Everything Indie

Edition 13
June 2024

In this issue...

New HR Service

New website

Indies Awards watch parties



INDEPENDENT BREWERS ASSOCIATION

Independent Brewers Association

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Front cover image supplied by Madocke Brewing Co.

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V1/23

A message from the **Chief Executive Officer**

Goodness I can't believe I'm writing the intro to our 13th edition of Everything Indie and its nearly the end of June – how time flies!

We've provided you with a bunch of updates lately, many of which are featured in the pages that follow so I thought I'd take the opportunity to let you know what's on the horizon over the next 6 months.

- New **website/membership management system** – Phase one is go live 1 July. I'm keen to hear your feedback but we're confident it will absolutely ensure an improved user experience and we can't wait to introduce it to you.
- Taking every advantage (like a state election coming up in October!) to ensure the new **Queensland Craft Brewing & Distilling Strategy** is fit for purpose, meets our needs and is resourced.
- After the new website we will be launching the **Human Resource Service**. This will give **every member** access to a considerable library of polices/procedures/guides and templates along with a set amount of FREE consultation access with a human resource professional. Based on your feedback we know that this is an area where you are often understaffed or do not have the expertise – which comes with a significant risk to the business. This service will form part of your membership benefits and we really hope that you take the opportunity to use it.
- In mid-July the delivery of our new member **Quality Program** will commence. This will also deliver new and practical tools to support you in ensuring that quality is always high on the radar and that you have the tools to make it as easy as possible. Again, this comes FREE as part of your membership benefits.
- THEN we have this tiny project called the **Independent Beer Awards**! Don't forget we are live streaming around the nation this year so if you can't get to Perth make sure you tune in – from wherever you are. Details on how to register your watch party can be found here.

After we've all recovered from the Indies Awards our focus for the rest of 2024 will be on:

- **Advocacy, advocacy, advocacy!** This is the point at which I will need to focus all my time and energy on ensuring we are informing, educating and seeking commitments from all parties in the lead up to a 2025 federal election.
- Updating you on the progress toward national harmonisation of ALL **container deposit schemes** by 2025.
- Tabling our **Market Dominance** position with the ACCC.
- Rolling out the **Sustainable Packaging Guide.**
- Sharing the new economic modelling on the beer industry in Australia and our vision for **Beer Australia** in a little more detail.
- Update you on the plans for the future of **Good Beer Week** and **BrewCon**.
- Hopefully, launching the new **South Australia & Tasmania Beer Strategies**. These are REALLY big things so I'd like to give a sneaky shout out to our State Chapter Leads as they are doing an amazing job and we can't thank them enough...
- Oh – we will also swing a **member survey** your way as you know how important data is to us. And we know how much you lurrrrve a good survey!

I hope to see many of you over the next couple of months at the NSW MashUp, the South Australia MashUp at the Beer & BBQ Festival (come check us out the Indie Container Bar!), at the Indies Awards or the WA Beer & Brewing Conference.

In the meantime – cheers to indie beers!

Kylie Lethbridge
Chief Executive Officer



Shout out corner

A round of applause and cheers for...

North West Brewing Co, - Opening fourth venue in WA >>

Royal Perth Beer Awards winners -

Finlay's Brewing Co. - Champion Beer & Best Lager Packaged - Dark Lager, Best Low Alcohol Beer Packaged - Coral Coast Mid

Otherside Brewing Co. – Champion Medium Brewery, Best Amber - Dark Ale Packaged - Redliner

Margaret River Beer Co. - Champion Small Brewery, Best IPA Packaged - In the Pines, Best IPA Draught - River Dog

FoundLab - Best New Exhibitor

Gage Roads Brewing Co. - Best Lager Draught – Alby Draught

Shelter Brewing Co. - Best Amber - Dark Ale Draught – Shelter red ale

Boundary Island Brewery – Best Pale Ale Packaged - Estuary Ale XPA, Best Low Alcohol Beer Draught - Island Lager

Campus Brewery - Best Porter Stout Draught & Packaged - Knucklepuck Imperial Stout '23

Bailey Brewing Co. - Best Pale Ale Draught - Mid

Old Coast Brewery - Best European Style Beer Packaged - OCRB Saison

Luck Bay Brewing - Best Hybrid & Specialty Beer Packaged - The Mountaineer



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

Bronze Associate Member

Ingredients

Image supplied by Madocke Brewing Co.

In this issue...







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Numerous updates including BIRA membership, ATO Tax time tips, Business Queenland new podcast, Sydney Beer Week and more.

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JUNE 2024

New HR Service launches in July

What's in it for me?



Save time and money

With everything you need to manage your employees in one place, you can focus your time on running your business.



Relevant expertise

Our resources are developed by HR and Legal specialists so you have access to best practice HR documents to help you manage employees.

Secure

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legislation s
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complying
Stan

We have appointed Business Solutions Hub to provide a Human Resource Service to our Members.

"We are thrilled to have appointed Business Solutions Hub to provide even more support to our members" says Sabrina Kunz, Head of Industry Development.

"Our members have told us that they need help in the area of managing human resources and the program we have put together address that".

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

IBA members will also have access to up to **three free hours** advice each month from a human resource professional who can provide information interpretation on the policies, procedures and documentation. They can also provide guidance on topics such as onboarding and induction, recruitment, performance management and employee benefits.

"Our members want to be head down focused on making high quality beer. This service can give them the confidence to support their workforce or grow their team while



in the knowledge

top of Award changes and
o you are always up-to-date
comes to managing and
with National Employment
dards and Fair Work.

being compliant with the complex regulatory environment. Our small business owners can rest assured knowing they have someone to call who can steer them in the right direction."

The service will roll-out to members in early July as part of the IBA's new website launch – so stay tuned for more information.

> "We are thrilled to have appointed Business Solutions Hub to provide even more support to our members"





Welcome to the Independent Brewers Association

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design.

Find out more

Latest News

View all news »



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30 MAY 2024

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Read More...



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27 MAY 2024

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Read More...



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15 MAY 2024

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Read More...

Follow us on Instagram

@indiebrewers



Load More...

Featured Resources

View all Resources »



Sustainable Tourism

12 JUNE 2024

The Australian Government has developed a toolkit to help you become a sustainable tourism business, balancing the needs of people and place with profit. Whether you're starting out in tourism or have been in the industry for a while, you benefit by keeping up with visitors' demand for sustainability.



ABAC Online Training Resources

12 JUNE 2024

ABAC Training Course & Certification This course includes a series of short videos, each followed by 1-2 questions, designed to educate and consolidate a marketer's understanding of: We encourage everyone involved in the marketing or packaging of alcohol and alcohol alternatives in Australia (producers, distributors,



Useful Sustainability Links

12 JUNE 2024

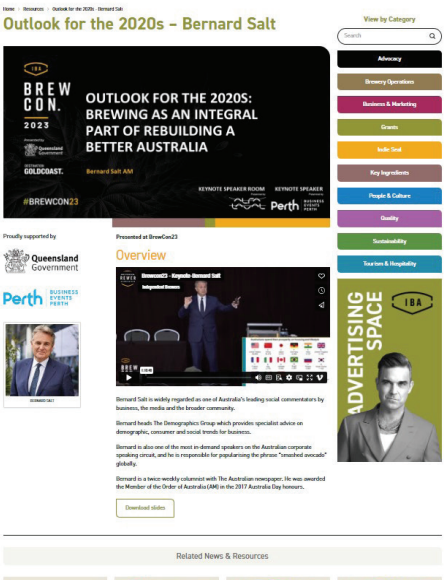
We've gathered some links to third party websites that might be helpful to you as you start to look at your sustainability activities. Australian Certified Organic – Certification programAustralian Packaging Covenant Organisation (APCO) – Insights, resources and programs to build a sustainable national packaging



Check out the latest edition of Everything Indie.

New website

Launching 1 July



New resource page

We are thrilled to announce the launch of the redesigned Independent Brewers Association website on 1 July! Our revamped website boasts a refreshed look and feel, providing a much-improved user experience. Navigating the site will be easier than ever, with intuitive menus and a clean, modern design that highlights our commitment to supporting independent brewers and enhancing your online experience.

One of the key features of our new website is its user-friendly interface, designed to make it simple for you to explore and engage with our content. Whether you're looking for resources, information about our latest advocacy outcomes, discovering new member breweries and associate member offers, or keeping up with upcoming events, you'll find everything you need right at your fingertips. The streamlined navigation ensures that you can quickly access the most relevant information without any hassle.

Check out our new news section, where we'll be regularly posting industry news, insights, and stories. Our updated directory of members is also a highlight, allowing you to easily discover and connect with others from all corners of the country.

We invite you to visit the new website on 1 July and see for yourself how we're making it simpler and more enjoyable to stay connected.

Cheers to a new chapter of innovation, collaboration, and celebration of independent beer!

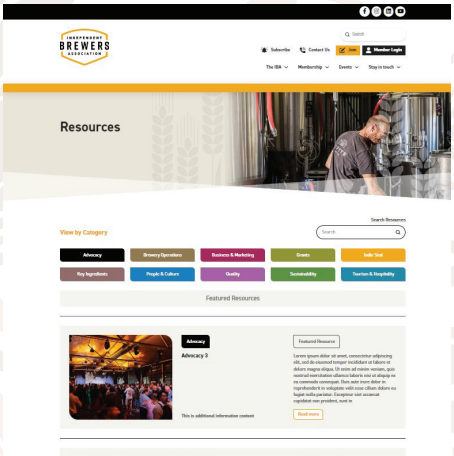
New web address

You won't notice it immediately but we will be taking this opportunity to change the website domain as so many organisations have the acronym IBA, which is impacting our search rankings. So, our new website address will be **independentbrewers.org.au**.

In time our email addresses will also change but rest assured – diverts will be in place so you don't have to worry about this for now.



New member area



New resource area

Our new web address

independentbrewers.org.au



Indies Awards Watch Parties, Ceremony Tickets & more

Well we are ALL systems go for the 2024 Indies Awards! And soooo excited to be hosting our ceremony in Perth at the conclusion of the West Australian Brewing Conference on 2 August.

Whether you're one of the 150+ breweries who have entered, travelling to Perth to judge or participate in the ceremony, or those who want an excuse to celebrate with your customers or for anyone who will be at home on the couch … we are live streaming this year!

Indies Awards Watch Parties

The Independent Beer Awards are for the whole indie beer community. It is a time for our breweries, supporters and fans across the country to come together and celebrate the best quality beer in the nation.

The in person ceremony will be live streamed via Zoom and is an opportunity for you to bring your tribe together be it family, staff or your dedicated consumers. Here's an excuse to spend a Friday night cheering on your favourite and to get your taps flowing.

Unlike other competitions, the team behind the Awards eg. us! are all about supporting independent breweries each and every day – including promotion of our medal and trophy winners direct to consumer and through trade so we hope that you value this program and will help us ramp up the energy for all entrants.





2023 Champion Australian Independent Beer - Dollar Bill

> "This is a competition run by indies, for indies."

Register to host a watch party by 5 July and we will promote all via our industry and consumer channels – AskforIndiebeer.com (and associated socials) and our 18,000+ consumer database.

Register Your Watch Party

Ceremony Tickets

If you're feeling a little FOMO and the need to jump on a plane to attend our night of nights in person – we'd love that! Tickets are now on sale!

Buy Tickets Now

Friday 2 August

6.30pm(AWST) / 8.30pm(AEST)

Duration: 2 hours with a break at half time (like a footy match!)

Via Zoom

In a few words



Business Queensland Connect the podcast is now live!

It's the new show designed to help Queensland businesses start, grow and thrive! In episode one, we talk business mentoring with Andrea Anderson from Your Marketing Machines. Andrea is a volunteer business mentor with the Queensland Government's Mentoring for Growth program.

We discuss what it's like to be a mentor, and what businesses can expect from a mentoring session. We also touch on current business challenges and trending topics, with new episodes released monthly.

Listen and watch now – and don't forget to like and subscribe!

Watch on YouTube

Listen on Spotify

BIRA
BREWING INTERLABORATORY REFERENCE ANALYTES

Half yearly membership now open

Great news!!! If you missed the opportunity to sign up for the BIRA 2024 program in January. We have just opened up our half-yearly membership!

You can still take part in rounds 3 & 4 for 2024 by signing up.

Registration closes 5pm on Friday 5th July.

Register

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



ATO tax time tips

***1. Essentials to strengthen your small business* will help you get your deductions right!**

Claiming small business tax deductions is a short course to help you understand what expenses you can deduct immediately, what expenses you can deduct over time, and expenses you can never deduct. Want to know about motor vehicle deductions? It covers that too. Get started now!

- Claiming small business tax deductions
- Essentials to strengthen your small business

2. 2024 Tax time toolkit for investors is here!

If you have a rental property, shares or crypto, there's a fact sheet for you including tips and examples in an easy-to-read format.

Download the Investors toolkit and share with your friends.

Download Investors toolkit

3. Self-education expenses

Planning on claiming self-education expenses this tax time? Remember:

- You can claim a deduction for a self-education expense if, at the time you incur the expense, it has sufficient connection to your current job and improves or maintains the skills of your job.
- You can't claim a deduction for self-education if the course doesn't have sufficient connection to your job – e.g., you're trying to get a new job.

More Information



Conflict resolution fact sheets for small businesses

Queensland small businesses are facing significant challenges, including rising operating and insurance costs to managing priorities and staffing. These pressures can lead to conflicts, with customers or within the business.

The Queensland Small Business Commissioner's (QSBC), Assistance team specialise in helping small businesses resolve disputes caused by conflict. Here are a few tips to manage business conflicts effectively:

- Your approach matters: how you handle business issues greatly impacts the outcome.
- Conflict is inevitable: disagreements will happen, but they don't have to get ugly!
- Clear communication: address issues as they arise and avoid ignoring them or being confrontational.

More Information

NT - Container Deposit Scheme Update

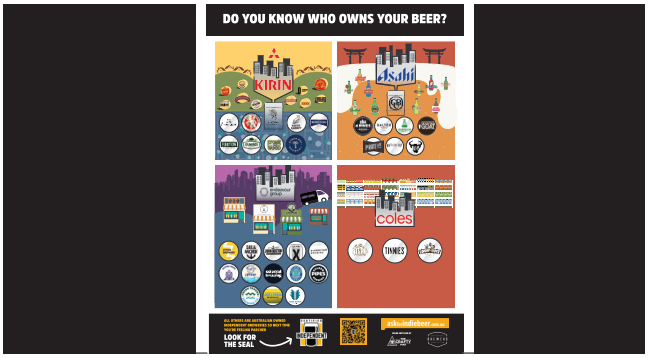
Scheme targets have been set by the Minister for Environment to incentivise increased beverage container returns, and recovery and recycling of container materials. A 90% recycling rate target for aluminium containers has been set and applies to beverage manufacturers. This voluntary commences from 1 July 2024.

Expanding the Scheme
The NT Government is inviting stakeholders to provide comment on a draft Bill that would expand the Container Deposit Scheme to include any container of 3L or less of ready to drink beverage, including containers like wine and spirit bottles and plain milk enabling these containers to be returned with or without a lid when empty in exchange for a 10 cent refund at an approved collection depot.

The IBA will respond on behalf of our members but you have have your say directly via the online survey **HERE** which closes on **18 July 2024**.

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:



Who owns your beer poster

Thanks to the Crafty Pint we have adapted their work to add a little more indie flavour and turned it in to a poster for you to print and use. The back of toilets doors is a great spot for this little gem!

View Resource

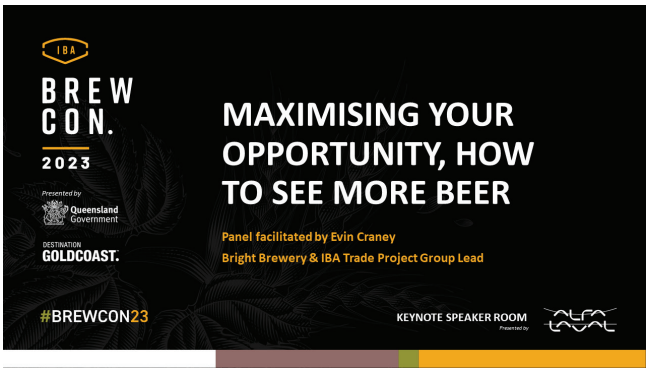
Please note: You need to be logged in to the IBA website to access these resources. If you need assistance please email membership@iba.org.au



Crafting Success: Digital Transformation drives brewery - Hop Harvest Technical Symposium March 2024

Steve Ansermino, a seasoned professional in sales, tech, and business, excels at simplifying complexities as Cloud Culture's Solutions Director. With NetSuite certification and a business-focused approach, he guides businesses to success through collaboration, continuous improvement, and attention to detail. This includes case studies so you can see how your fellow indie brewers have benefited from this service.

View Resource



Maximising your opportunity, how to sell more beer

The team behind local, and independent craft beer ranging at Coles Liquor is joined by Evin Craney Deputy Chair of the IBA to discuss how small breweries can set themselves up for success when looking to grow their wholesale business. This session includes insight on what national teams are looking for when taking on a new product, and how to ensure you're ready when the orders start flying in.

View Resource

Member Offers

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

Midland.
INSURANCE BROKERS

Midland Insurance - Broker Fee Waived

Value of broker fee is at least $80 and applies to the first year of cover only. New customers only. Offer valid in Australia only.

More Information

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

swanky

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



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.

R&D Tax Incentive
Ongoing

The Research and Development Tax Incentive (R&DTI) offers a tax offset for companies conducting eligible R&D activities. Encouraging investment in R&D to help your company to grow and innovate.

More Information

Business Growth Loan Scheme (NEW) - TAS
Closes 20 December 2024

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

More Information

Digital Solutions – Australian Small Business Advisory Services (NEW) VIC Ongoing

Access mentoring, workshops, webinars, and short courses to build digital skills for an upfront cost of $110.00 which includes 3 hours of 1:1 mentoring.

More Information

Sustainable Business Program (NEW) - ACT
Ongoing

Small to medium ACT businesses can register for a free program to access rebates, resources, advice, and accreditation. Through the program you can book a free on-site assessment and receive a tailored action plan. Rebates are available for energy efficient upgrades such as gas to electric, heating, cooling, lighting, and refrigeration.

More Information

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

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

More Information

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

New Industries Fund (NEW) - WA
Ongoing with cut-off dates

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

More Information

Boosting Business Innovation Fund (NEW)- NSW
Ongoing

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

More Information

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

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

More Information

Regional Economic Development Grants (NEW) - WA
Closes 26 June 2024

A state-wide government initiative that invests in locally driven projects that stimulate job creation and economic growth in regional areas. Collaborative projects must demonstrate economic outcomes such as: sustainable jobs, expanding or diversifying industry, developing skills or capabilities, attracting new investment in the region, and increasing productivity.

More Information

Value Add Investment Grants – Feasibility Stream (NEW)- WA

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

More Information

Bin Trim Equipment Rebates Program - NSW
Ongoing

The program is designed to fund a range of equipment and technology solutions that reduce organics, plastics and other waste generated from commercial and industrial activities. You could get a rebate of up to $50,000 to cover up to 50% of the capital cost of small-scale, on-site recycling equipment or technology.

More Information

This is just a snap shot, we currently have 37 grants listed on our website.

View More Grants



Education & Training

Planning Your Successful Craft Brewing Business

The Brewers Institute this week launches their first online course, "Planning Your Successful Craft Brewing Business".

They have a very special launch price until 11pm this Sunday, and for those in the IBA community, if you join their launch list here you will get a further 10% off the launch price.

You can read more about The Brewers Institute and their course, but be sure to join the list here to access the 10% off the launch price.

Join launch list

More Information

The Brewers Institute.

Certificate IV in Artisan Fermented Products (Brewing) TAFE NSW

The course kicks off in September and is aimed at people within the industry who are or aim to be Senior Brewers, Head Brewers, or Production Managers. Subjects include production planning, facility design, process engineering and leading teams.

Enrollments are now open

Location: Online/In person
Information Session: June 26 5-6.30pm

More Information

NSW GOVERNMENT TAFE NSW

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

ATHENA QUALITY

DPIRD: Food Industry Innovation Workshop - WA

The upcoming workshop, Navigating the Australian Retail Liquor Market, aims to provide invaluable insights for both newcomers and seasoned professionals in the liquor industry. Led by industry expert Mr Chris Baddock, with over 22 years of experience spanning suppliers, retailers, and wholesaler businesses, participants will gain a comprehensive understanding of the Australian retail liquor landscape. This workshop promises to be an invaluable resource for anyone involved in the production and distribution of alcoholic beverages, offering practical insights and strategies for success in the Australian liquor market.

Date: Multiple
Time: 2 hours
Location: Margaret River or Hillarys

GOVERNMENT OF WESTERN AUSTRALIA
Department of Primary Industries and Regional Development

Margaret River

Perth

NSW First Experience Development Workshop - Central Coast

Join this Destination NSW workshop to find out how you can create, tailor and deliver world-class, bookable visitor experiences that showcase the strengths of your destination.

Date: Wednesday 26 June 2024
Time: 10:00 - 15:00 (AEST)
Location: Wyong NSW

More Information

NSW GOVERNMENT Destination NSW

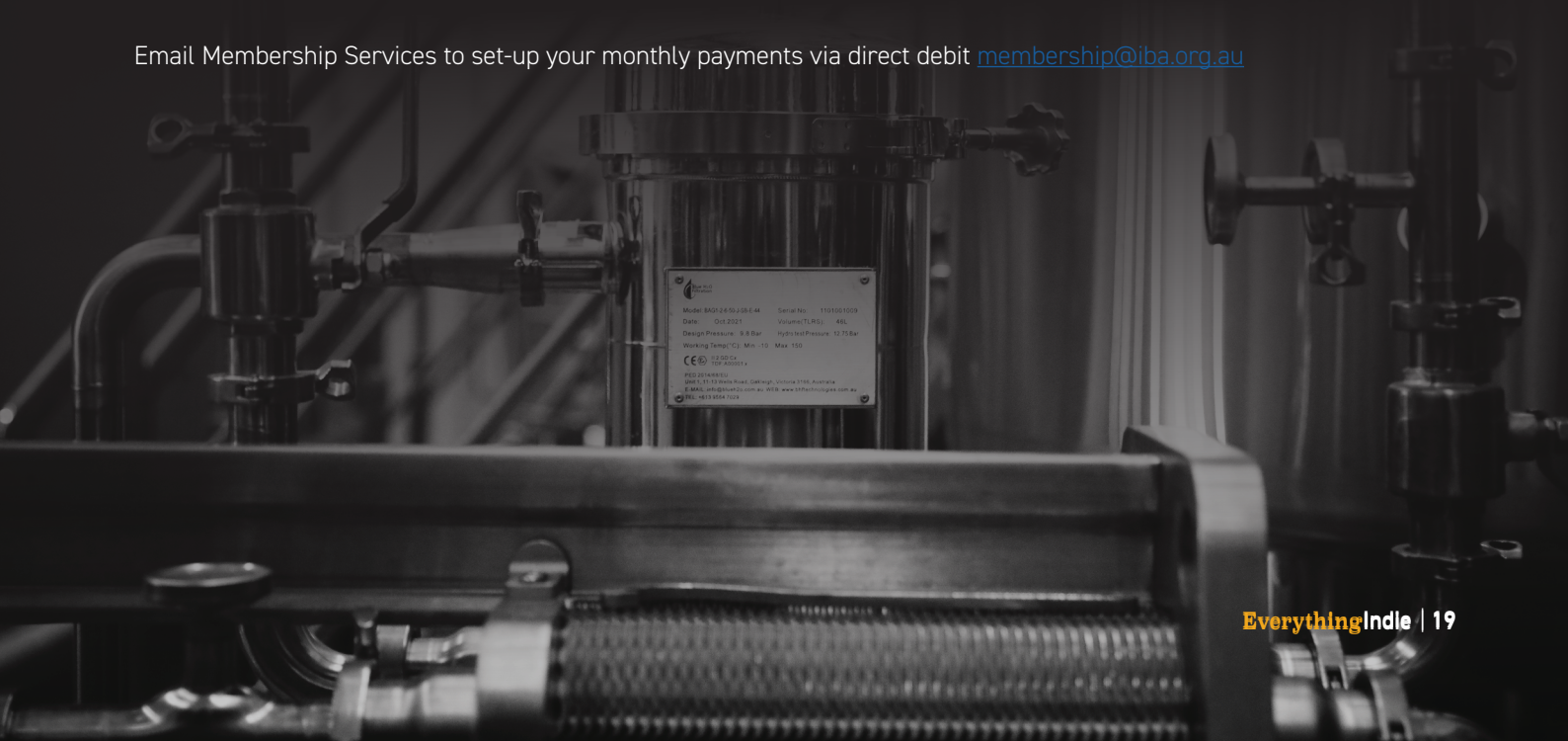
Pay your membership monthly

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.



Growth and goals in challenging economic conditions

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

Read the full article at Food and Drinks Business



State of decline: 'Retail recession' looms as Vic falls to rock bottom

Victorian shops, restaurants, builders, brewers and other businesses could continue to bleed and go broke for another two years, as the state continues its post-pandemic slide — with an industry leader warning a "retail recession" now looms.

Even after interest rates dropped "a couple of times", it would likely take more than a year for consumer confidence to return to a point where Victorians feel comfortable splashing out again on pleasures like restaurant meals and new clothes, Swinburne's Professor Sean Sands said.

Read the full article at Herald Sun



Big Shed is bouncing back, with a little help from some friends

Two months after Big Shed emerged from voluntary administration, InDaily had a beer with one of the craft brewery's founders and discussed good and terrible times, lessons and the power of community.

Read the full article at InDaily



Sad reason Kelly's on King won't sell some of Australia's favourite beers

A popular Sydney watering hole has boldly declared that its taps will no longer flow some of the country's favourite beers – but for good reason.

It's a modern incarnation of the Slim Dusty classic, a Pub with no Beer – but only if that beer has CUB or Lion on its label.

Read full article at news.com.au



Multiple breweries collapse as alcohol industry brought to its knees

An industry insider is sounding the alarm as mass casualties hit one Aussie sector that used to be thriving, but no longer.

Nick Boots, an industry consultant from The Business of Beer Consulting and Advisory and previously the general manager of popular Byron Bay brewery Stone & Wood, has warned that the recent collapse of Melbourne-based Deeds Brewery won't be the last to rock the sector.

Read the full article at new.com.au



KAIJU! Founder Becomes New Independent Brewers Association Chair

Callum Reeves (pictured above left with brother Nat), one of the founders of newly-crowned AIBA Champion Medium Australian Brewery, KAIJU!, has been named chair of the Independent Brewers Association (IBA).

Evin Craney, of Bright Brewery, is the new deputy chair. He takes up the post less than a year after winning the Young Gun award at the 2023 Indies.

Read the full article at The Crafty Pint



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







21-23 June GABS Melbourne

25 June SA MashUp

The meeting will include an absolute truckload of information, and even if you can't make it in person, please join us via Google Meet on:

the this link

or by visiting https://calendar.app.google/vKumaPJiABYGUGSH8 and clicking the link within.

or in person at Brightstar Brewing, 35 Stirling Street, Thebarton

2 July NSW MashUp

Come along for some super great beers and snacks thanks to our mates at [Hawkes Brewing].

You'll also get to hear an update from us, our pals at State Government on opportunities for brewers, and from the Inner West Association on the success of their grants and the benefits of joined up working at a local level.

It will be a great chance to catch up as you know we lurrrrve a chat!

11 July SA MashUp

We are very excited to be hosting a MashUp on 11 July 2024 at the Suburban Brew, near the Showgrounds on the night before Beer & BBQ.

Join Kylie Lethbridge (CEO) and Sabrina Kunz (Head of Industry Development) along with Steve Brockman (State Chapter Lead) for chat over a beer. By then, hopefully you've had some time to digest the draft South Australian Craft Beer strategy and we can get all your feedback.

12-14 July Beer & BBQ Festival

2 August WABA Beer & Brewing Conference

Book Now! 8am - 4pm Rendezvous Hotel Scarborough Perth. Full program and tickets available soon.

2 August The Indies Awards Ceremony

6.30pm (AWST). Full details, including live streaming and tickets available now.

The Key Ingredient

News and updates from our Associate Members





Rising Energy Costs Adding Pressure to Independent Breweries

In the current economic climate, small businesses are doing it tough under the pressures of inflation. Independent Brewers are no different, with the Herald Sun stating "craft beer brewers are being forced to operate "on bare bones", close doors, merge or enter administration, in "unprecedented times"." This is devastating news to read about for small-medium sized businesses (often family run) doing it this tough. One of the main reasons is the cost of energy and the toll this is taking on this once booming sector.

Brewing beer is an energy-intensive process, requiring substantial amounts of electricity and gas for heating, cooling, and operating brewing equipment. In the energy market, there are several factors contributing to rising energy costs, including geopolitical tensions, fluctuations in supply and demand, and regulatory changes aimed at reducing carbon emissions. These dynamics are largely beyond the control of craft breweries, leaving them vulnerable to market volatility.

How Choice Energy Can Assist

Amidst these challenges, Choice Energy is vital for breweries, offering a range of solutions for energy procurement and management. By leveraging Choice Energy's expertise, breweries can mitigate the impact of rising energy costs and enhance their operational efficiency.

KAIJU! Beer in Victoria is a multi-award winning brewery producing exceptional brews for the community and when owners Nat, Callum and Clara, became concerned about the amount of power they were using and the impact it was having on the environment, they reached out to Choice to discuss their energy options.

What initially started as a conversation around securing a better energy contract, saw Choice Energy consultants acquire $21,000 in government rebates to help the business fund a 40kW solar system which produced savings from day 1.

"I was confident about working with Choice as we had previously used their service to contract our power requirements. The team has always been open and proactive in providing us with information and reports we have required. The installation was professional and as painless as you could hope for."

— Callum Reeves, Owner, Kaiju Beer

So far this year, Choice Energy has helped IBA members save $35,681 on their energy bills.

Choice Energy offers **FREE**, no obligation energy assessments to IBA members wanting to seek out better energy rates and options suited to their operating costs.

For more information, please contact Amelia Pinkard with your most current energy bill:

Partnership Relationships Coordinator

Amelia Pinkard
amelia.pinkard@choiceenergy.com.au
0413 874 116



Aussie music key to Young Henrys success

In 12 short years Young Henrys has become a household name around the country, hailing the next generation of beer and music lovers to join a community that just gets it. Underpinning the iconic and hugely successful brand is their authentic love of music and the culture that goes with it; Community and supporting mates. Spearheading the operations at the Newtown-based brewery, Ross Tipper knew music would be an integral part of Young Henrys as a brand and venue, getting behind an industry that preceded his gig in the liquor biz. OneMusic sat down with Bar Tasting Manager Ross to find out the ethos behind Young Henrys and what he wants other liquor brands to know.

Highlights

- Music is key to community as much as liquor is – your customers take away more than just the drinks they consume when they visit your venue
- Acquiring a music licence with OneMusic helps music creators make a living
- Supporting the music industry is not just about legalities but an ethical responsibility as co-creators to pay musicians adequately when used in a commercial setting.

Young Henrys are one of the leaders in the Aussie craft beer boom. Proudly independent, they are inspired by culture– music, fashion, art, food, and more. Their projects are always exciting and different. From supporting local bands to collaborating with the Foo Fighters on a brew, music is at the core of what they do.

Leading to countless partnerships and activations with music festivals, sporting events, bands, major conferences, and more, Young Henrys are finding new ways of reaching customers through this connection to culture.

OneMusic National Licensing Manager Jeremy Davidson stopped by the flagship brewery in Newtown to find out more. Ross Tipper is not just the co-founder but a musician, and record label owner.



Recognising the music with Audoo

Not only does Young Henrys rightly pay a licence fee to have music, but they were also among the first businesses in Australia to have an Audoo Audio Meter installed. It's a small device that uses Music Recognition Technology (MRT) to automatically recognise the recorded music used in your business. The data is analysed to help determine how royalties are paid.

Ross says, "If we can make royalty reporting more accurate for our local talent, that's a win in our book!"

Breweries licensed with OneMusic can opt-in to receive an Audoo Audio Meter. As a participating business you will receive an Audio Meter completely cost free, supporting the songwriters you play by helping ensure your music licence fee goes to the right people.

The Audio Meter protects privacy by excluding non-music audio through fingerprinting technology which ensures no audio is ever stored on or sent from the device.

OneMusic look after device delivery and installation: all that's required is an available power outlet. Licensed customers can contact OneMusic by email for further information.



The Audoo Audio Meter is smaller than a phone and just requires a power outlet to plug into.



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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South Dandenong, VIC
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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