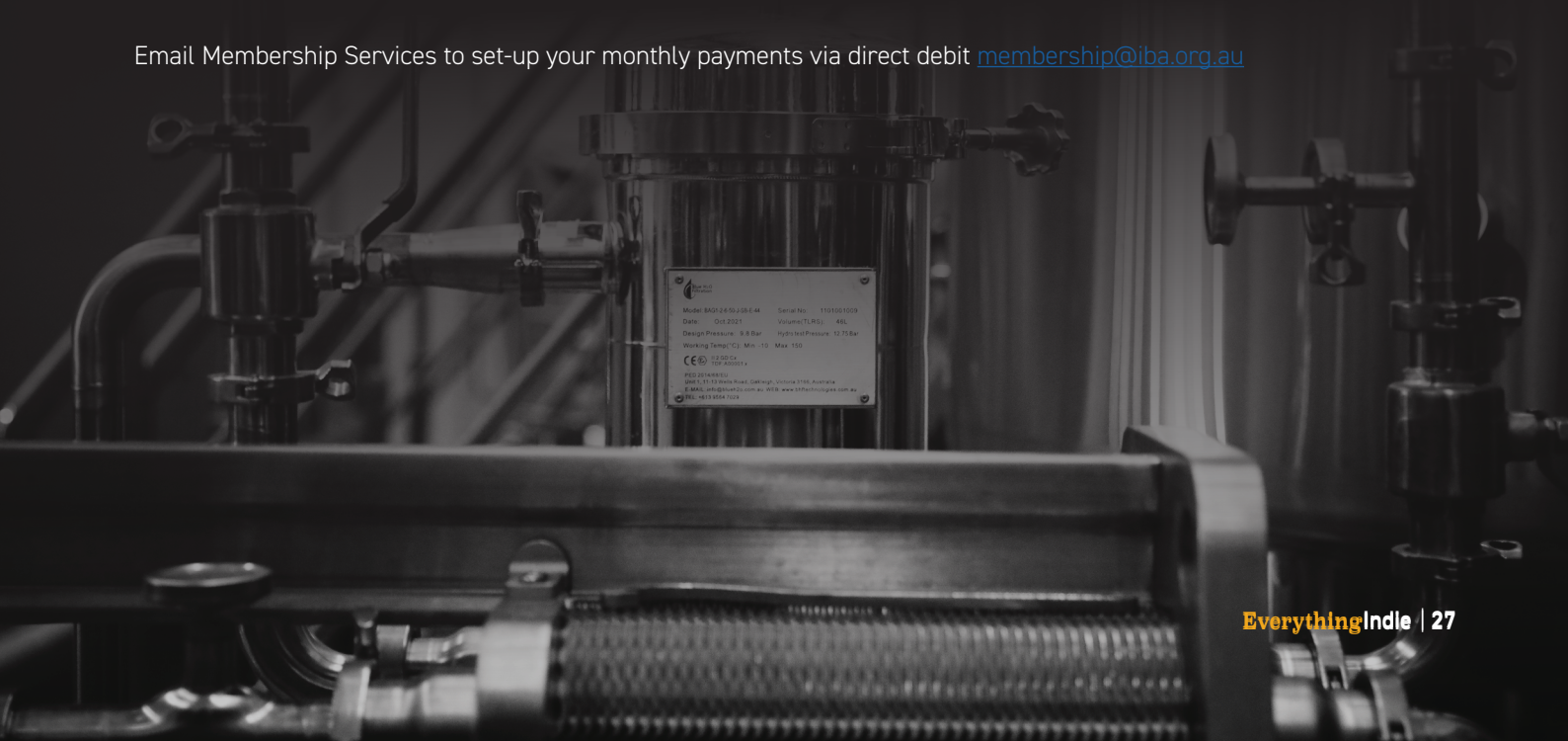
Pay your membership monthly

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



In the media

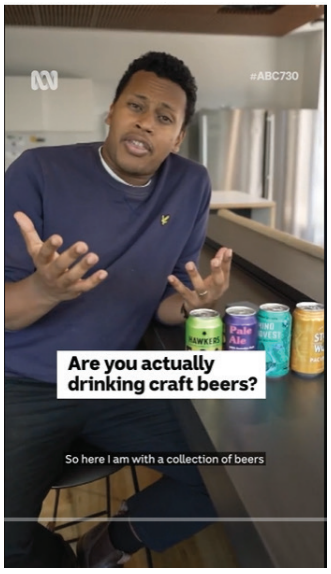
Here is a snapshot of where the Independent Brewers Association has been mentioned in the media.



Prompts for investigation into international control over Australian beer market

The Federal Government and independent brewers are pushing the ACCC to investigate into the enormous power that large international companies have in the Australian beer market

Listen to the interview on 6PR Perth



Are you actually drinking craft beer?

While some of the beers you find at the pub have had craft beginnings, several brands have since been sold to the major brewers

Watch the video at 7.30 report - TikTok



Has the fizz gone out Australia's craft beer industry?

After more than a decade of what can only be described as a boom, Australia's craft beer sector is going through some tough times.

From modest beginnings the boutique beer industry has grown rapidly to number more than 600 independent or craft brewers in cities and towns right across the country.

But rising costs, a saturated market, and the cost of living crisis has seen brewers close down or be taken over by a bigger player - and the power of the big supermarket chains is also weighing heavily.

Listen to the interview on ABC Listen



More competition called for in beer industry 'duopoly'

While the government probes the Woolworths and Coles duopoly, beer makers say their industry is also being unfairly dominated by two major players.

With most of the market share of beer owned by two overseas companies, craft brewers here say they have no chance of competing. Elias Clure reports.

Watch the video at 7.30 report



Drink Victorian returns for 2024, registration now open for free trade tasting

Food + Drink Victoria has announced the return of its Drink Victorian campaign for 2024, now back for its third year.

The campaign, operated by the Victorian Drink Alliance, was established with the purpose of promoting and celebrating locally produced drinks.

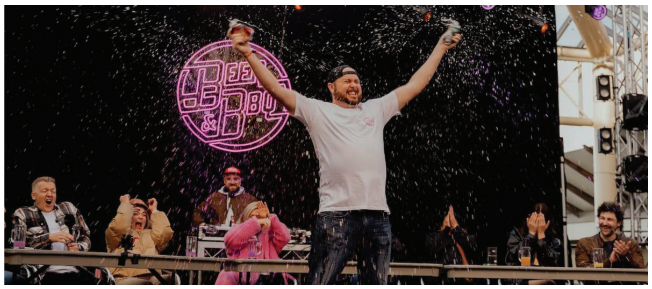
Read full article at Drinks Trade



The fright brewing over the beer giants that have captured the Australian market

The federal government and independent brewers are urging the consumer watchdog to investigate the "enormous market power" of Australia's two largest beer products amid claims they are squeezing competition and pushing up prices.

Read the full article at The Age



Adelaide Beer & BBQ Festival unveils epic brewer lineup for this July

The Adelaide Beer & BBQ Festival, the pinnacle celebration of beer, food, and music in Australia, is gearing up for its highly anticipated 2024 edition.

In collaboration with the Independent Brewers Association, the festival has curated a stellar lineup of 67 brewers, distillers, and winemakers from Australia and around the world. This diverse selection promises to immerse attendees in a beer lover's paradise, with over 1,000 beers and "not-beers" to sample, sourced from breweries both near and far.

Read the full article at Glam Adelaide



2024 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









15 May Bintani Trade Day

15 May IBA Industry Drinks

After working up an appetite at the Bintani Trade Day – we'd love to invite you to get together for one (or two) drinks before we spread out across Melbourne to enjoy Pint of Origin and other events.

We love this week each year and look forward to sharing a beer with you at Bad Shepherd Brewing Co. from 4.30pm

16 May AIBA's Presentation Dinner

Celebrate the 2024 Melbourne Royal Australian International Beer Awards winners

30 May IBC Gala Dinner

The much anticipated yearly Industry Business event, the International Brewers Collective, is returning to the beautiful Parkside Ballroom at ICC Sydney on the 30th May 2024!

This year's keynote speaker will be none-other than Marcus Englet, VP Sales Export at Bayerische Staatsbrauerei Weihenstephan. He will share the story of a brewery who has seen everything in beer over the last thousand years and also elaborate on how to successfully build a strong export division and education program.

31 May - 1 June GABS Sydney

4 June Mental Health Session for the Brewing Industry (QLD)

14-15 June GABS Brisbane

21-23 June GABS Melbourne

12-14 July Beer & BBQ Festival

2 August WABA Beer & Brewing Conference

Save the date! 8am - 4pm Rendezvous Hotel Scarborough Perth. Full program and tickets available soon.

2 August The Indies Awards Ceremony

6pm (AWST). Full details, including live streaming and tickets available soon.

The Key Ingredient

News and updates from our Associate Members



Streamlining Brewery Electrical Solutions: A Case Study with Fox Friday.

VOLTAGE ELECTRICAL CONTRACTING EC 15260

Expanding a brewery business into new territory requires meticulous planning and execution. For Fox Friday, this meant not only establishing a presence in Western Australia but also ensuring their new venue reflected their brand identity while being operationally efficient. This is where a reliable and knowledgeable electrical contractor became crucial.

In August last year, Fox Friday engaged with us, their chosen electrical contractor, to facilitate the fit-out of their new beer hall and tap room located in Burswood, Western Australia. With our background in commercial electrical and expertise in brewery installations, we were well-equipped to tackle their project requirements.

Understanding the Challenges:

Fox Friday faced the challenge of expanding their business into a new market while ensuring a seamless integration of their brand into the new venue. They needed an electrical contractor who could not only work alongside their builder for the beer hall renovation but also provide expertise in brewery installations. Additionally, they sought ongoing support for any electrical issues that might arise in the future.

Our Solutions:

We began by collaborating closely with Fox Friday's team to understand their vision and requirements for the venue. Their design included decorative pendant lighting, commercial ceiling fans, and strip lighting behind the bar. Building upon this, we devised a comprehensive lighting plan and installation strategy covering general power, TV and AV equipment, data, and the implementation of a building automation system.

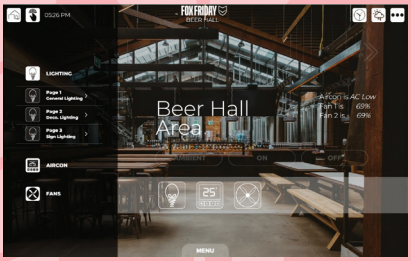
For the building automation system, we recommended and installed Clipsal C-Bus, a robust solution that we programmed in-house. This system offered centralised control through a touch screen tablet in the manager's office, providing management with the ability to oversee every light, ceiling fan, and existing air conditioning unit in the venue. We further enhanced efficiency by configuring automated lighting control, utilising scenes triggered by different times of the day. This ensured lights adjusted automatically, minimizing the need for manual intervention and potential user errors.



The Outcome:

By leveraging our expertise in both commercial electrical and brewery installations, we delivered a tailored solution that aligned with Fox Friday's vision for their new venue. The integration of Clipsal C-Bus provided not only convenience but also enhanced operational efficiency, allowing the management to focus on delivering exceptional customer experiences without worrying about lighting adjustments.

Moreover, our commitment to ongoing support ensures that Fox Friday can rely on us for any future electrical needs, providing peace of mind as they continue to grow their business in Western Australia.







Membership Matters

Do you want to be a part of an organisation that helps you tap the potential of your business, provides resources, advocates for regulatory change and celebrates all things indie? Then look no further.

The IBA has a clear vision: quality independent beer everywhere.

We provide a united voice for independently-owned breweries across Australia. Our mission is to build a strong, sustainable future for our industry.

Between 2021-2031, the IBA will work hand in hand with the industry to grow market share to 15% as well as navigate challenges and harness the opportunities the future presents.

We advocated for and delivered the increase of beer excise from an annual cap of $100,000 to $350,000, changes to excise payment schedules and accrued excise debt waived during COVID-19.

> **We cannot compete with the big players on resources and scale. However, by working together we can tap into a strong network of global and local knowledge**
>
> IBA Member, 2021

We are currently working on:

- Delivering the 2023 - 3 year Strategic Plan with four pillars of single minded focus:
  - National & State Advocacy
  - Consumer Awareness
  - Member Business Sustainability
  - IBA Health.

  Guiding principles:
  - Building resilience
  - Building sustainability
  - Strengthening the reputation of Independent Beer
- Advocating to the Federal Government to create Beer Australia, a national strategy and underpinning funding program.
- To support the independent brewing industry
- Work with state and territory governments to create/update Craft Beer Strategies.
- Working with national, state and territory tourism organisations to recognise tap rooms and brewpubs as unique and valuable visitors experiences.
- Build content, story and imagery on consumer channels eg. #Askforindiebeer and Independent Seal consumer campaign.
- Making recommendations regarding the national harmonisation outcomes for Container Deposit Schemes.
- Expansion of Certificate III to other states and territories.
- Establish apprenticeship and Certificate IV in partnership with education providers; and more.

Become a member today

IBA Board and Staff



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Brewery Manager/Founder
Madocke Beer Brewing Co.
Ashmore, QLD
Email



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Membership Manager (Part-Time)
Emily Doughty
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Head of Industry Development
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Indies Awards Advisory Committee



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Pia Poynton
Sales & Operations
Manager
Grape & Grain
Leederville, WA
Email



Image provided by Future Magic Brewing Co.



Associate Member Directory

Check it out!

We have over 100 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