Everything Indie

Edition 10
February 2024

In this issue...

We're in the fight

CDS Harmonisation

The Indies Awards

Key Dates



INDEPENDENT BREWERS ASSOCIATION

A message from the
Chief Executive Officer

Independent Brewers Association

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Welcome to our 10th edition of Everything Indie and to 2024.

There's been a lot happening over the last couple of months and while we try not to inundate you with comms it's a crucial time for the Association so we won't apologise ... this time! We also know that this is one of the busiest times of the year for our brewery members so have put a bunch of updates in one spot for you to read at your leisure.

To our members and readers who have been through some really tough times, from those affected by extreme weather incidents, are struggling to keep their head above water or who have had to say goodbye to valued team members – we are with you and are here to assist in any way we can. We also try to take stock, acknowledge and celebrate the wins. So a big fat well done to those who have announced new ventures, new products and successful summer/holiday seasons.

While the team took a couple of weeks to regroup and refresh over the holiday season it's been go go go ever since as we are working hard on a number of fronts. The spectacular news is that WE ARE BEING HEARD. Though I cannot guarantee that anything will change, to date, we are being told our voice is ringing loud and clear in the halls of Parliament so please keep pushing on with your local MP as there is still time but it is limited.

In this addition, we've got a number of updates, things that you need to know from a local perspective, updates on activities and events, new member resources and great associate offers/deals. You'll also find updates on our consumer direct activities, our support of local beer day and the High Country Hop Symposium, key dates and where to purchase your tickets to the Australian Independent Beer Awards.

We also hope that you have enjoyed the new state specific mailers around grants and resources – if you didn't receive this please give us a shout as the new Gmail and Yahoo sender requirements are messing with our comms at the moment.

In terms of what's next for us; we are gearing up for a visit to Tasmania with members of our Parliamentary Friends of Brewing to have a first hand experience with hops on the bine thanks to our pals at HPA. Then we are following this up with an event at Parliament House in Canberra on 20 March

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V1/23

where we be talking to the whole Parliament about why THEIR Australian independent brewers are important, how we support the agricultural sector and why we should not only survive to thrive, but to ensure a diverse, fair and quality beer industry for years to come.

One of the most important pieces of work on our agenda - although it may not seem like the most exciting but is important for our future - is our Draft Constitution which is out for consultation right now. Consultation has been broad and you still have the opportunity to have your say by flipping to page 24. Will be asking you to vote on the Constitution in the coming weeks, calling out for Board nominations then asking you to vote again! We will have vacancies on the Board so please have a think about whether you might want to dedicate your time, skills and expertise to support the future of the IBA. You can also nominate someone else who you feel would be appropriate, but they do have to agree to it.

Look out for new member resource resources as we try and respond to what you tell us is the most pressing need. We're going to be doing some research so we'll call on you for your information and input as you know, I've been banging on about this for nearly four years.

We've been really enjoying much more 1:1 interaction with our members lately. We're understanding the nuances of your challenges, hearing your suggestions, adding things to the list and very much appreciating the feedback – the Team work tirelessly so it's always nice to hear from you if we have it right, or wrong! We are all about providing you with a service so, please keep it coming.

Although it was hard to announce the cancellation of BrewCon, I look forward to seeing you in person for a quenching ale as we soon commence our Mash Up program, as we get ready to launch the new Western Australia Craft Brewing Strategy, the Queensland Artisan Plan and hopefully receive some good news on the grant application currently underway in Tasmania. For those South Australian members – we've nearly finished pulling a draft plan together and will be out to you soon for feedback.

And lastly, we're working really closely with our pals at the Western Australia Brewers Association to support their annual industry conference and really look forward to hosting the Indies Awards ceremony to bookend the day. It will be live streamed around the nation so please block out 2 August and stay tuned for more information in the next few weeks. So anybody that's planning on being in W.A. make sure you put that in your diary because we'd love to see you there with loads of industry, supply chain partners, and the whole of the Western Australia brewing industry.

As always cheers to the beers.

Kylie Lethbridge
Chief Executive Officer



Shout out corner

A round of applause and cheers for...

Moffat Beach Brewing - Congratulations to Matt Wilson on being named Beer & Brewer - 2023 Brewer of the Year >>

Holgates Brewhouse - Celebrating 25 years >>

Fox Friday - Opening of a new taproom in Melbourne >>

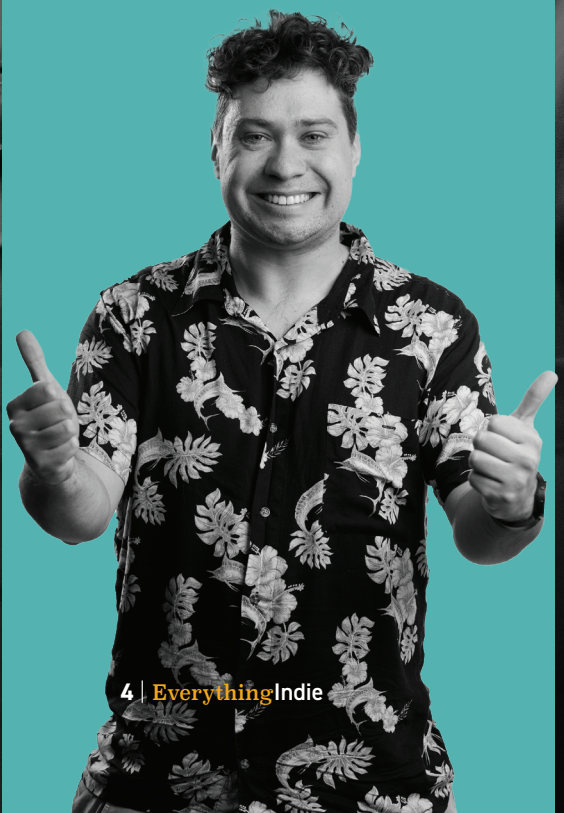
Otherside Brewing - Opening of a lounge at Terminal 2 Perth Airport >>

Gage Roads - Securing a 3 year deal as Official Beer Partner of Sydney Sixers >>

Young Henrys' Brewing Co. - Securing another 3 years as Official Beer Partner of South Sydney Rabbitos >>

Bentspoke Brewing Co. - Development of Brewed to Succeed pilot training program in conjunction with ACT Government and Canberra Institute of Technology >>

WA State Library - Launch of Liquid Gold - documenting WA craft brewing evolution >>



Welcome to our new members

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

These businesses now unite with over 530 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

Mountain Monk Brewers

Little Blessings Brewing

EST 2016 Crimson Finch

Block Party Brewing

Rightbank Brewing Society

Eclectic Brewing

Jamieson Brewery & Grill

Valhalla Brewing

Brewery in Planning

Brewery In Planning Member

Ocker Brewing

Associate Member - Level 1

worksmith
grow. hospitality. together.











In this issue...

06 We're in the fight
What you need to know and what you can do to make sure our voices are heard in Parliment.

09 Yarning Circle
This First Nations issues and how the IBA and its members can work together. First topic is Welcome or Acknowledgement of Country.

10 CDH Harmonsiation Update

12 Online Sales - Digital Age Verification

14 Indies Awards Key Dates, Judges & Stewards EOI's

16 Ask for Indie Beer consumer channels

18 NSW Liquor Act - Proposed regulation change

20 Pints for Purpose

22 Change is hard sometimes

24 In a few words
Numerous updates including Draft Constitution, BIRA, ACC, Plain English Allergen Labelling and more.

28 Member Resources

30 Member Grants & Offers

32 Education & Training

34 In the Media

38 2024 Events

42 The Key Ingredient
News and updates from our Associate members.

48 IBA Board and Team

50 Indies Awards Advisory Committee

FEB 2024



We're in the fight

What you need to know and what you can do

Our pre-budget submission was presented to the Federal Government on 25 January 2024 – it sets out our core requests on behalf of the independent brewing industry. And thanks to our collective action we know the message is getting through. To quote a Federal MP "we're hearing you in Canberra".

In early February, all of our members will have received a copy of our pre-budget submission. We've also discussed it at our recent member Town Halls but if you missed it, our primary requests were:

1) Support for the IBA to secure the future of our Australian independent beer industry

2) Development of a national framework to support the industry in the longer term – a national policy.

> "We're hearing you in Canberra. The next couple of months is where we all can make it count."

3) Freeze indexation of alcohol excise for a period of 2 years

4) Index the excise remission in line with excise rates.

5) Offer an extension/allow for flexibility for pay back terms for those independent breweries carrying an excise debt as a result of deferrals during the pandemic.

6) Support small brewing businesses to convert to more sustainable sources of energy.

The Federal Budget submission, includes a number of short, medium and longer term requests which, hopefully provide the federal government with easy to implement options for supporting our nations small producers. Some of these requests have been achieved elsewhere so we are hoping that what is presented are palatable solutions that will appeal to a broad range of national portfolios.

We know how well resourced and determined our opposition is so we must continue to present our case as a collection of small manufacturing businesses, providing jobs for Aussies, supporting local communities producing what we are terming as the 'adult drink of moderation'.

We're getting the message out

As you can see to the right – we have been getting the word out to media and Kylie and Richard have sat for plenty of interviews. We've been consistent in our message.

The Question for Government is: What beer industry does it want to see in the Future? If the Federal government does not act now on common sense reforms – our local independent brewing businesses will continue to close, and the cost of a pint will be out of reach for many Australian Consumers.

You can read the full media release here.

Taking the fight to Canberra

On 13 March 2024, our CEO is hosting several Federal government representatives on a tour of breweries and the HPA farm in Tasmania.

It is an important opportunity to reiterate the importance of the industry along the whole supply chain. Showcasing key raw ingredients, our manufacturing and world class hospitality.

Media Coverage

ABC News
Inside the 'shadow' factories making alcohol for the big liquor chains



Read article

Beer & Brewer
Government must act now to save independent brewers



Read article

Channel 7 - Adelaide
Popular Adelaide craft beer company Big Shed Brewing placed into voluntary administration



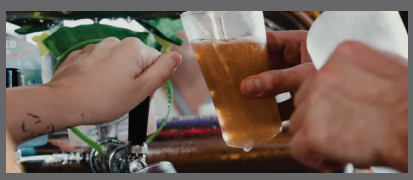
Read article

Forbes Magazine
Is trouble brewing in Australia's craft beer scene?



Read article

Smart Company
Big Shed Brewing, Hawkers Beer tap the administrators as craft beer sector calls for excise freeze



Read article

View More

We're in the fight

What you need to know and what you can do

Then on the 20 March 2024, we are literally taking our message to Canberra. We are hosting the second annual Parliamentary Friends of Brewing gathering. IBA Board Members and members of our team will co-host a function at parliament house with the Federal Members who have joined the group.

This is another key opportunity to drive home the needs of our industry.

So you want to help save our industry? Here's some action you can take.

1) Talk to your Federal Representative

- Nothing is more powerful than a brewery telling their representative the cold hard facts about the challenges they are facing but also the benefits your brewery brings to your local community.
- Don't be scared to interact. Your local representative is elected precisely to represent the members of its constituency – they need to hear from you.
- The IBA have sent our members a cheat sheet on "How to engage with your local MP ."
- Email your representative your story and attach a copy of the IBA's Federal Budget Submission
- Gather your local breweries and ask for a meeting.

2) Get your consumers involved

- We've been getting a lot of direct messages and communications from individual consumers and craft beer groups asking what they can do to support their local.
- Next week we will send our members a pack of information to help you bring your consumers into the fight. It will include some messaging, some social media tiles and some action requests.


Have your voice heard

Engaging your Member of Parliament

The IBA's engagement with government is non-partisan and based on a set of guiding principles. In our experience engagement undertaken successfully strengthens our partnership with communities as an independent and trusted voice.

We know a collective voice works, just look at what we have achieved with National CDS harmonisation, Cancer Warning Labels and Food Labelling.

Establishing a strong connection with your Federal and State Member of Parliament (MP) is crucial if you're an advocate looking to raise awareness for your cause and our industry as a whole.

Developing a lasting rapport is vital, as it ensures that the politician recognises you as an engaged member of the community, which in turn increases their receptiveness to your input.

When discussing matters of importance with government officials can encompass:

- State &/or Federal Members of Parliament
- Ministers
- Local Councillors.

What your MP can do for you

Your local members of Parliament have been elected to represent your needs not just as a resident but as a business owner.

It is their job to represent your needs and do this via various mechanisms.

- Ask questions or raise issues in Parliament and other decision-making forums.
- Help you to get information from government.
- Advise about government funding.
- Take your issue to the media.
- Talk to other MPs about your issue, including in the party room or in party policy forums.
- Sponsor your submission to a parliamentary committee.
- Take your issue to the Minister (by letter, or in person).
- Help build ties with other community or parliamentary groups.

By having a clear understanding of what an MP can and cannot do, you can tailor your requests and expectations accordingly.

Find out about your MP and electorate

Identifying your Member/Senator

Australian Government

To locate your Federal Lower/Upper House Member, go to the Australian Parliament House webpage.

State/Territory

To locate your State/Territory Lower/Upper House Members, visit:

- New South Wales
- Queensland
- South Australia
- Western Australia
- Victoria
- Northern Territory
- Australian Capital Territory
- Tasmania

Work with other Independent Brewers

Are there other Independent Breweries in your electorate having similar issues?

There is always power in numbers and banding together helps to demonstrate that the issues you want to address go beyond just one business. Working together also helps share the load of meaningful engagement.

Rene Abdallah Braeside Brewing, Australian Attorney General Hon. Mark Dreyfus MP and Evin Craney, IBA Board Director met to discuss the current climate for independent brewers in Australia

Download How to engage your local MP cheat sheet



Yarning Circle

Coming together

Welcome to our first 'Yarning Circle'. This feature will include topics discussing First Nations issues and how the IBA and its members can work together.

Proudly brought to you by the IBA Diversity and Wellbeing Project group.

Welcome or Acknowledgement

We have been asked by some members the difference between holding a Welcome to Country and noting an Acknowledgement of Country at their venues and when to have them.

A Welcome to Country is a Formal ceremony performed by an Aboriginal or Torres Strait Islander Elder or Traditional Owner to welcome visitors to their land. It is a way of acknowledging the traditional owners of the land that the gathering is taking place on. It can involve singing, dancing, a smoking ceremony and or speeches in English or language.

An Acknowledgement of Country is a statement that shows awareness and respect for the traditional custodians of the land you are on. It can be delivered by a non-indigenous person however it must be a genuine acknowledgement. Noting the traditional land you are on is a small way of showing you have researched this connection to land.

Both are delivered when groups are brought together to meet on a location and do not necessarily require repeating for numerous meetings or speakers during an event as it can lose its substance when washed over this way.

A helpful resource to know what country you are on if you do not know a local elder is:

www.aiatsis.gov.au

Here you can purchase the most well-known Traditional Lands map of Australia.

If you have any queries, feedback or concerns please contact Luke Cooper via email at tubbycooper@icloud.com

CDS Harmonisation Update

One register - one scheme

Over the last 12 months we have been pushing hard to have one register - one scheme to reduce the administrative burden and costs of CDS.

As outlined in November, we know our voice was heard (read their response) by state and territory Ministers and heads of the EPA view our open letter).

In another small win, we can now advise that HEPA has agreed to progress the project by undertaking a detailed modelling of the two "strawman" options that garnered the most support during consultation (Options 2B and 2C).

Both of the options propose a single service provider for CDSs across Australia to collect, manage and verify application data and coordinate communications between suppliers and jurisdictions.

Next steps

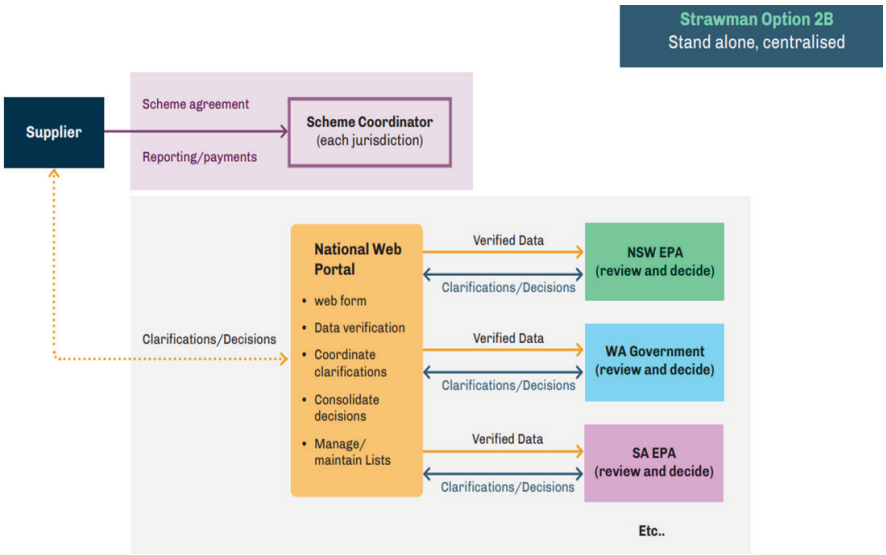
NSW EPA, in conjunction with the jurisdictional working group, will seek a provider to do this work.

The objectives of the work remains to streamline processes and reduce duplication and administrative burden for suppliers, scheme coordinators and regulators. The detailed modelling will explore the issues raised in consultation and other fundamental questions such as:

- How will it work in practice so that suppliers are able to meet their regulatory obligations?
- What will the governance arrangement be to ensure that all partners in CDSs deliver high quality services in good time?
- What will the costs and benefits be to develop and maintain it and will it represent value for money?
- The EPA will continue to work with the stakeholders that have already been consulted as well as others to provide detail, sense check the analysis, and identify potential unforeseen adverse consequences.
- The EPA aims to commission the work and have it started around March 2024, with a final recommendation for a proposed option to be presented to HEPA in the second half of 2024.

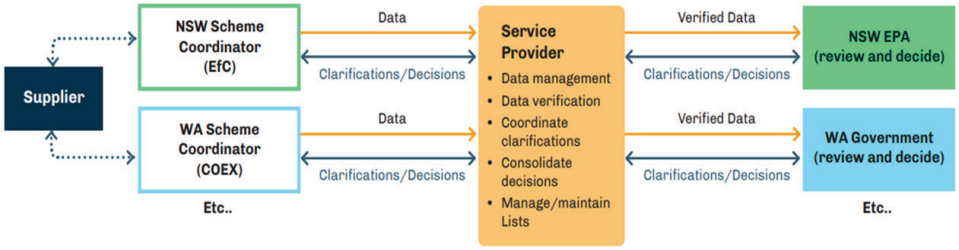
Options

Option 2B: 'stand alone, centralised' – a supplier would access a single



CDS container approvals application form via a stand-alone web portal, for container approvals across the Australian jurisdictions they wish to supply beverage containers into. A service provider would take on responsibility on behalf of all jurisdictions to verify application data, conduct conditional approvals of 'standard' container types, and maintain master lists of registered scheme providers and of approved containers. Each jurisdiction's CDS decision makers would receive verified applications for final review and approval. The service provider would be the single point of contact for suppliers from all jurisdictions who have applied for CDS container approvals.

Option 2C: 'integrated, centralised'



scheme coordinators in each jurisdiction would manage the intake of container approval applications using an agreed single CDS container approvals application form. Suppliers would only be required to make a container approval application once through the scheme coordinator/jurisdiction of their choice, for container approvals across the Australian jurisdictions they wish to supply beverage containers into. Applications would then be directed to a service provider who would take on responsibility on behalf of all jurisdictions to verify application data, conduct conditional approvals of 'standard' container types, and maintain master lists of registered scheme providers and of approved containers. Each jurisdiction's CDS decision makers would receive verified applications for final review and approval. The scheme coordinator would be the single point of contact for suppliers who have applied for CDS container approvals via that particular jurisdiction.



Do you offer same-day delivery sales to your customers?

> "Members in other states and territories should watch this space as it is likely that as the National Identify Verification framework develops similar regulation will emerge in each state."



Why do I care about this?

You should care about the Digital Age Verification legislation and consultations because it means real additional costs for every online transaction.

In 2023, **NSW** trialled and then adopted the requirement that same-day alcohol deliveries are required to verify a purchasers age at the time of the online transaction.

The primary option requires a business to use an accredited third party digital identify service provider under the Trusted Digital Identify Framework. This means that:

- There needs to be technological solution implemented on your web-store that sends your customer to have their identify verified through this third party.
- This customer's identification would need to be re-confirmed each time they make an online same-day purchase.
- There is a cost of using the Third Party service of anywhere between $0.50c and $2.50 per transaction.

In NSW, this regulation moves from a transition period to a requirement from ***31 May 2024***. It is limited to same-day delivery sales. You can find more information here.

In February 2024, the QLD Government started consultation on the same issue – and used the NSW legislation and the benchmark. However, there was one key distinction. In QLD they were considering using this method for ALL online transactions not just same-day delivery transactions. This obviously has considerable financial and other implications.

Consultation closed on 16 February 2024 and you can view the IBA's submission on behalf of our members below.

View Submission

Online Sale - Digital Age Verification





The Indies Awards Key Dates, Judging & Steward EOI's

We are excited to announce the key dates for The Indies Awards, so you can organise which beers you will be entering this year.

March 5	Judge & Steward EOI's open
April 6	Judge & Steward EOI's close
May 1	Entries open
June 5	Entries close
June 21	Competition Labels emailed to entrants
June 24-26	TAS deliveries to state depot
July 1-3	VIC, NSW, QLD, NT, ACT +SA deliveries to state depot
July 15-17	WA and last chance deliveries to CHILL Jandakot, WA
July 29-31	Competition Judging - Claremont Showgrounds, Perth
August 2	Indies Awards Ceremony

Delivery Options

There are two options for delivery. Consolidated cold shipping will be offered by our logistics partner, CHILL, and sent from state depots to help reduce freight costs or entrants are welcome to use their choice of logistics and send direct to Perth by July 17.

CHILL will offer discounted freight to IBA Members.



View Steward Role Description

View Associate Judge Role Description

View Full Judge Role Description

View Table Captains Role Description

Judge & Steward EOI

Expression's of Interest will open on Wednesday 5 March and close on Friday 5 April.

The Indies judging will take place at Claremont Showgrounds (Perth) from Monday 29 to Wednesday 31 July.

Our judges are selected from the brewing industry and eligibility includes brewers, cicerones, sensory experts, suppliers, consultants and writers.

Judges are selected based on their sensory abilities, industry and peer recognition, previous judging experience, knowledge of beer styles and the brewing process as well as previous judging experience. Don't worry, there will definitely be spots for those trying to get into judging!

We understand it is important that the IBA provides a pathway in to judging as well as opportunities to learn from those more experienced so we will be ensuring that we allow for that in our selection process each year.

Indies judges perform several important roles as they are not only required to assess entries against stringent criteria to determine medals and trophies but they have an important role in providing concise written feedback to assist the maker to improve on identified faults and understand their score. They are also required to work with their fellow judges to come to a consensus on all of these elements in what is a very fast moving process.

Don't have any judging experience and not sure where to start? Stewarding is the first step in your judging journey. As a Steward, you have the opportunity to be an integral part in the process, to watch how it all happens and to learn the basics of beer judging from some of the most experienced talent in the country.

Judges will be selected by the Head Judge and Indies Awards Advisory Committee.

The Pathway to Judging

The pathway to judging begins as a **Steward,** where the role is key to assisting judges with pouring and presenting beer entries. It's WAY more complicated than it sounds!

As a Steward, you have the opportunity to be an integral part in the process, to watch how it all happens and to learn the basics of beer judging from some of the most experienced talent in the country.

From there, you can try your hand as an **Associate Judge** where you would evaluate entries alongside Full Judges and participate in discussions.

The big jump is from **Associate Judge** to **Full Judge** where you have the authority to evaluate and rank beers independently. The more experienced Full Judges are then selected by the Head Judge to act as **Table Captains**. They oversee each group of judges, mentor their Associate Judges and ensure consistency and accuracy of the process and evaluations.



Ask for Indie Beer Consumer Channels

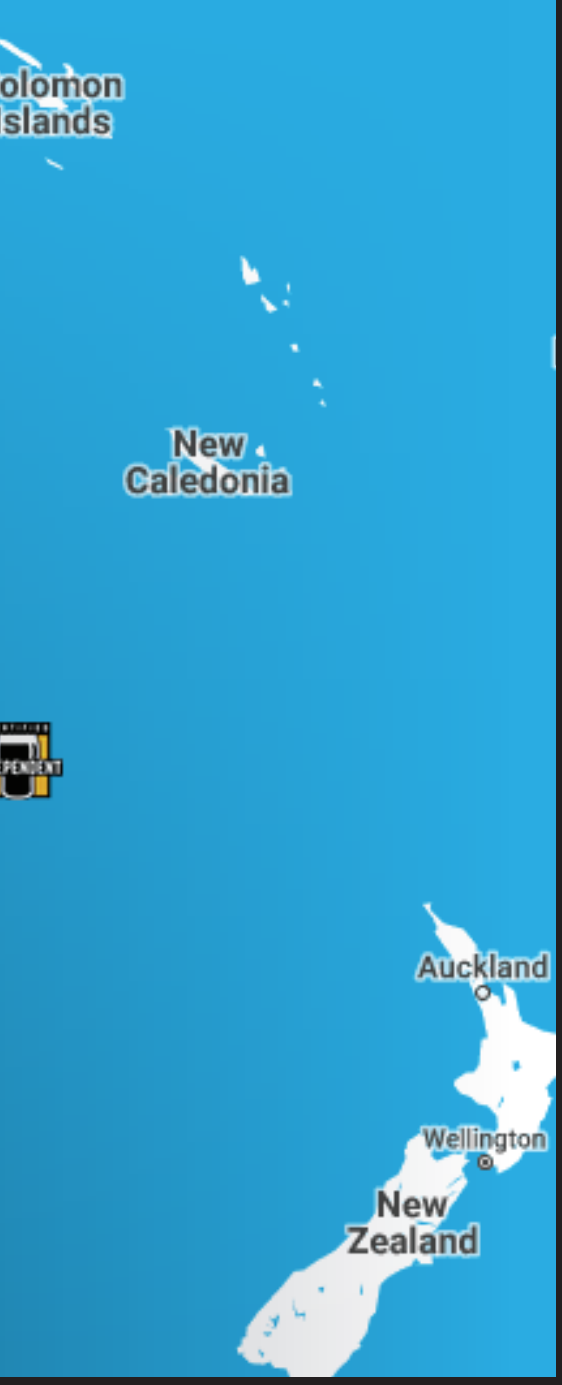
Another way to promote your business!

Did you know that we have social media and a website targeted specifically for consumers?

Last year as part of the first consumer campaign we revitalised the Ask for Indie Beer channels to focus on educating consumers to look for the independent seal each time they purchase a beer.

The website in particular is where you'll 'Find an Indie' where every member is listed. The list includes information about your business including whether you have food available, pet friendly or family friendly.

View 'Find an Indie'



Assets available











Each brewery has a unique link so you can access your listing and update it on the website. Contact communications@iba.org.au for your link.

We will be launching the events section of the website shortly, where you can add your event to showcase to our consumers.

The other section we would like to launch is the beer trail section. If you are apart of a beer trail. Let us know so we can add it to the list!

We had over 15,000 consumers visit the site last year and look to increase that this year with more consumer campaigns.

We also have over 18,000 consumers on our database and reached over 38,000 consumers over the Christmas break via our social media channels. So let us know if you want us to promote your event.

But what is most important is that consumers see the Independent Seal when they are in your brewery, reaching for a can or celebrating with you at an event. We have posters, coasters, tap talkers and mixed carton for 375ml and 500ml 12 packs promoting the seal available. Simply order via the website.

If you need anything, please email me at communications@iba.org.au.

Kelly Falconer
Head of Marketing & Communications



Hard Solo v Solo...

> The IBA has been, and will always be, committed to the highest standards when it comes to supporting **responsible consumption of alcohol**



You can't have missed the Hard Solo issue in 2023 – and now its having real repercussions with proposed regulation changes in NSW.

The NSW Government are proposing to adopt a regulation change in NSW that aims to 'prohibit a class of liquor products that leverages well-known soft drink branding'. In the proposed regulation, the NSW Government borrows heavily from the language in the Hard Solo decision by Alcohol Beverage Advertising Code. Namely by adding the following clauses:

> c) the name of the liquor product, or its design or packaging, is likely to be attractive to minors, or
>
> d) the liquor product is likely, for any reason, to be confused with soft drinks or confectionery, or
>
> e) the liquor product is, for any other reason, likely to have a special appeal to minors...

By the time you are all reading this, we will have discussed the issue at the NSW Townhall and we will also be coming out directly to our NSW members via email to seek your feedback.

The move is not surprising given the significant impact this issue had on the political discourse around alcohol as a "problem". The IBA participated in a number of discussions with Federal Government following Hard Solo. The IBA has been, and will always be committed to the highest standards when it comes to supporting responsible consumption of alcohol.

On a positive note, the NSW Governments adoption of the ABAC decision lends considerable weight to the effectiveness of ABAC as an oversight scheme for alcohol advertising in Australia.

You can read the consultation letter from NSW Government below.

View Letter



NSW Liquor Act – Proposed Regulation Change



Pints for a purpose

Can you help a fellow brewer?

In times like these, it's important for us to recognise that each one of us is facing our own unique challenges. While many are navigating rough waters together, there's one among us who is shouldering an exceptionally heavy burden.

Kylie from Purple Mango Cafe & Brewery, located in the NT, has been diagnosed with a particularly aggressive form of breast cancer.

Kylie and her husband Adam Asanovski run Purple Mango Cafe and Brewery and at the end of 2023, they were close to completing the construction of five accommodation units at their bushland brewery and café an hour out of Darwin en route to Kakadu, and looking forward to being added as a stop on helicopter tours of the region.

Then, just last month, Kylie was diagnosed with an aggressive form of breast cancer and their grand plans were thrown into turmoil.





Chris Brown & Nayana Patmore from Beaver Breery, Kyle Pearson from Alice Springs Brewing Co. and Adam Asanovski Purple Mango

> "The absolute best thing about working in our industry is the support and care we have for each other. Its not always about beer and this is a great example of a member of our community needing help so please get behind them to demonstrate that every indie is important"

Purple Mango is the epitome of owner-operated. Kylie will serve the beers from the shed housing the brewery, as well as pizzas (cooked by Adam on their outdoor oven), before sending you on your way with chilli mango dressing from their gift shop which, of course, she had made.

As a result of the diagnosis, Adam has had to take on other work to try to keep the brewery and café going while Kylie receives treatment. And that's why the local brewing scene has rallied around them.

Chris from Beaver Brewing and Kyle from Alice Springs Brewing Co. have been assisting with brewing and keeping the doors open but as we all know the bills just keep coming.

As part of Local Beer Day, Pints for Purpose is being held to assist in raising much needed funds to assist Adam and Kylie, as she embarks on 5 months of treatment.

A gofundme page has also been set-up with a goal of $20,000 for those that can't be there in person but would like to show their support.

So, if you can spare a dollar or two, it will make a meaningful difference in Kylie's life and offer her hope and encouragement as she battles this condition. Together, we can lift her spirits and provide the support she needs to focus on her health and well-being.

Donate Now

Source: Chris Brown, Beaver Brewing and The Crafty Pint



> Please know we appreciate you and everything that you've done for the IBA and its members and we wish you all the best with your new adventure.

I'm sure we are all still reeling from the news that Matt has decided to close his doors and that our regular Brews News is no longer. We certainly are. We're feeling a real sense of grief and I'm sure we will for some time.

Many of us tuned into the podcast and while we respect and totally understand the trials and tribulations of running a business, it doesn't negate the fact that we are feeling a significant loss.

Of my nearly four years with the IBA, one of the things that has been a constant is my regular catch-up with Matt, debating the real issues that affect the industry but most importantly, talking extensively about the opportunities and dreaming of a possible future for indie brewers. Thankfully, Matt has been the keeper of beer sector history and shone a light on the often-difficult subject matter and the issues that aren't popular but need to be said. There is no doubt that Brews News has supported our Association along the way and I'm sure everybody reading this will agree that Matt's passion and commitment deserves to be honoured and respected.

In this article, we pay homage to Matt and the 20 years that he has given to our industry. We acknowledge his dedication and we thank him from the bottom of our hearts for all he's given us personally and professionally.

I will miss his dulcet tones on the podcast as many others have noted. It was certainly a regular feature of my car rides, gardening, walking the dog etc – those lovely free moments when you have time to be inspired and think clearly away from the desk. Hopefully will continue to see Matt involved in the beer industry - my bet is he won't be able to say away for long!

Matt, I'm sure you're reading this so please accept our sincere thanks.

Please know we appreciate you and everything that you've done for the IBA and its members and we wish you all the best with your new adventure.

And of course, we look forward to raising a glass to you in the near future.

Kylie Lethbridge
Chief Executive Officer


Change
is hard
sometimes

In a few words

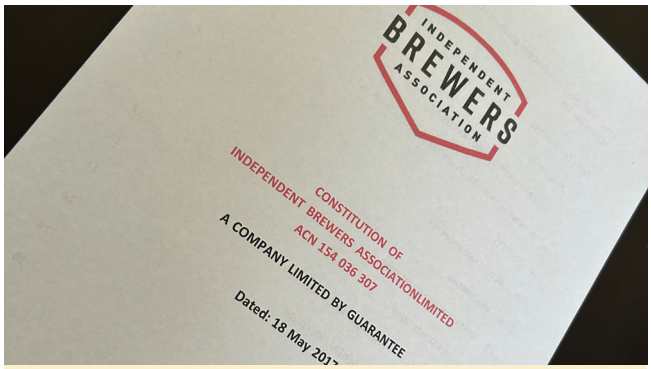
Use of the word ANZAC

The word 'Anzac' has a unqiue place in Australia culture, and is protected under the Regulations to ensure its appropriate use. The Regulations aim to preserve the significance of the words as it relates to the bravery and seld-sacrifice of the first Anzacs and the special place Anzac has in Australia's heritage.

The Regualtions prevent the use of the word 'Anzac' in connection with any entertainment, trade, business, calling or profession without the permission from the Minister for Veterans' Affairs. Broadly, the Regulations apply if the organisations intend to use the word 'Anzac' in any formal, official, fundraising for exhibitions, games, sporting or social gatherings and performances or lectures.

Simply apply for permission to use the word 'Anzac' via the link below. There is no cost for the permit.

More Information



Last chance to have your say on the draft constitution

If you haven't been able to attend a Town Hall or woudl like your feedback formally recorded then please complete the very short survey.

Consultation closes on 8 March.

More Information

AUSTRALIAN COMPETITION & CONSUMER COMMISSION

Survey: Product safety mandatory reporting

The Australian Competition and Consumer Commission has released a survey asking suppliers about their understanding of the mandatory reporting requirements for death, serious injury or illness associated with a consumer good or product related service under the Australian Consumer Law.

Have your say by 3 March.

More Information



South Regional TAFE WA to pilot traineeship in Certificate III in Food Processing (Brewing)

South Regional TAFE has been successful in adding the Certificate III in Food Processing (Brewing) to its' scope of registration, and will be offering a pilot traineeship program in the south west of WA in semester 1 2024.

More Information

BIRA
BREWING INTERLABORATORY REFERENCE ANALYTES

BIRA Program 2024

With the impending updates by FSANZ to mandate energy and carbohydrate labelling of beer there's no better time to join BIRA and ensure your alcohol and apparent extract testing is accurate.

As always, the BIRA program will be covering all of the essential analytes including:

- Alcohol-by-volume
- Apparent Extract
- Colour
- Bitterness
- pH
- CO2
- Total Acidity

They're always open to discussing additional analytes based on participant interest.

2024 Membership Costs:
BIRA is a not-for-profit volunteer led organisation. The BIRA leadership committee have set the 2024 membership at the revised rate of AUD $250, inclusive of 4 rounds of samples and postage throughout Australia.

Secure your place in the 2024 program by joining

More Information

A reminder about upcoming Labelling Changes - Plain English Allergen Labelling

All drinks manufactured on or after 25 February 2024 must display information relating to allergens in the manner prescribed under the new Plain English Allergen Labelling requirements.

There is a stock-in-trade provision which means that products packaged and labelled prior to 25 February 2024 will be permitted to be sold until 25 February 2026. We encourage you to make any necessary changes as soon as possible.

More Information



Plastics Ban - WA

As you may be aware, to reduce pollution the WA government is implementing more bans on certain plastic items from 2023 to 2025.

The National Retail Association has been engaged by the WA Government to assist businesses to understand and prepare for the bans.

Quick facts about the ban

- The bans come into effect in 4 stages from September 2023 to July 2025.
- The ban includes multiple items, such as degradable plastic additives, expanded plastic packaging, and a wide range of plastic foodware.
- The ban applies to all businesses and suppliers, as well as community/not-for-profit organisations, regardless of whether items are provided free or sold.
- Please also note that 'plastic' includes bio-based or compostable plastics in any amount or type, including paper items with plastic coatings or linings (limited exemptions apply for certified compostable items).

Free support services for businesses

The National Retail Association is providing a range of services which are free and available to all impacted businesses including:

- Dedicated business website with information, resources and guides
- Free online information sessions for businesses.
- Toll-free business advice hotline. Contact our team: 1800 817 723 or sustainability@nationalretail.org.au
- Visiting up to 4000 stores across Western Australia from January to July 2024 delivering resources and advice.

More Information

In a few words

Have your products ranged with Coles Liquor Group.

Looking to be ranged in your locaol Liquorland, First Choice Liquor or Vintage Cellars?

Simply email the below to CLGLocalBeer@coles.com.au:

- Overview of product and brewery
- Relevant commercials
- New Line Form for your product using this link
- Product samples required

This will be reviewed monthly with successful breweries being opened up to store hyper local ranging and communicated each month to relevant store/state teams.





Image provided by The Welcome Swallow Brewery

Member Resources

If you haven't had time lately to familiarise yourself with the 150+ different resources in the member portal, best you jump on now. Here's just a snap shot of the most recent:



How to engage with your local MP

We have developed a 'How to engage with your local MP' cheat sheet, so you can advocate for change in your area.

We know a collective voice works, just look at what we have achieved with National CDS harmonisation, Cancer Warning Labels and Food Labelling.

The cheat sheet gives you plenty of different ways, so you can choose what the best way for you are.

If you need any assistance with advocacting to your local MP, we are here for you, We can attend meetings, assist with drafting emails etc. Contact Sabrina Kunz, Head of Industry Development on sabrina.kunz@iba.org.au for a chat.

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



Photo by John Matychuk on Unsplash

2024 Energy Market Outlook for Business webinar

Choice Energy has looked at the roadmap to slashing energy costs, managing power 24x7 and driving sustainability.

Hear from the expert panelists including:

- Dan Plimak: Founder/ MD Energetica - Analytics & Procurement optimisation
- Dr. Ron Ben-David: Professorial Fellowship, Monash Uni, Principal Solrose Consulting, Energy Thought Leader
- Phil Casey: Compliance & Strategic Relations Manager, Australian Steel (ASI)
- Chris Dean: Chief Executive Officer, Choice Energy, Solar & Procurement
- Alan Gill: Executive Director, Choice Energy, Solar & Procurement

In this webinar, you will learn:

- Energy trends, new technologies, innovative leaps in 2024 - Stay ahead with the latest electricity and solar news.
- Solar solutions - New ways to free funds, tax incentives.Discover next opportunities to slash bills and boost sustainability
- Energy status-quo state-by-state - Position your business for success with probable scenarios
- Impact on industries most affected - See how big energy users will leverage tariffs, tax breaks, errors to cut costs

View webinar

FSANZ Standard 3.2.2A - Guide to Implementing

The standard captures food businesses that handle unpackaged potentially hazardous food that:

- is used in the preparation of ready-to-eat food to be served to a consumer or
- is ready-to-eat food intended for retail sale by that business.

This guide will aassit you in meeting the updated standards

View resource

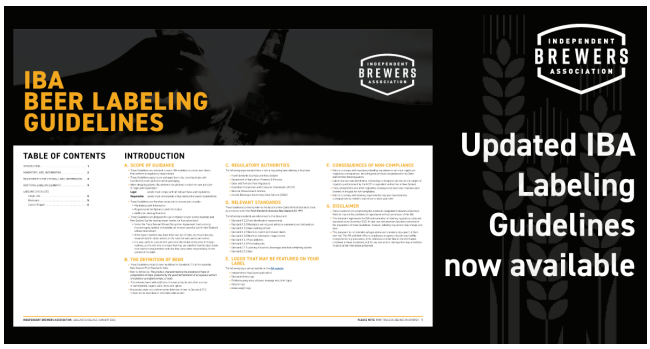
Sustainable tourism

The Australian Government knows that travellers are increasingly looking for sustainable experiences, so are offering benefits to Australian businesses who take advantage of this burgeoning market.

To help businesses capitalise on this opportunity, they have developed the Sustainable Tourism Toolkit to help give businesses clear and practical assistance to become more sustainable.

View resource





IBA Labelling Guidelines

We have updated the IBA Beer Labelling Guidelines and Logo Pack to help our members comply with Australian beer labelling laws. The Guidelines have been created in consultation with members and stakeholders: including The Alcohol Beverage Advertising Code Scheme (ABAC), Food Standards Australia and New Zealand (FSANZ) and DrinkWise.

You will find brief instructions for using the Guidelines, how to use the Logo Pack and a link to FAQs to answer any questions you might have.

More Information

ABAC Best Practice Guide for Responsible Digital Marketing

ABAC has developed the guide to assist alcohol marketers and their agencies in the management of their digital marketing.

View resource

Reduce your freight costs

Did you know the IBA has partnered with Australia Post to get members bespoke rates?

See how you can take advantage of these rates.

View offer

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 Innovation Program - NT Closes 30 April

Helps businesses develop and commercialise innovative concepts through mentoring, funding, investment and networking opportunities. Participants can get up to $30,000 to progress and commercialise their concept.

More Information

MVP Ventures - NSW Closes 30 April

Supports startups and innovative SMEs in the product lifecycle between early-stage research and mature investment. Grants from $25,000 to $50,000 are available to help drive the commercialisation of highly innovative new products or processes.

More Information

Enabling Tourism Fund 2024 -VIC Closes 28 March

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 destination charging grant - NSW Closes 3 May

An electric vehicle charger could enhance your tourism business by bringing new customers to your door. Breweries with experiences that are suitable for their local area and have cellar doors that are open to the public for tastings are listed as eligible destinations for this grant.

Contact NSW Government EV destination charging grants team for more information destination.charging@environment.nsw.gov.au.

More Information

Digital Jobs for Manufacturing fund -VIC Closes 31 March

Grants of up to $5,000 are available for Victorian manufacturing businesses to upskill existing staff in digital technology. The business needs to be on a growth trajectory and seeking to apply digital technology to their operations. Eligible businesses can receive funding for up to five employees. A digital element must be incorporated into the employee's position description upon completion. This is to ensure that the employee is assigned relevant work activities and tasks to apply their learning.

More Information

Charge Up Workplace EV Charging Grants - WA Closes 3 May

The WA Government is encouraging the spread of electric vehicle chargers by co-funding about 50% of the cost. Grants are available for eligible small businesses, including destination charging (shop, dine or recreate) for customers and visitors.

More Information

This is just a snap shot, we currently have 35 grants listed on our website.

View More Grants

Member Offers

Below are just a snap shot of member offers currently avaialble. 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





Australia's own brewery management software

Designed by Aussie brewers & IBA Member Five Barrel, Abbl is your complete brewery management software built to streamline all your processes in one, easy to use, flexible platform.

You can schedule your brew days with ease. Keep your recipes at your fingertips and make adjustments while you brew. Abbl allows you to track and forecast all your inventory, grow your sales and keep your beer moving with logistics and delivery planning.

Because we designed Abbl from the ground up, we knew how important it was for the program to be a supportive tool rather than an additional burden on already busy breweries. Abbl can be used seamlessly from mobile to tablet to laptop meaning that brewers, sales reps, cellarman bookkeepers and owners can all access the data they need quickly and easily. Abbl is customisable and fits into your workflows without adding stress.

As software built by brewery professionals, we know how challenging it can be to run a brewery. That's why we want to offer **15% off to all Independent Brewers Association members**.

More Information

5% Discount on all Business of Beer consulting and advisory services

This offer is made in an effort to reward those who are already IBA members and to encourage those to join who are considering signing up. A strong well funded IBA is essential for the ongoing growth of Indi Craft Beer.

View Offer

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

Measuring & Tracking Quality for Success – Public Training

By measuring and tracking quality, you can identify areas where your business is doing well and 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.

Date: 14 March 2024
Time: 12:30pm -4:30pm (AEST)
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

Essentials to strengthing 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

WSET launchs new beer qualifications in February 2024

WSET (Wine & Spirit Education Trust), the world's largest provider of drinks education, is to launch two new beer qualifications, Level 1 Award in Beer and Level 2 Award in Beer, from February 2024.

The new beer qualifications will set the global standard for tasting and education in the beer category. They've been created by WSET's Product Development team, led by Sara Hobday, Head of Product Development – Beer Qualifications. The team has been supported by Mirella Amato, Senior Business Development Manager – Beer, WSET Americas – world-renowned beer educator and consultant, and one of only 22 Master Cicerones® – as well as Stuart Howe, Technical Development Manager, Institute of Brewing & Distilling.

WSET Level 1 and 2 Awards in Beer will provide both trade professionals and beer enthusiasts with the product knowledge and tasting skills to become more beer confident. The courses will explore the main types and styles of beer, key methods of production, tasting technique and food pairings. Using WSET's trademarked Systematic Approach to Tasting, students will be equipped with a universal language to describe what they're tasting and a framework for assessing quality.

WSET Level 1 Award in Beer
This beginner-level beer qualification is ideal for anyone at the very start of their beer journey. Packed with activities and tastings, this course will provide essential foundations in:

- beer ingredients and production
- the principles of storage, service and food pairing
- the characteristics of 20 key beer styles - from lagers to lambics
- how to taste and describe beer using WSET's Systematic Approach to Tasting

Tasting samples

Students will have the opportunity to sample an array of different beer styles including malt-driven, hop-driven, yeast-driven and sour styles.

Study hours and exam

Students will take part in six hours of guided learning which includes a 30-question multiple choice exam. No private study is required.

This short course will help those working in beer to answer customer queries with confidence and provide helpful recommendations. If you're learning for fun, you'll leave knowing how to get the most out of every glass and feeling inspired to explore beer further.

WSET Level 2 Award in Beer
This intermediate level beer qualification is for anyone eager to expand their knowledge of beer, whether a beginner or someone who already has some beer knowledge. It's a longer and more in-depth course than Level 1 and allows students to cover the essentials in greater detail, including: the main ingredients used in beer production and how they're processed

- how production influences the way beer looks, tastes and smells
- the key principles and processes involved in beer storage, service and food pairing
- the characteristics of over 60 beer styles, including speciality beers, and how they are produced and labelled
- how to taste, describe and assess beer, using our Systematic Approach to Tasting

Tasting samples

Students will have the opportunity to sample an array of different beer styles including malt-driven, hop-driven, yeast-driven, sour styles and up to two off-flavours.

Study hours and exam

Students will be required to study for a minimum of 28 hours. This includes 16 hours of guided learning with a course provider, 11 hours of private study and a one-hour exam.

This qualification will enable beer and hospitality professionals to provide valuable guidance on beer selection and service to your colleagues and customers. If you're a beer enthusiast, you'll leave knowing exactly what to look for when selecting beers for any occasion.

More Information

> "With a strong focus on tasting a wide range of beer styles, I'm excited to be able to deliver our new courses in-person in an interactive format. It'll be highly rewarding to see people's eyes open to a world of beer that they may not have experienced before."
>
> Jayne Lewis, Business Development Manager – APAC, WSET Asia Pacific

In the media



Industry reacts to beer tax hike

As of Monday 5 February, Australia's beer industry is facing a detrimental increase in tax once again, with Australia's beer tax currently the third highest in the world.

For beer with alcohol exceeding three per cent in an individual container less than eight litres, tax has now increased from $59.06 to $60.12 per litre of pure alcohol, and pub beer tax now sits at $42.37 for beers over 3.5 per cent.

Read the full article at Beer & Brewer



Economic pressures pile problems on indie brewers

A skyrocketing excise tax, legacy debt from the pandemic period, increased production costs, and decreased consumer demand have combined to create an incredibly difficult market for independent brewers to operate within.medal.

Read the full article at Beer & Brewer

A Brewing Crisis: Excise Taxes Threaten Independent Breweries in Australia

The Australian independent brewery scene faces a dire threat as soaring excise tax rates push small businesses to the brink of collapse. The Independent Brewers Association calls for common-sense reforms to level the playing field and preserve the industry. brewers."

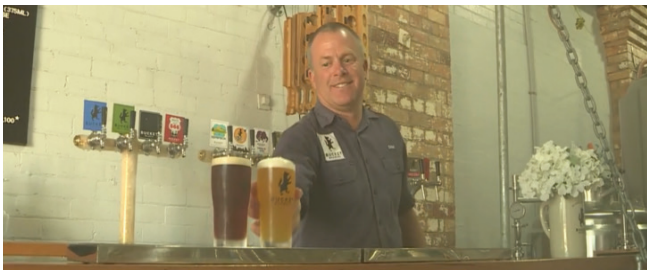
Read the full article at BNN

BrewsNews
THE INDUSTRY'S TRUSTED MEDIA SOURCE

IBA calls on government to introduce reforms

If the federal government does not act now on common sense reforms – our local independent brewing businesses will continue to close, and the cost of a pint will be out of reach for many Australian consumers.

Read full article at Brews News



Wayward Brewing & Local Drinks Collective Emerge From Administration

Wayward Brewing and the Local Drinks Collective (LDC) distribution company they launched with Batch Brewing Co in 2022 have exited a period of voluntary administration with the existing owners still in charge.

The news comes just over three weeks after they entered administration, looking to return the two operations to a cash flow positive state, and describing the move as the last stage of restructuring the business. After a creditors' meeting today (January 24), the owners of the Camperdown-based brewing company agreed to pay ten cents on the dollar to creditors..

Read the full article at the Crafty Pint



Interview: Independent Brewers Association CEO explains causes of craft beer's current crisis

A worrying trend of breweries being forced into voluntary administration has begun to emerge in Australia's craft beer industry. Drinks Trade sat down with Kylie, to discuss what is causing the crisis.

Read the full article at Drinks Trade



IBA demands liquor tax changes from Federal Government

The Independent Brewers Association (IBA) has put forth six proposals to the Federal Government that aim to provide greater support to the 600+ independent breweries in Australia.

Read the full article at Drinks Trade

In the media



Independent Brewers Assoc calls for excise common sense

As another craft brewery – Hawkers Beer – enters voluntary administration, the Independent Brewers Association (IBA) has ramped up pressure on the government to freeze excise indexation and adopt other strategies to support the sector.

Read the full article at Drinks&Food



Alcohol tax rise: Aussies to be slugged more at the pub

Aussie drinkers will be forking out more for grog from February 5. Punters will be slugged an extra 30 cents for a schooner.

Australia's tax on alcohol is the third-highest in the world and is indexed twice a year based on rising household inflation, measured with the consumer price index (CPI).

Read the full article at Illawarra Mercury



Wayward Brewing collapses; creditors owed $2 million

Australian craft brewery Wayward Brewing has entered into voluntary administration, owing creditors an estimated $2 million.

The collapse was due to financial losses from decreasing consumer demand in the craft beer market and rising production costs.

IBA CEO Kylie Lethbridge said the craft brewing industry faces greater challenges than wine and spirits due to a lack of federal government support, policy recognition, and funding programs

Read the full article at Inside FMCG



Australia's craft beer system at brink of collapse - as breweries lose battle to multimillion dollar overseas giants

Australia's once thriving craft beer scene is at risk of mass closures as independent brewers face a "perfect storm".

Read full article at news.com.au



'Shocking to see': $15 pints to become new normal

Beer lovers will face another cost-of-living blow next month when the tax on alcohol increases once again, meaning a pint could cost more than $15.

The industry is putting renewed pressure on the federal government to freeze the excise and implement urgent reforms to ensure the viability of local manufacturing.

Watch the full arcticle at news.com.au



IBA calls for immediate Government help to save independent brewers

"If the government does not act now on common sense reforms independent brewing businesses will continue to close and the cost of a pint, made by a local Australian brewery, will be out of reach for many Australian consumers."

That is the crux of the Independent Brewers Association's (IBA) Federal Budget submission, which is calling on the Government to act now in order to save Australia's independent brewing industry.

Read the full article at The Shout



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







24 February Local Beer Day

It's all about raising the profile of the local industry by showing that, while individual businesses might be small, together we are mighty.

27 February Victoria Constitution Consultation Town Hall

We are providing an opportunity to address the proposed changes to our Constitution and answer any questions.

9 March HPA Farm Tour and Lunch Tasmania

22 March High Country Hops Technical Symposium

Join Bridge Road Brewers and the Independent Brewers Association at the 2024 High Country Hop Technical Symposium. Bringing together leaders in craft beer with a carefully curated program, this unique event provides meaningful information, dialogue and inspiration from indie beer's peak body, growers, suppliers, technical experts and award-winning brewers.

30 April IBA AGM

Hear how the Association has supported and advocated for the industry through our Board, Team, Projects Groups, Indies Advisory Committee and State Chapter Leads and voting for the new Constitution will occur.



Tap into Greatness: Entries Now Open for the 2024 Melbourne Royal Australian International Beer Awards!

Melbourne Royal is delighted to announce the opening of entries for the prestigious 2024 Australian International Beer Awards (AIBA). Additionally, tickets are now available for the highly anticipated Trophy Presentation Dinner on Thursday 16 May – an annual Melbourne Royal sell-out event.

The Melbourne Royal Australian International Beer Awards is hailed as the largest annual beer competition globally, evaluating both draught and packaged beer, along with beer packaging design. Having celebrated its 30th anniversary in 2023, the Awards attracted a record 2,826 entries from over 400 breweries spanning 21 countries — this event goes beyond mere sips and swigs!

Brewing excellence knows no bounds at these Awards, welcoming breweries of every size – from the boutique microbreweries to the titans of large-scale commercial production. Melbourne Royal stands as a global beacon, offering brewers a vital benchmarking opportunity through these prestigious Awards.

In 2024, the Awards promise to deliver a brew-tiful experience, awarding 11 major trophies, including the coveted Champion Australian Beer and Champion International Beer trophies, accompanied by an additional 24 category trophies.

This year, Melbourne Royal is excited to again confirm the presence of an international judging contingent, after their return in 2023 following the easing of international travel restrictions. Details of the panel will be announced closer to judging.

The 2024 Australian International Beer Awards also welcomes several exciting new refinements to the program, including two new additions to the 2023 Edition US Brewers Association Beer Style Guidelines, West Coast-Style India Pale Ale and Dessert or Pastry Stout and New World Lager being split into Modern Lager and Modern Pilsner.

To learn more about what's new in 2024 and how to enter, click here.

Don't miss your chance to be part of this exciting award program, with the winners to be announced at the Trophy Presentation Dinner in the iconic Victoria Pavilion at Melbourne Showgrounds on Thursday 16 May. This event will sell-out, so don't delay in purchasing your ticket by clicking here.

Key Dates:

Entries Close: Friday 8 March
Judging: Tuesday 7 – Friday 10 May Trophy Presentation Dinner: Thursday 16 May

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 Level 1	$1,000	$91.67
Associate Level 2	$5,000	$458.33
Associate Level 3	$10,000	$833.33

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



The Key Ingredient

News and updates from our Associate Members



Image supplied by HPA.



Not your average Lager yeasts.

Yep, 90% of beers made in Australia are classic, easy drinking lagers and our 3 most popular and relied on yeast strains make these golden beauties. We call Fermentis' range of active dried lager strains SafLager™ which is trusted by brewers the world over. We currently have 3 strains and very soon will be introducing a fourth.

Find out more about those here

Our lager yeasts are sourced from some famous locations and processed meticulously to preserve all of their natural properties during each step of the drying process.

If you are after a classic, reliable and robust yeast that has been tried, tested and produces clean results look to SafLager™ W-34/70, sourced from the famous Weihenstephan Brewery in Germany.

Alternatively, if you are creating an elegant lager with noble hops and floral notes, our SafLager™ S-189 originates from the Hurlimann Brewery in Switzerland.

For fruity, hoppy lagers we have SafLager ™ S-23 and coming very soon to a Bintani warehouse near you, we are excited to introduce SafLager™ E-30.

This lager yeast was selected for crafting more aromatic and fruit-forward beers. This strain produces high levels of delicate esters, especially fruity notes. Versatile across a broad range of lager and fruit-oriented styles, it features medium sedimentation, forming a powdery haze when resuspended in the beer, with no clumping.In this video you will meet Olaf, the Head Brewer at the Fermentis Campus.

The Fermentis Campus is our home office and centre of applied research work in Lille, Northern France. As part of our applied research we run education programs to share our knowledge and research results as well as growing an orchard and some hop vines for trials. Olaf is interviewed here by BSG Craft in the US and says in his many decades of brewing he rates one of our yeasts as in the most robust yeasts on the market.

Find these great products at

BINTANI
EST 1995



Do you need a music licence?

Making beer and music the perfect blend

Music is a huge part of Australian culture, particularly in pubs and bars- background music or live music on a stage, your customers are left with an impression of your venue in an instant.

- Playlisting should be deliberate
- Volume needs to be curated
- Being a music citizen does wonders

One study (1) found that pubs with music playing made 48.2% more sales over the weekend than a pub with no music. With the high-season over and 2024 in motion, now is a good time to reevaluate what you're doing with music in-house and how to maximise impact.

Operating since 2007, Australian brewery Brewdog are avid music lovers and pride themselves on a great customer experience through well thought-out playlists. Music licence provider, OneMusic, sat down with Head of Operations, Calvin Mcdonald, to get the lowdown on how music helps their venues thrive and how they make the most of a music licence.

Playlisting

Brewdog loves having variety in the music they play. Mcdonald saying, "Music allows us to completely shift the atmosphere in our bars. From a vibrant Friday night to a chilled Monday afternoon, getting the playlist right is essential to the overall experience in the venues." A study (2) found that 76% of restaurants that play music matching their menu seem more authentic than those that don't, so choose wisely!

IBA member Hairyman Brewery in NSW, simplifies how they source their playlists, saying, "We generally put together some Streaming service playlists. They are a playlist that fits many demographics. Our customers age from 18–98 years of age and we want everyone to feel comfortable."

Volume

Choosing the right volume is imperative to whether your guests stick around or leave. A study (3) by the U.S National Institute of Health, showed cranking the volume can increase an average purchase of 2.6 drinks to 3.4 drinks per customer.

Being a music industry ally

As a thriving venue built on a passionate team, Brewdog understands the effort that goes behind creating something. "We're passionate about making sure that the creative talent that we can showcase in our venues are rightfully rewarded for their amazing musical output." It was one of the reasons Brewdog went to OneMusic for their annual licence.

IBA member, Young Henry's are proud music allies saying, "The vibe we set in here mirrors the vibe we send out to the whole of Australia. Here at Young Henrys, we have always been super supportive of our local music scene, from slinging beers to bands practising down the road, to presenting tours for acts travelling around the country. Everyone at YH lives and breathes for our community, and music is a massive part of that."

More Information

References
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Image supplied by Black Brewing



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

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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