Everything Indie

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INDEPENDENT BREWERS ASSOCIATION

A message from the
Chief Executive Officer

Independent Brewers Association

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Well, what a busy month it's been since I last penned my intro for Everything Indie!

Don't worry, I'm not going to launch into the doom and gloom as you've probably heard me banging on about it on the radio, online, in the good old-fashioned newspaper or even on the tellie. I did however want to explain why this is happening as I know many of you and members of the industry are well and truly over hearing about the hard times.

When you make a submission to the federal budget it is important that you spend the intervening weeks ensuring that all relevant Ministers, state and federal MP's, Heads of Committees etc. are aware of what we are asking for and are thoroughly briefed on the detail. This has taken much of my time since we made our submission at the end of January and so the extensive media coverage is a way to have that voice significantly amplified. The reason I have spent hours and hours painting a dire picture is only because this is what gets traction at this point in time.

As we wait for the federal budget to be announced on 9 May, we will keep pushing on as we have been told that our voice is being heard and that there may be some 'carve out' for our small producers. As you are aware Canada & the UK recently announced support for their industry so hopefully our government sees that this can be easily replicated here. Everyone just needs to keep their fingers and toes crossed that this doesn't get caught up in politics or is high-jacked by the health advocates.

While this work has been pretty full on, as you will see throughout, the team have been going warp speed on a number of important projects including; our proposed new Constitution, our Save the Industry consumer campaign, preparing the for the Indies Awards in partnership with our pals at the West Australian Brewers Association, finalising our paper on market dominance while waiting for the Standing Committee on Economics to hand down their recommendations from the 2023 enquiry, updating guidelines, preparing to launch the new member HR service, developing a new quality program and responding to as many state and territory legislative changes as we can.

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V1/23

THEN, we are also working with the Queensland & WA state governments to launch new craft brewing strategies, asking for some project support from the Tasmanian government and getting ready to launch the next phase of the Drink Victorian campaign. South Australia has been a bit tricky so we are tackling that differently by just developing our own plan that can be presented to government as we have aligned our objectives with all of their relevant plans and policies.

And as always, trying to do our very best to support those who support us.

You all know that my aim is to be as open and transparent with our members as possible so it is important that you know we are also doing it a little tough. When our brewery and supply chain members are struggling – so are we. Our membership revenue is declining and there is definitely less discretionary spending available via sponsorship so we are adapting where we can and trying our very best to source alternate sources of income. Grants are one thing we have been focusing on, we're trying for charitable gift status (so we can access philanthropic funding) and we are also gearing up to attract commercial partners outside of our immediate industry. Nothing that you need to do or worry about at this point, I simply felt you should be aware.

Lastly, don't forget that nominations are currently open for IBA Board Directors so if you feel that you or a colleague have skills to lend, have a vision for the industry and want to work with a cracking team – why not consider putting your hand up? They close on 2 April though so best you get a move on!

Kylie Lethbridge
Chief Executive Officer



Shout out corner

A round of applause and cheers for...

Bentspoke Brewing Co. - Double Gold in World's Oldest Beer Competition >>

Tumut River Brewing - Opening a new venue in Canberra >>

Eagle Bay Brewing Co. - Beer of Show at South West Beer Fest

Royal Queensland Beer Awards winners -

Black Brewing Co. - Champion Porter Stout - Bao Bao Milk Stout

Ballistic Beer Co. – Champion Hybrid Beer - Coup De Grace

Moffat Beach Brewing Co. - Grand Champion Beer, The Star Brisbane Best Queensland Beer of Show & Champion India Pale Ale – Trilogy Best Coast IPA

Revel Brewing Co. - Champion Session Beer – The Reveller

Newstead Brewing Co. - Champion Strong Beer – Alive Birthday Barleywine

Hudson Brewing - Champion Mixed Culture Beer – Out of Your Mind

10 Toes Brewing – Best Artistic Beer Label - Culture Kick Margarita Lime Gose

Hiker Brewery - Best New Brewery

Slipstram Brewery Co. - Champion Small/Medium Brewery & The Star Brisbane Emerging Queensland Brewer Daniel Thomsen

Stomping Ground Brewing Co. - Champion Large Brewery

Mouse Proof Brewing - Best Contract Brewer

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

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MAR2024

Parliamentary Friends of Brewing

Federal Government Advocacy



For the second year in a row, we have worked with the Brewers Association to host an event that aims to educate Federal members of parliament and their staff on the issues facing the brewing industry.

Kylie gave a welcome address with a focus on achieving Federal Government recognition for beer as a whole. We were also able to share our new "Save Indie Beer" campaign video showcasing the depth and breadth of the industry.





Watch IBA CEO Kylie Lethbridge address the Parliamentary Friends of Brewing - 20 March 2024

> "The conversations were wide ranging and it is clear that we have made a lot of progress – most MP's knew the local breweries in their electorate".

Attendance at the event was strong, with well over 100 people throughout the evening.

The conversations were wide ranging and it is clear that we have made a lot of progress – most MP's knew the local breweries in their electorate. However, several we talked to, did not have a comprehensive understanding of the scale of 'homebrand beer' or the volume of NPD (estimated 66 per week) and therefore the impact of some of the regulations. But our overall take away is that we are being heard. Our small but mighty industry is breaking through the noise.

The event would not have been possible without the support of our Parliamentary Friends of Beer sponsors Sam Birrell MP and Alison Byrnes MP and we want to thank them for that work.

Next steps in the fight

Our advocacy efforts are not over. You can find here a copy of the Advocacy Platform that was shared with members a few weeks ago. We are continuing to discuss all of our asks in the lead up to the Federal budget with anyone who will listen!

Check out In the Media section for all the great pick ups we are getting.

You will also have all received our industry-to-consumer campaign pack. Share the content – get the video out there – we know that the power of all our indie consumers combined can make a huge difference.

Key decisions about the Federal Budget will be made in the next few weeks with a release in May. We are also anticipating the outcome of the Parliamentary Inquiry into Competition to be handed down soon – and are hoping for some outcome for beer.

Sabrina Kunz
Head of Industry Development

Thank you

A huge shout out and thank you to the following IBA members and partners who made the effort (and the financial outlay) to attend and help us advocate on behalf of all our members :

- Kerryn Weavers, Burleigh Brewing
- Tom Hertel & Laurence Kain, Capital Brewing
- Russell Steele, Easy Times Brewing
- Ben Kooyman, Endeavour Beer Co.
- Phillip O'Shea & Lucy Timpano, Five Barrells Brewing
- Nick Boots, The Business of Beer
- Nick Becker & Wade Rushton-Clarke, Konvoy Kegs

Advocacy Roundup

Beyond the federal budget and the broader state government strategy work, we are in the process of responding to a number of consultations. You may see us gathering information from our members, where needed, to help in those responses.



NT Container Deposit Scheme Legislation Reforms	As part of ongoing efforts to enhance the Northern Territory's Container Deposit Scheme (CDS), the Department of Environment, Parks and Water Security (DEPWS) is undertaking a reform process aimed at expanding and improving the scheme – specifically they are preparing a cost-benefit analysis and assessment of regulatory impacts of expanding the scheme's scope to include all ready-to-drink beverage containers up to 3 litres, capturing new container types like plain milk, wine, and spirit bottles.	NT	28 March 2024
Streamlining excise administration - licensing and regulatory reforms	As part of the Streamlining excise administration - licensing and regulatory reforms consultation process the Department of Treasury for the Australian government have specific questions for the Alcohol Stakeholder Group	Federal	22 March – 5 April 2024
FSANZ Act Review	The FSANZ Act Review is a comprehensive examination of the effectiveness of the FSANZ Act and the associated operations and responsibilities of Food Standards Australia New Zealand (FSANZ). The process of this review commenced as far back as 2020. On 15 February 2024, the Impact Analysis was released for public consultation. We will be responding.	Federal	4 April 2024
Inquiry into Food and Beverage Manufacturing	The House of Representatives Standing Committee on Industry, Science and Resources has commenced an inquiry into Food and Beverage Manufacturing. The inquiry will examine the state of innovation in the industry, including new technologies for post-farmgate food and beverage manufacturing and packaging, and opportunities for growth in new product markets. It will also consider shifting consumer trends, the role of the research sector and future workforce needs.	Federal	1 May 2024

If you have any questions on the above, special interests in the issues or know of anything else we should be responding to – please let us know – sabrina@iba.org.au. We are a small but mighty team and are only able to respond to as much as we do thanks to the collaboration with our members.



Energy labelling on alcoholic beverages: What you need to know

Our current Labelling Guidelines are the most up to date record of labelling requirements.

The earliest indication we will have of the significant changes will be in June 2024.

We are in the midst of four food labelling changes being managed by FSANZ that are at various stages. The relationship between the consultations can be confusing. In summary, at this stage we cannot tell you want the outcome of the definition of added sugars will be or what its implications will be for a NIP or other labelling requirement.

A major milestone on the interrelated labelling will be the Food Ministers Meeting slated for June this year where we may have confirmation of some significant decisions.





Pregnancy Warning Label

> A major milestone on the interrelated labelling will be the Food Ministers Meeting slated for June this year where we may have confirmation of some significant decisions.

Right now it is looking as though:

- Alcoholic products over 1.15% will be allowed to make carbohydrate and sugar claims about their product.
- However, sugar (as malt) is an ingoing ingredient with residual 'added sugar' present after fermentation it cannot display a no added sugar claim.
- It is unclear whether the definition of "added sugar" will be updated for the purposes of any nutrition labelling requirements or what those requirements may be.
- It seems that there is a focus on providing an Energy Statement rather than a full NIP with the focus on not 'confusing' consumers that alcoholic beverages contain nutritional properties.
- It is again unclear how the decisions relating to the definition of an 'added sugars' would affect the Energy Statement requirements.

Pregnancy Warning Labelling

1 February 2024 was the deadline to ensure post-printed corrugated cardboard outer packaging, containing more than one individual unit of an alcoholic beverage, displays either the alternative or existing pregnancy warning mark.

This is now mandatory – see the IBA's labelling guidelines for the correct files.

Energy labelling on alcoholic beverages: What you need to know...

Nutrition labelling about added sugars (P1058)

The Added Sugars consultation is reviewing the need to amend the Code to include added sugars information in the NIP in light of food ministers' desired policy outcome of providing contextual information about sugars to enable consumers to make informed choices in support of dietary guidelines.

In July 2023, the Food Minister's Meeting discussed the complexities and challenges with Added Sugar Labelling and indicated the proposal may not achieve the desired policy outcome. Ministers discussed alternative approaches to stage the delivery of this work, including the option of incorporating a definition of added sugars in the Code that aligned with dietary guidelines and then, through appropriate consumer testing, considering whether and how best to incorporate added sugars information in the NIP.

Ministers also agreed to FSANZ undertaking consumer research on alternative labelling approaches to providing contextual information in addition to consumer testing added sugars in the NIP.

FSANZ is progressing the consumer testing and research work under Nutrition Information from Added Sugars and expects to complete this in 2024. FSANZ intends to review the outcomes from Defining Added Sugars for Claims in light of its assessment and findings regarding Added Sugars more broadly.

Defining Added Sugars for Content Claims (P1062)

This work is narrowly scoped as defining Added Sugars for making content claims. However, it is directly related to the work happening around nutrition labelling for added sugars.

Currently, FSANZ expects that any code amendments arising from the work to define Added Sugar for content claims will need to be reviewed by FSANZ as part of its assessment of nutritional information about added sugars. This will include whether the 'added sugar' definition for claims purposes is appropriate (or not) for NIP labelling purposes or whether consequential changes will be required to P1062 claim conditions to ensure regulatory coherence.

The IBA's submission on defining added sugars for content claims can be found here along with the FSANZ approval report from November 2023.

In its November approval report, **FSANZ clarifies that if fermented foods (including alcoholic beverages) have 'added sugar' as an ingoing ingredient, and residual 'added sugar' is present in the food after fermentation, the food cannot display a 'no added sugar(s)' claim**.

This is significant as a point of discussion for how, if at all, the decision around the definition of added sugars may be ultimately included in labelling for beer.

Carbohydrate and sugar claims on alcoholic beverages (P1049)

After assessment, FSANZ intends to clarify that claims about carbohydrate and sugar(s) are permitted on food containing more than 1.15% ABV., and that the existing conditions would apply.

It is anticipated the FSANZ Board will consider a final report on P1049 in mid-2024. Any changes to the conditions for making 'no added sugar(s)' claims that arise from the Added Sugar Claims consultation would then apply to food containing more than 1.15% ABV if amendments proposed under this Carbohydrate and Sugar Claims is approved.

Energy Labelling on alcoholic beverages (P1059)

In March 2023, as part of industry Consultation the IBA made a submission regarding Energy Labelling. Generally our position was:

- Any NIP should be a QR Code
- Terms should be abbreviated – i.e. Quantity to "Qty"
- Servings per package should be an/bottle etc
- Information should be provided as KJ's per serve and per 100mls.

We requested that further consumer research be undertaken to provide an objective basis for what works for consumers.

On 14 November, FSANZ released the consumer research undertaken with consumers determining the below label best met their needs.

The IBA attended a FSANZ stakeholder meeting on 29 November 2023 to discuss this outcome and next steps.

FSANZ have released a summary of the feedback from that meeting and further written submissions which you can see here.

In summary, it seems that there is concern from health advocates that the inclusion of anything described as 'nutrition information' may confuse consumers and that the focus should be on providing an 'energy statement' instead. It is unclear how this will impact any requirement as it relates to "added sugars".

Label E (standard drinks information added):

ENERGY INFORMATION		
Servings per package: (x) Serving size: mL (x standard drinks)		
	Quantity per serving	Quantity per 100 mL
Energy	kJ (Cal)	kJ (Cal)



> On the whole engagement was positive with most of those that responded supporting the new Constitution – either in its entirety or with some suggestions for alternate definitions or requirements for membership

Thank you to all our members who took the time to provide feedback through the consultation process on a proposed new Constitution for our Association – be it through attending a town hall, submitting a survey, sending an email, or reaching out for a chat.

Overall, we did not receive a significant number of responses but on the whole engagement was positive with most supporting the new Constitution – either in its entirety or with some suggestions for alternate definitions or requirements for membership.

We will be asking you to vote on a revised version shortly but thought this was a good time to let you know what action we have taken to respond to commentary provided.

Board Representation

In response to the proposal to increase the number of elected Board Directors from 5 -7 – we received overwhelmingly supportive feedback with suggestions that diversity and national representation be enshrined in the Constitution.

After reviewing best practice, and having regard to the makeup of our members, the Board has agreed to add the following provision:

That no more than 3 elected Board Directors may be from any single state, at any one time.

This will provide certainty that the Board will comprise of elected representatives from more than one State or Territory, while allowing for some flexibility for the total composition. In previous years, we have only received nominations from one or two states and we need to avoid the possibility that we do not have a properly constituted Board because nominations do not come in from each state or territory.

Board nominations are now open and we hope to receive a strong slate of candidates from across the nation!

The definition of Independent Brewery

1. Restriction on gaming revenue

Some members felt strongly about the proposed new definition of Independent Brewery, including the restriction on gaming revenue.

Some members felt that it needed to be stronger with Independent Breweries restricted to having no gaming revenue at all, while others indicating that the IBA should not be concerned with where a members' revenue is derived.

After careful consideration the Board have determined that the definition will move ahead as presented. The rationale for inclusion of this principle hasn't changed – Independent Breweries are craft manufacturers who should derive the majority of revenue from the products they make and the hospitality experiences they provide.

2. The removal of the production cap and its implications

We received the greatest amount of feedback in relation to this issue and the feedback was again varied and somewhat opposing.



Draft Constitution Consultation – What You Told Us

While many members said they were pleased that independent breweries would be allowed unfettered success through growth or consolidation, others correctly identified that Coopers Brewery is the only non-member brewery that would be eligible to join because of the change to the cap.

Again, feedback was mixed on this potential outcome with several members identifying:

a) The positive impact Coopers would have by 'helping us get a seat at the table' and;

b) Reinforced the fact that Coopers are independent so should be allowed 'in the tent'.

On the other hand, those against the removal of the cap could broadly be summarised as having serious reservations in regard to the behaviour of Coopers in the marketplace and felt they didn't operate in a way that was keeping in the spirit of the IBA.

Having seriously weighed all of the feedback, the Board have decided to leave the definition of independence with uncapped production levels. The rationale being, that eligible breweries should be able to be defined as independent regardless of the amount of beer they produce.

While we feel no one should be constrained by volume we do believe that a strong and genuine commitment to the independent community by any member is essential to our collective success. For this reason, we have added a **NEW** provision to the Constitution that states:

"A Brewery Member must not, at any time, be a member of another entity or body that directly advocates for the interests of large foreign-owned breweries including, without limitation, the Australian Brewers Association, or its equivalent, as it is known from time-to-time".

The effect of this provision means that any full brewery member today, or in the future, will need to decide whether it is aligned to our community or with the other Association.

We welcome any brewery that meets the definition of independence, wants to join our cause, help independent beer grow and work collegiately therefore each brewery will need to make a choice as to where they stand and what they stand for.

Thank you all again for coming to this process with such openness, thoughtfulness and approaching challenging conversations in a respectful and meaningful way. We are so proud of our members and that work that you all do.

The next steps

Board nominations are open and close on the 2nd of April just after Easter.

On the 8th of April all full Brewery members will receive the details of the Board Nominees, the final proposed Constitution and the proxy form to vote.

This is your association and voting is how you have your say... so we encourage all our eligible to vote members to complete their proxy form.



Judging & Steward EOI's close Friday 6 April

An important update to the key dates, with the West Australian Brewers Association announcing they will hold their conference prior to the The Indies Awards ceremony.

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	***WABA Beer & Brewing Conference***
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.



Little Blessings Brewing - South Australia

> "The work to date has been developing a plan that not only aligns to our national 10 year road map but with each and every relevant SA government strategy, program or policy"

For those that have missed the new state updates or weren't able to attend the recent MashUp at Mismatch, it's important that you are aware of the work currently being undertaken on behalf of our South Australian members.

Our aim, for some time now has been to have a dedicated plan or policy in each state and territory – so there is a rock solid foundation in place to support industry at a local level and strengthen on our requests to the Federal Government.

For us this has been an overall success, other than in South Australia. There is no doubt that it's been tough trying to get any form of recognition for the breadth and depth of our industry so instead we decided to just write our own plan that could be presented to government and hopefully, easily adopted.

The work to date has been developing a plan that not only aligns to our national 10 year road map but with each and every relevant SA government strategy, program or policy. We are currently working on the draft with Steve Brockman, our State Chapter Lead and Corinna Steeb, previous IBA Board Director to ensure that it is as complete as it can be before coming to you all directly.

It is our intention to seek feedback and input on the draft plan before getting together again to hear your views. Yes, this probably means another survey – of sorts

We are working on this as quickly as we all can given it's a very busy time but look forward to being able to reach out to you in the next few weeks.



South Australia - Craft Beer Strategy Update



Become a partner of the IBA

Helping the industry upsklil, grow and navigate the challenging times

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

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

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

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





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

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

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

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

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

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

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

View Partnership Prospectus

In a few words

New positive duty on employers to prevent workplace sexual harassment, sex discrimination and victimisation

The transition period has now ended and employers and persons conducting a business or undertaking (PCBUs) need to focus on actively preventing workplace sex harassment and discrimination, rather than responding only after it occurs.

The new positive duty imposes a legal obligation on employers and PCBUs to take proactive and meaningful action to prevent workplace sexual harassment, sex discrimination, sex-based harassment, conduct that amounts to subjecting a person to a hostile workplace environment on the ground of sex and victimisation from occurring in the workplace or in connection to work.

A number of resources are already available to take action to more effectively prevent, and respond to, workplace sexual harassment.

Respect@Work recommended the adoption of a new workplace prevention and response model structured around seven inter-related domains:

- Leadership
- Risk assessment and transparency
- Culture
- Knowledge
- Support
- Reporting
- Measuring.

More Information

Export Update

Government announces $2 billion in funding to boost two-way trade and investment.

The Australian Government announced a $2 billion Southeast Asia Investment Financing Facility to be managed by Export Finance Australia. The Facility will provide loans, guarantees, equity and insurance for projects that would boost Australian trade and investment in Southeast Asia with a focus on clean energy and infrastructure development.

More Information



Registrations for SA Small Business Week now open!

Running from 29 April to 3 May, South Australia's Small Business Week boasts a packed program of free in-person and online workshops, webinars, tours and networking events designed to support your growth and development.

Registrations are open now for events across metropolitan Adelaide and regional South Australia including the Adelaide Hills, Port Lincoln, Port Pirie, Ceduna, Berri and Kangaroo Island.

With the theme of 'helping you get on with business', the highlight of the week is a free, full day Small Business Expo, to be held at the Adelaide Entertainment Centre on Thursday, 2 May.

Keynote speaker, renowned financial journalist Alan Kohler AM, will share his insightful analysis of Australia's economy and the outlook for South Australian small business owners in a session not to be missed.

More Information



Sustainable packaging – what is it and why is it good for your business?

Sustainable packaging is packaging that has been designed to perform its necessary functions – including keeping food fresh, protecting products, and communicating vital information to customers - while leaving a lower impact on the environment at every stage of its lifecycle. This can include consideration of the materials it's made from, the way it is transported and stored, and how it is disposed of by your customers.

Follow this link to watch a short video with an introduction to sustainable packaging.

How sustainable is Australia's packaging?

In recent years, businesses across Australia have started changing their packaging to be more sustainable – but we still have a long way to go.

Recent research shows:

- 45% of packaging is entering landfill.
- Each year $360 million in packaging is lost to landfill when it could be repurposed.
- 66% of customers want more information about what they can and can't recycle.
- As of 2020, 86% of packaging in Australia is designed to be reusable, recyclable or compostable.

How do you know if packaging really is sustainable?

There are a range of tools available to help you understand how sustainable an item of packaging really is. Using and understanding tools like the waste hierarchy can help you make informed decisions about which type of packaging is right for your business.

Getting to know the SPGs

The Sustainable Packaging Guidelines (SPGs) are a nationally recognised resource that helps businesses of all sizes improve the sustainability of their packaging.

Using the SPGs is one of the most comprehensive ways a business can improve the sustainability of their packaging. Here are three ways the SPGs can help your business:

1. Get the facts – learn to identify false environmental claims on the market and understand what sustainable packaging really means.
2. Make confident choices - gain the confidence to design or purchase the right packaging, both for your business and the environment.
3. Reap the rewards – experience the benefits making the switch to sustainable packaging can bring to your business.

The SPGs are made of 10 Sustainable Packaging Principles. Explore these and more here.

More Information







Pink Boots Society Australia

Who we are and what we do

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

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

Why be a member?

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

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

You could say we're brewing up opportunity

Connect with us

info@pinkbootssociety.com.au

www.pinkbootssociety.com.au

@pbs_australia



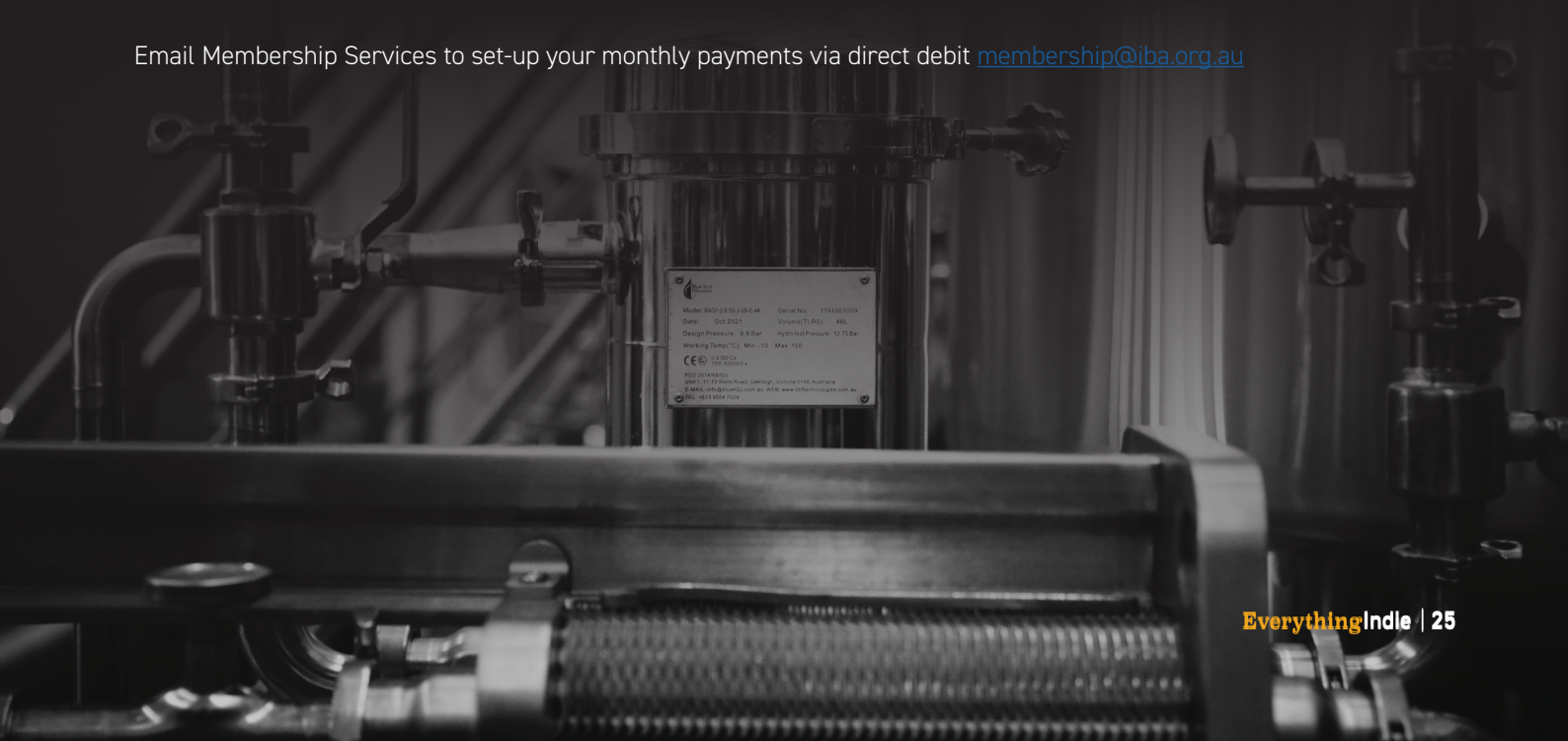
Pay your membership monthly

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



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:



Save the Industry Campaign - What you can do

Thanks to everyone that has shared or posted the video we launched on Wednesday 20 March. We have had over 50,000 people view the video.

If you haven't already we'd love you to share with your consumers by:

- Emailing your subscribers the pack and encourage them to get involved.
- Share the video and/or image on your socials.
- Change your Facebook Profile Frame in support of the campaign.
- Encourage your subscribers to become Indie Beer Ambassadors.
- Add information about the campaign to your website.



Campaign Pack

We've have designed a pack to help your spread the word and rally support for independent brewers across the country. Inside the pack, you'll find everything they need to help us raise a collective voice for our cause:

Save Our Industry Video: Share this spiffy video on your social media platforms. Tag a friend and encourage them to pass it on to their network.

Image for Social Media: Post this eye-catching image on your socials, and don't forget to tag a friend to keep the momentum going!

Profile Frame: Show your unwavering support for independent brewers by changing your profile frame. Let's make our solidarity visible so we are shouting as one.

Social Post: Pair your video or image with this suggested social post to amplify your impact and reach even more people.

Become an Indie Beer ambassador - Encourage your consumers to signup to receive updates on askforindiebeer.com.au where to find indie beer, from events to tap rooms, beer trails and our online map so you can find a delicious, local wherever you are. And we also might ask for your help again but promise not to pester them too much.

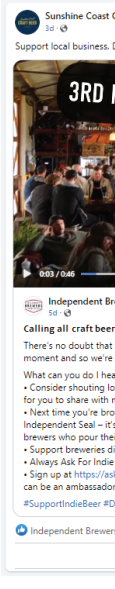
Download pack











Have you applied to use the Independent Seal?

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

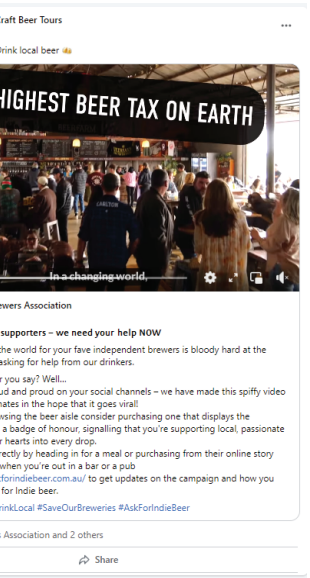
The Seal aims to ensure that beer from independent breweries continues to be top of mind despite the growing number of acquired beer brands increasing their presence in the market. Over time, as more beer loving consumers 'seek the Seal' and see it on cans, bottles, cartons, taps, in taprooms and in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

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

Seal Guidelines

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

Download Guidelines



5 checklists to support your business

Do you like to tick things off a to-do list? Business.gov.au checklists will help you know which steps you need to complete when undertaking operational tasks or improving your business.

1. Cyber security checklist
Protecting your business from cyber threats is crucial. Scams, email attacks, and malicious software can cost a lot of time and money. They can also compromise your sensitive data and reputation. Use the Cyber security checklist to find out how cyber secure your business is and strengthen your business against cyber threats.

2. Sustainability checklist
Being sustainable is about making positive changes in your business for the planet and people around you. It helps you stay resilient and meet the growing demand for products and services that do no harm. The Sustainability checklist guides you through some steps you can take towards sustainability.

3. Hiring employees checklist
Are you thinking about hiring staff for your business? Use the Hiring employees checklist to help you meet Australian laws when hiring an employee. We've also included some tips that might help you through the hiring process.

4. End of financial year checklist
The end of the financial year (EOFY) is an important time for your business. You'll need to complete bookkeeping, tax returns and plan for the new financial year. Use the End of financial year checklist to prepare, get your business organised and work smarter in the year ahead.

5. Setting up your finances checklist
Get your finances in order. The Setting up your finances checklist will help you understand the steps to set up your business accounts and find the tools and help you need to start managing your business finances.

View resources

Grants for breweries

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

Business 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

Energy Efficiency Grants for Small and Medium Sized Enterprises (Round 2) Closes 8 April

Supports businesses to upgrade or replace inefficient equipment to improve energy efficiency. The upgrades will enable industries to reduce energy use and manage energy cost volatility in the long term.

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

Innovation Connect Grant- ACT Closes 16 April

The Canberra Innovation Network offers eligible early-stage innovative entrepreneurs and startups matched-funded grants ($10,000 to $30,000) to kick-start their growth journey. The objectives of the program are to provide funding to businesses with innovative products, ideas and services that demonstrate high growth potential.

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 available. Visit Member Offers for the full list.



Exclusive New Offer from Blue NRG for All IBA Members.

Happy 2024!

We're excited to help your business thrive this year – and beyond – with our brand-new electricity offer, exclusively available to Independent Brewers Association members.

We're offering you the ability to lock-in great electricity rates with Blue NRG for 24-months* and protect your business from unpredictable rate hikes.

To find out what you could be saving, simply reply to this email with a recent business energy bill, or call 1300 599 888 and we will provide a price comparison.

Plus, we're offering a free Network Tariff Review Analysis to identify whether your business is on the most optimum tariff, potentially resulting in further savings. We have saved our customer Endeavour Group more than $30,000 across 38 business sites.

"We thought we were already on a pretty good deal but Blue NRG were able to give us rates that were even better." – Jeff Griffiths, Manager Director, Endeavour Group

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

Why choose Blue NRG?

Fixed Retail Electricity Rates
Taking advantage of a fixed electricity rates offer means you avoid the stress and uncertainty of unexpected rate hikes.

Australian Owned
Blue NRG is proudly a 100% Australian owned business with a local call centre located in Melbourne.

Dedicated Business Relationship Manager
Our dedicated team are not just experts in energy, they're experts in understanding your unique business and its needs. They will work with you to create a tailored energy plan that meets your business energy needs.

Don't wait. Make the switch to Blue NRG as your business energy provider by 03/04/2024, 4pm AEST/AEDT.

To take up this exclusive offer call 1300 599 888, 9.00am to 5.00pm (AEST/AEDT) Monday to Friday.

Don't forget to quote: **IBA24** to access this exclusive electricity deal.

**This offer is NOT available to businesses who are located within embedded networks, such as shopping centres who manage their own private network. This offer is ONLY available to members of the Independent Brewers Association with supply addresses located in NSW, QLD, VIC or SA. This offer cannot be combined with other codes or offers. Blue NRG reserves the right to withdraw the offer before validity date subject to market conditions.*

More Information

Education & Training

Beer Sensory for Quality Management

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

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

More Information

Essentials to strengthening your small business

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

Location: Online

More Information

Quality & Food Safety for Brewers: A Practical Guide

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

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

More Information

Implementing a Brewery Quality Program- PLUS coaching

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

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

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

More Information



Want to travel overseas to pursue an issue or topic you are passionate about? We encourage you to apply for a Churchill Fellowship - a non-academic program that offers Australians a life changing opportunity to engage with leaders in their chosen area of interest and then bring the knowledge home to share.

The Fellowship offers Australians from all walks of life the opportunity to travel overseas, fully funded, to investigate a topic or issue of their choice. The Trust is keen to receive applications from those involved in any aspect of food production, and encourage IBA members to consider applying. Alternatively, you may know someone you think might make a great candidate and encourage them to apply.

Importantly, no specific qualifications are required - in fact people do not event need to have finished school. Instead of formal study, Churchill Fellowships open doors so recipients can meet with international leaders in their field of endeavour, observe, learn and then bring their new-found knowledge home to share.

Applications close on 1 May, 5pm AEST.

More Information

Introduction to Artificial Intelligence

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

Location: Online

More Information

NSW GOVERNMENT



In the media

We appeared in over 30 articles since 22 February. Here is a snap shot of the articles/radio and interviews we have appeared in.



The crafty tactic big bottle-os are using to trick you into buying their own beer

Take a look at the cans of beer in these pictures.

They're pretty obviously made by small, independent breweries, part of the horde of craft beer producers that sprung up in Australia during the 2010s, particularly towards the end of the decade, right? Not quite.

Read/Watch the full article at 9News



Australia has brewed the perfect storm to put local craft beers out of business

Not so many years ago, it seemed Australia was getting a new craft brewery every day. Now, for every new and exciting beer that found its way onto tap lists and fridges around the country, an independent producer is going out of business or into administration.

Read the full article at 9News



Breweries battle beer tax boosting prices

Have you noticed the price of a pint or schooner going up?

The increasing beer tax has raised the cost of the golden drop and is worrying breweries across the country.

Listen to the interview at ABC Listen

Australian brewers struggling amid an increase in beer tax

IBA CEO Kylie Lethbridge is interviewed by ABC News.

Watch the interview at ABC Facebook



Interview: Wayward's founder discusses recent successful exit from voluntary administration

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 Drinks Trade



L&GNSW proposes regulatory action against hard soft drinks, citing Hard Solo

Liquor & Gaming NSW (L&GNSW) is proposing a regulatory change to the existing Liquor Regulation 2007 (NSW) in order to better enforce the growing category of alcoholic soft drinks.

Read the full article at Drinks Trade



Are lax labelling laws fuelling craft beer's current crisis?

A concerning trend of independent breweries facing severe debt has been clearly establishing itself nationwide. Since January 2023, the list of independent breweries that have been forced into voluntary administration has grown to include Ballistic, Dainton, Bad Shepherd, Wayward, Hawkers, Big Shed, Golden West, and Deeds, with the latter five falling under in the last few months alone.

Read the full article at Drinks Trade



Independent Brewers Association launches Save the Industry campaign; Akasha enters administration

In lieu of the current trend, the Independent Brewers Association (IBA) have launched a campaign designed to help save Australia's independent beer industry.

Read the full article at Drinks Trade

In the media

We appeared in over 30 articles since 22 February. Here is a snap shot of the articles/radio and interviews we have appeared in.



Beverage manufacturers hit their stride, food producers falter

Latest figures from inventory management software provider, Unleashed, reveal Australian beverage manufacturers ended the year with a strong $2.93 profit margin on each dollar invested in Q4 CY23. Food producers' margins weren't quite so rosy, at $1.87 per dollar spent.

Read the full article at Food & Drinks Business



Trouble brews in Australia's craft beer industry, with 'alarming rate' of closures

After a decade-long craft beer boom, more than a dozen independent breweries across the country have been pushed to the brink of insolvency in the past 12 months.recognition, and funding programs.

Some, like Red Lion Brewery in regional Victoria, have shut up shop entirely. Others, like Wayward Brewing Company in Sydney, have pushed on with a restructuring plan, cutting up to a third of their workforce to break even. And still more await their fate, like Melbourne-based brewery Hawkers.

Read the full article at Good Food



Independent beer-makers captive to liquor majors, supermarket duopoly

Visiting the local pub or bottle shop may create an impression of beer drinkers spoilt for choice. But the variety of offerings is increasingly controlled by the duelling duopolies of producers and retailers drunk on their market power. It's Coles and Woolworths again. And it's prices.

Read the full article at Michael West Media



Big Shed Brewing will trade on after striking a deal with creditors

Big Shed Brewing will trade on after its creditors agreed to a deal to keep the Royal Park brewery afloat, with its directors saying support from the public, suppliers and stockists has been "humbling beyond measure".

Read full article at The Advertiser



IBA launches Save the Industry campaign

The campaign is calling on IBA members to help spread the word and rally support for independent brewers across Australia. The pack has been designed to give brewers everything they need to raise a collective voice for the cause.

Read the full article at The Shout



Nominations open for IBA Board

The Independent Brewers Association (IBA) has announced that it is looking for three to five of its full brewery members to join its Board of Directors.

Read the full article at The Shout



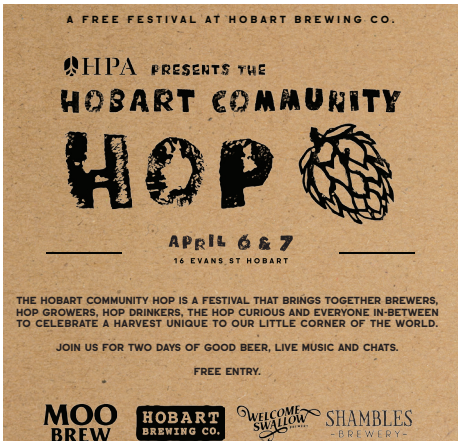
2024 Events Program

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







6-7 April Hobart Community Hop

This festival brings together brewers, hop growers, hop drinkers, the hop curious and everyone in-between to celebrate a harvest unique to our little corner of the world.

16 April QLD MashUp

From 5.30pm at Hiker Brewing. Pizza'a provided thanks to Rallings.

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.

2 August WABA Beer & Brewing Conference

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

2 August The Indies Awards Ceremony

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



Membership Matters

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

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

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

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

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

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

We are currently working on:

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

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

Become a member today

IBA Board and Staff



Chairman
Richard Watkins
Founder
Bentspoke Brewing
Braddon, ACT
Email



Director
Evin Craney
National Sales & Export Manager
Bright Brewery
Bright, VIC
Email



Director
Callum Reeves
Chief Boss
KAIJU! Beer
South Dandenong, VIC
Email



Director
Matthew Shortal
Co-Founder/Director
Great Ocean Road Brewing
South Geelong, VIC
Email



Board Advisor
Richard Adamson
Founder
Young Henrys
Newtown, NSW
Email



Director
Chris Cefela
General Manager
Local Brewing Co.
Clifton Hill, VIC
Email



Chief Executive Officer
Kylie Lethbridge
0490 818 717
Email



Head of Events
Siobhan Kerin
0437 799 552
Email



Membership Manager (Part-Time)
Emily Doughty
Email



Head of Marketing & Communications (Part-Time)
Kelly Falconer
0499 292 740
Email



Head of Industry Development
Sabrina Kunz
Email

Indies Awards Advisory Committee



Chair
Will Tatchell
Founder
Van Dieman Brewing
Evandale, TAS
Email



Clare Clouting
Founder
Athena Quality
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Grainfed Brewing Co.
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Daniel McCulloch
Regional Manager - Oceania
Lallemand Brewing
Sydney, NSW
Email



Pia Poynton
Leederville, WA



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