Everything Indie

Edition 9
November 2023

In this issue...

Request for excise relief

Market dominance update

Grants for brewery businesses



Independent Brewers Association

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Front Cover: NSW MashUp
White Bay Brewing

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V1/23

A message from the **Chief Executive Officer**

Well, it certainly has been a hectic month with battles occurring on many fronts.

We're very glad to see some of our members back to business after entering voluntary administration, are super thankful the cancer warning label/plain packaging consideration was defeated and forever thankful to the many, many members who have taken the fight for our indie small businesses to their local state and federal MP's. It really is working, and we have new inroads to government that would have taken us a great deal of time to initiate.

As promised though, we are keeping the pedal to the floor with our advocacy as we know there are many members that need some relief in order to survive the next 12 months. It is for this reason we are:

1. Finalising the advocacy request to the **Federal government**. We shared the first round of requests with you some months back but the work we've done since then with our new federal 'ambassadors' has further refined our position and the support we are seeking. The next step will be to ensure you are across its contents so you can use it during those discussions and meetings you've managed to negotiate with your local members of Parliament and to morph into our formal budget submission which is due in January 2024. Here's the **headline requests** for your information:

    a. Provide the IBA with a grant based on a set of agreed outcomes to develop resources, programs and marketing campaigns that will help to alleviate the current pressures that threaten the survival of our small independent business.
    b. Freeze indexation of alcohol excise for a period of 24 months. The increase 11.65% since July 2021 has been a massive blow to the cost of manufacturing for breweries when they are experiencing significant increases in raw materials, rent and wages. Therefore, we propose that a hold on excise indexation be implemented during this time of rampant inflation to help our industry cope.

c. Index the excise remission in line with excise rates. Excise rates on alcohol are indexed in line with CPI – increasing every six months. However, the excise remission remains capped at $350k per annum. There is no denying the effectiveness of the remission scheme in terms of jobs and investment but for the remission to have the same effect today as was intended when it was introduced in July 2021, it would need to have increased in line with CPI.

d. Offer an extension to pay back terms from 36 to 72 months for those independent breweries carrying an excise debt as a result of deferrals during the pandemic. It is important that we highlight the fact that we are not trying to avoid any existing tax obligations however issues with the economic climate means it is almost impossible for breweries to meet their current obligations let alone the payback requirements so we are asking for a simple extension to the timeframe.

e. Reduce excise rate for <3% ABV to the same as mid strength and align regardless of packaged or draught.

f. Address industry skills shortages by adding brewery technician to the national skilled occupation program. The rapid growth of the craft beer industry over the last decade has led to a significant skill shortage of brewers and to a less degree, experienced production managers.

g. Allocate funding to investigate the opportunity to ensure a successful future for Australia's beer industry via the creation of Beer Australia in line with the role and remit of Wine Australia.

2. Getting ready for our next **Parliamentary Friends** of Brewing event in Canberra on 20 March 2024. The more members there the better so if you can make it, please pop it in your diary and we will follow up with more detail early next year.

3. Finalising our position on **'market dominance'** in response to the support we have achieved via the (federal) Standing Committee on Economics and the ACCC. This will be shared with you once further developed, but it is a very large piece of work that we hadn't planned to attack for some time – and we will only get one shot at it so need to make sure it's as snappy as can be. Without having to pay a team of lawyers a billion dollars we don't have!



A message from the **Chief Executive Officer**

4. Applying for **deductible gift recipient** status to open up opportunities for philanthropic funding, working on a number of **grant applications** and developing our **2024 partner program** - all with the objective of reducing our reliance on our loyal industry suppliers, who constantly dig deep to sponsor and support events and activities across the beer landscape. The primary purpose of this work is to ensure our bottom line is healthy so we can continue to fight for your needs.

5. Working through the finalisation of **state beer strategies** in QLD & WA and furthering discussions for dedicated support in SA, TAS and VIC.

6. Working through **FSANZ** alcohol stakeholder group to finalise the outcome of energy labelling review AND awaiting the outcome of the final decision on sugars and carbs.

7. Now that we know our voice has been heard (read their response) by state and territory Ministers and heads of the EPA (view our open letter) we are eagerly awaiting the outcome of their decision on CDS national harmonisation, specifically, the national register and preferred scheme model. This is still slated for implementation by 2025 so given the magnitude of aligning this across the country we are going to assume it will all happen quickly once the decision has been made.

8. Finalising the draft **Constitution** for consultation. We are going to send this to you pre-holiday season so you have time to digest and ask us questions/discuss with your colleagues before we ask you to vote at the AGM which will be scheduled for March.

9. Reworking our **consumer marketing activities** to a more urgent message to our indie beer supporters – we don't have the luxury of a long run at raising awareness now so are working up a plan that asks consumers to support their favourite/ local brewery now eg. buy local. This will include some digital and printed assets for members.

10. Reviewing 'non-essential' activities that we may be able to defer in order to gain more traction on the priorities noted above. We must ensure we are delivering what you need for the next 12 months rather than what might be nice to do but not essential to the sustainability of your business or ours.

For those who may not have seen it, last week the **UK just gave their alcohol industry some much needed assistance** as they are in a very similar situation to us. It provides a great precedent so we will go hard on using this as an example. You can read the announcement here.

Now, I won't promise this is our last communication to you before Christmas as things are coming at us thick and fast at the moment but it will be the last edition of Everything Indie so I wanted to take the opportunity, on behalf of the IBA Board and Team to thank you from the bottom of our hearts for the faith and support you have shown us this year. We know there has been a lot of talk about the hard times and while we try to keep it positive, unfortunately the horizon doesn't look like getting any better so of all things, you can rest assured that your industry association is doing everything it can to make it just a little easier. We will keep all our fingers and toes crossed that you have a busy summer, sell loads of great indie beer and serve up wonderful holiday experiences that just might relieve a bit of the pressure that the world is throwing at us all right now.

Cheers to indie beers.

Kylie Lethbridge
Chief Executive Officer

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NOV2023



NSW MashUp

Update

It was fantastic to see our NSW members at last week's MashUp at White Bay Brewing, with some of our members making the trip from Newcastle and Wollongong to be there. Our hosts put on a great night of award winning beers and our friends at Konvoy served up some delicious pizzas.

Alongside Kylie, who gave an update on all our recent IBA activities, we had the pleasure of hearing from Josh Quantrill and Pete Anstey on their revival plans for Sydney Beer week 2024. The event is pitched at including the whole family of craft beer - from those who simply love beer, to home brewers and the state's independent breweries. We won't spoil their plans by unveiling too much as you'll hear from them in upcoming months, but we encourage everyone to stay tuned and get involved in what is looking like a fantastic event.

Home brewers Brendan and Stu shared a cracking brewing competition idea that they're working on with Josh and Pete for the event, which our NSW attendees of the MashUp are keen to be involved in. Once the plan is hatched, we will make sure each of our NSW members are looped in.

We'd like to say a big thank you to all of you who came along, it really was great to see you and catch up.

Emily Doughty
Membership Manager







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LAGER

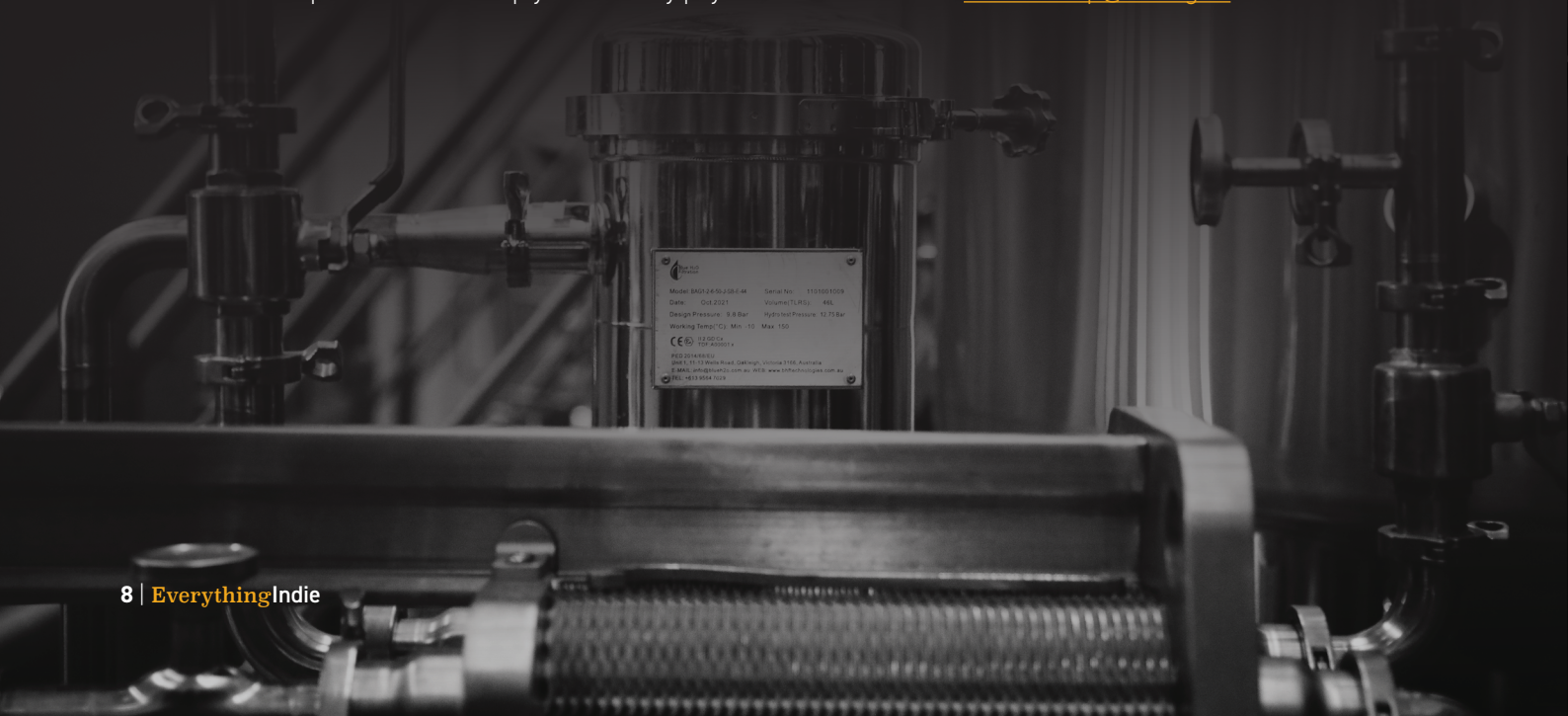
Pay your membership monthly

Did you know we offer payment plans for your membership?

With small monthly payments, you can keep your IBA membership and manage your cash flow at the same time!

Band	Annual Fee (ex GST)	Monthly Fee (inc GST)
Brewery In Planning	$500	$45.84
Band 1	$550	$50.42
Band 2	$1,100	$100.84
Band 3	$3,300	$302.50
Band 4	$5,500	$504.17
Band 5	$7,700	$705.84
Band 6	$11,000	$916.67
Associate Level 1	$1,000	$91.67
Associate Level 2	$5,000	$458.33
Associate Level 3	$10,000	$833.33

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



Welcome to our new members

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

These businesses now unite with over 550 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

Associate Member - Level 1

swanky

Biogone
THE LOGICAL CHOICE

Shout out corner

A round of applause and cheers for...

Beerfarm - Crowned 2024 WA Good Food Guide Awards Beer of the Year >>

Six String Brewing Co. - New official beer partner at Industree Group Stadium, Gosford NSW >>

Brick Lane Brewing - 3 medals and an award from the International Beer Cup in Japan >>

Moo Brew - Celebrating 18 years! >>

Young Henrys' Brewing Co. - Added carbon capture technology to allow them to reuse CO^2 in their brewhouse >>

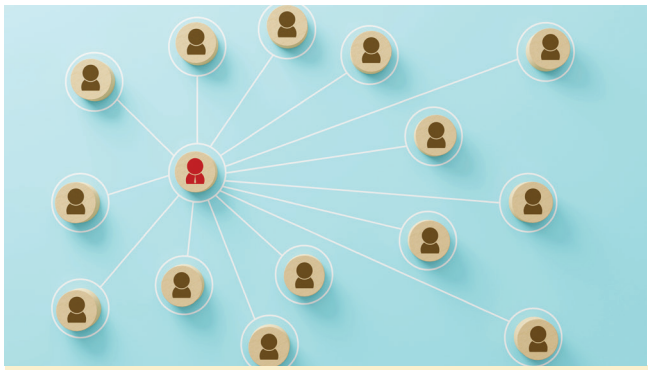
10 Toes Brewery - Open second venue at Buderim >>

Brouhaha Brewery - Collaboration with Channel 10's All 4 adventure program >>

King Island Brewing - Hidden hops reveal a secret beer history and 140-year-old mystery >>



In a few words



HR EOI Update

In last months' Everything Indie we let you know that we had sent out Expressions of Interest for HR providers around services they could provide to our members.

The EOI's closed last week and we are pleased to have received six proposals that have different inclusions, benefits and options for our members.

We are working through the proposals now and hope to be able to give you a substantive update in January 2024 as to what will be available to support you.





FSANZ Standard 3.2.2A - Food Safety Standard becomes law on 8 December

This is an extension of the existing Standard 3.2.2 and introduces three food safety management tools for:

- food service
- caterers
- some retail businesses

Local government enforcement agencies are responsible for ensuring that food and beverage businesses registered with local governments are informed of Standard 3.2.2A and are prepared to implement the standard from the 8 December 2023.

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

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

Key takeaways

- All food handlers must have completed a food safety training course, and a food safety supervisor must be appointed.
- Businesses must provide food handlers with adequate training, including refresher courses, and keep a record of it. Additional training may be needed for high-risk products or processes.
- Records must be kept substantiating proper management.

More Information



Cancer warning labels not to be introduced (for now)

ICYMI: On the 6 November The Hon. Mark Butler, Minister for Mental Health and Ageing confirmed, on national television that the federal government **are not** intending on **pursuing the introduction of cancer warning labels or plain packaging for alcohol.**

We are a little reticent to celebrate yet as we still need to keep our foot on the gas in regard to our other advocacy requests but hey, a win is a win!

You can watch the Minister's response to the following question below (timestamp 26min 30 sec) or view the transcript via the link below.

QUESTION: This is a question for the health minister Mark Butler. My son Dylan died of alcohol induced liver disease in April 2022. He was only 26 at the time. When he was in hospital, at one point he knew he wasn't going to survive, and he stressed to me how important it was that alcohol had warning labels. He felt strongly that by doing this, people, especially young people, could make a more informed decision about their health. Due to the high risks associated with drinking alcohol –particularly cheap high volume wine casks. My question to you Mark Butler is, will you consider making the necessary changes to alcohol labelling in the near future so there is more potential to save lives?

View Q&A

New rules for fixed term contracts

Key points

- From 6 December 2023, new rules apply when engaging employees on fixed term contracts.
- A fixed term contract terminates at the end of a specific period. This includes contracts where the employee is employed for a specific period.
- The new rules include:
  - a requirement for employers to give any employees they're engaging on a new fixed term contract a Fixed Term Contract Information Statement (FTCIS)
  - limitations on how fixed term contracts can be used.
- There are some exceptions to who these rules apply to.

More Information

Applications for 2024 Young Henrys brewing scholarships are open!

For the third year running, Young Henrys is proud to offer the Young Henrys Brewing Scholarship in partnership with The Crafty Pint and TAFE NSW, aimed to create more opportunities in the brewing industry for women, and to showcase the unique and diverse career paths in the world of brewing and distilling.

What's on offer?

Young Henrys is funding the full tuition of one female/female-identifying/non-binary individual in the TAFE NSW Brewing course, Certificate III in Food Processing (Brewing).

As part of the scholarship, the winner will also have access to quarterly mentoring from the in-house Young Henrys legends including Head Distiller Carla Daunton, Head Brewer Jesse Searls, and Rene Delmas, who oversees the Young Henrys lab.

PLUS Young Henrys will throw in a pair of Blundstone work boots and Young Henrys merch to round out our scholarship package, valued at $10K.

More Information

In a few words



Drink West Drink Best Mixed Cube

Exclusive mixed carton celebrating WA brews has come up a treat this year. A Liquor Barons exclusive, the pack includes 16 beers from some of the top 16 breweries in WA, including a range of brews to cater to all taste buds.

This beer pack is produced by locals for locals with local brews... Brewtiful!

WABA would like to thank their trade partner HPA who have helped our breweries out with their associated costs of the mixed pack, also to Containers for Change for assisting with the carton, and Growler Depot for handling transport. Huge thanks to their many partners who stepped in to support WABA and the costs involved in getting the cubes together.

WABA proudly support Workpower Disability Enterprise once again this year who are handling all our packaging.

More Information



World Beer Cup 2024 registrations open

Be like the cracking team at Buckettys and aim for the stars. with 2 trophies under their belt, its certainly something to reach for. closes 7 December so best get in quick.

Find out everything you need to know about the competition, application process, shipping consolidation points and more.

More Information

Spot the Seal

Have you got a great example of how you use the Independent Seal on your brand assets?

Here's one we've seen when out about...send us the way you promote the Independent Seal or if you spot the seal on your travels.





Nominations open for GABS Hottest 100

Nominations are currently open for Australian breweries to nominate their beers to be part of the GABS Hottest 100 Aussie Craft Beer people's choice poll.

Brewers are urged to get nominations in now, before voting opens on 1 December, to help garner as many votes from fans as possible and from day one.

Brew pubs can also register their venue as an official countdown host venue, when the full list is revealed on 27 January 2024.

More Information

Beyond Blue's NewAccess for Small Business Owners

Beyond Blue's NewAccess for Small Business Owners (NASBO) is a **guided self-help mental health coaching program**.

It's free, confidential and convenient. Available nationally by phone or video call, no GP referral is required.

NewAccess for Small Business Owners is funded by The Treasury and delivered by Richmond Fellowship Queensland.

Over 6 sessions, your mental health coach will work with you to manage stress and overwhelm using straightforward problem-solving approaches.

All mental health coaches are specially trained and have a small business background so they understand your unique challenges.

More Information



How to have a safe and happy work party

There will be parties for hosting, successes for toasting and sharing in good cheer. If you're celebrating the end of year with your employees, it's important you consider work health and safety. Check out business.gov.au tips to party safely.

More Information



KEG THEFT - Have you seen a keg where it doesn't belong - Let the owner know...

Stolen, misplaced, or wrongly picked-up kegs are causing breweries and suppliers a headache nationwide. If you spot a keg where it shouldn't be (marketplace, backyards, side of the road, etc.) or have you picked up someone else's keg? Please do the right thing—let the owner know! Your help can save them time, money, and a lot of hassle.

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.



Sustainability grants for ALL Aussie brewers (opening early 2024)

Round Two: Energy Efficiency Grants for Small and Medium Sized Enterprises

Brewers be ready for round two of the energy efficiency grants program which will be announced in early 2024.

You can apply for funding to upgrade or replace inefficient equipment to help reduce energy usage and costs. Round one supported 671 businesses with grants up to the value of $25,000 in 2023.

Find out about the program on the energy efficiency grants website and view the guidelines and successful grant recipients from Round One.

Energy Efficiency Grants website



WA Agrifood and beverage voucher program

Round 5 of the WA Agrifood and Beverage Voucher Program is open for applications.

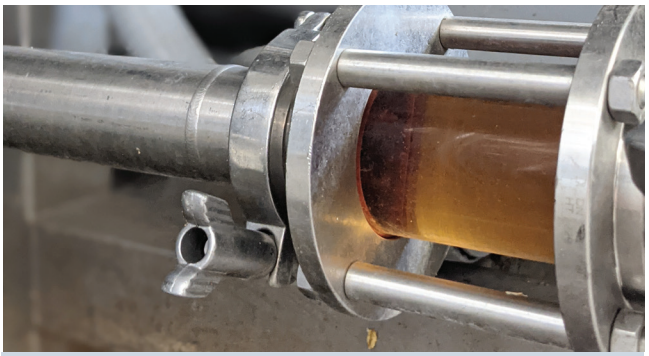
The Voucher Program supports small businesses across regional and metropolitan WA to access expert advice to build resilience and sustainability, competitiveness, scale and export preparedness into their operations.

Up to $20,000 per business, with 50:50 co-contribution, is available to access professional services with up to two vouchers under 5 categories;

1. **Business Planning;**
2. **Manufacturing for Business Growth** (including transition to manufacturing for producers, HACCP, process engineering and automation);
3. **Sales and Marketing** (including e-commerce, marketing strategy, customer relationship management system design, export market development and re-branding);
4. **Financial Health** (including succession planning, pitch decks, and other investment planning); and
5. **Environmental Sustainability and Social Responsibility** (including net zero planning, waste water management plans, sustainable packaging design, and ESG).

Applicants may select a service provider that suits their business (preferably local!) and upload a quotation with their application, which can be completed via SmartyGrants. A separate quotation and application must be submitted for each (up to two) vouchers.

More Information



Queensland brewers (open now)

Manufacturing Energy Efficiency Grant Program

Queensland-based small to medium sized manufacturers are encouraged to apply for matching funding to increase energy efficiency measures and technology, reduce energy usage and costs and reduce emissions. The program will fund upgrades such as: heat pumps, lighting, energy monitoring systems, electrification from gas or fuel-based processes to electric.

You can apply for grants from $5,000 to $25,000 with your matching funds. Closing on 21 April 2024.

Read through the guidelines to find out if your project is eligible.

View guidelines

NSW brewers (opens 4 December 2024)

MVP Ventures

This program supports start-ups and innovative SME's in the product lifecycle between early stage research and mature investment opportunities. The program grants drive commercialization of highly innovative products and processes.

We encourage you to read the guidelines and if you have project that could be supported with a grant ($25,000 to $50,000) you can find out more at an information session on **30 November 2023**.

Applications close 30 April 2024.

View guidelines

Victorian brewers (open now)

Business Victoria: The Digital Jobs for Manufacturing fund

Grants of up to $5,000 are available for Victorian manufacturing businesses to upskill existing staff in digital technology. The business needs to be on a growth trajectory and seeking to apply digital technology to their operations.

Eligible businesses can receive funding for up to five employees. A digital element must be incorporated into the employee's position description upon completion. This is to ensure that the employee is assigned relevant work activities and tasks to apply their learning.

The courses are online, part-time and will run for 12 weeks in January and April 2024 with applications closing March 2024. Courses are conducted by accredited training providers detailed in the course guide handbook in the following streams:

- Additive manufacturing
- Artificial Intelligence (AI) / machine learning
- Computer aided design/manufacturing (CAD/CAM)
- Cloud computing
- Customer relationship management (CRM)
- Cybersecurity
- Data analytics
- Digital marketing
- Enterprise resource planning (ERP)
- IT operations and support
- Product management
- Programming / software development
- Project management (agile)
- Robotic process automation (RPA)
- User experience / User interface (UX/UI)
- Web development

More Information

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.



Drive electric NSW EV destination charging grant

The Australian vehicle landscape is being transformed.

Electric vehicle (EV) ownership is growing, and EV drivers are now planning their trips around EV charging locations.

Bring new customers to your business. Attract tourist and locals. Install an EV charger at your site.

The NSW Government is investing $20 million to assist eligible regional NSW businesses and councils by co-funding the purchase and installation of EV chargers at your site.

This grant will allow you to have up to 75% of the purchase and installation cost covered.

Round 2 funding opportunities are now open.

What does it mean for your business

An EV charger is a step into a growing market. A reason for EV drivers to choose you over other business. Longer dwell time. And a new stream of local and tourist visits alike.

Join the growing number of businesses that are already plugged in

- 167 sites have been successful under the grant to date
- 464 charging plugs are now being installed
- across regional NSW
- $10 million available for the current funding
- round to install an EV charger at your business site.

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

More Information





Photo courtesy of Range Brewing

In the media



Can you have 'non-alcoholic' drinks while pregnant or breastfeeding? Health experts say one thing, brewers say another

On a recent afternoon, a pub in the west Melbourne suburb of Footscray found itself out of booze, though no-one was short of a drink.

Titled the Pub With No Booze — carrying the aim of "challenging the status quo" of drinking culture in Australia — it stood as a testament to the much-documented rise of the non-alcoholic drinks movement.

Read the full article at ABC News

Industry honours WA craft brewing stalwart

Beneath the slick facade of French fashion house Chanel's CBD flagship store lies the birthplace of one of Perth's most unassuming success stories.

Read the full article at BusinessNews



'Big beer brands are bland.' Brewer's pitch to secure independence

Philter Brewing is now in the last 12 hours of its Birchal raise equity crowd fund and has secured over $2 million to remain Aussie-owned and independent.

Today, Newtown Rugby League Football Club became a shareholder of Philter via its equity crowd-fund.

Read full article at Drinks Trade



ABAC backflips on Hard Solo triggering a name change

CEO of the Independent Brewers Association, Kylie Lethbridge called it a 'sheep in wolves' clothing' and was publicly scathing about it saying it "looks like a soft drink, tastes like a soft drink and has the name as a soft drink."

Blind taste tests of the drink on TikTok attracted thousands of views and caused a stir with some tasters claiming they couldn't taste the alcohol.

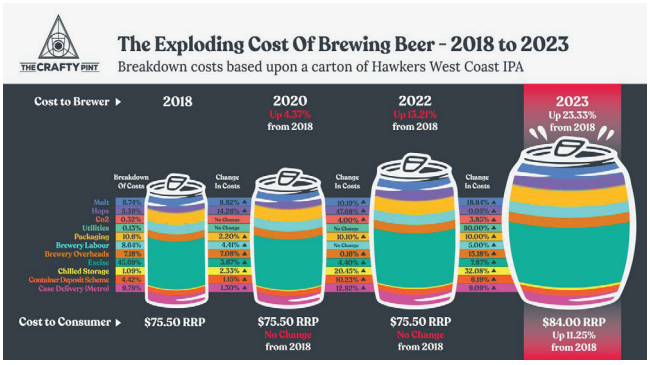
Read the full article at Drinks Trade



Crafting a success: How Nathan Lennon's "hold my beer" attitude built Hawke's Brewing Co.

Mediaweek caught up with Lennon to explore the difference between a stupid idea and a brave one, the potential of novelty executed with sincerity, and how life as creatives in brandland forged the tenacity and resilience needed to turn said "stupidest idea" into a cherished institution.

Read the full article at Mediaweek



The Exploding Cost Of Brewing Beer

Nobody paying even the slightest bit of attention to the fortunes of the local beer industry needs to be told it's going through a rough period. Over the past 12 months, we've covered the fates of a number of businesses that have entered voluntary administration, shut up shop, or raised for sale signs.

Read full article at The Crafty Pint



Trouble brewing: Australian brewers struggle in 'craft beer recession'

Across the country craft breweries are entering administration, hit by Covid-era debts, excise tax and rising costs

The initial cause of their trouble was a pandemic-era debt that became hard to service when, even after lockdowns lifted, diners were still hesitant to head out. Visits to the brewpub did not rebound to pre-Covid numbers. As the months wore on, things only became harder as production costs grew and interest rates rose, soaking up any extra cash people had for dining out.

Read full article at The Guardian



Member Resources

If you haven't had time lately to familiarise yourself with the 100+ different resources in the member portal, best you jump on now. Here's just a snap shot of the most recent:



Where to next? Answering questions around business survival or exit

In this economic environment we have seen a lot of changes to both business models and the ramifications of the economic downturn for our brewery members and industry suppliers.

This webinar responded to the many questions noted in our member survey earlier in 2023 where members asked 'Is merger a dirty word? What is safe harbour for directors? I'm not sure if I want to continue or close down my business? I want to financially restructure but don't know where to start? I want to prep for sale - how do I do that? How do I find a reliable administrator, how to I work with the ATO to deal with my excise debts?'

Listen to the webinar where:

- Mathew Brittingham - Tributum Law
- Andrew Jago - SRJ Walker Wayland
- Richard Abraham - DBA Advisory

share their sage advice and respond to member questions.

View webinar

BrewCon23 Presentations

Catch up on all the presentations from this year's BrewCon. We have over 40 presentations for you to choose from. Whether your in brewery operations, marketing, finance, owner, management, or in hospitality there will be something for you. You can also download the slides presented.

View webinars

Health & Wellbeing Resources

We have a range of resources to assist with how to have a mental health discussion, wellbeing planning, health checks and a list of mental health support offered around Australia.

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

Social Media & ABAC Compliance

Let's chat social media. Love it or hate it, social media is here to stay (at least for now!). Being in the busy season, social media is an inexpensive way to reach your audience. Did you know we have member resources available to help you navigate social media compliance.

ABAC has developed a social media guide and has a range of resources and courses that you can complete.

View resource

Lauren Gibb's BrewCon presentation '*When things go wrong on social media*' also has some valuable information and insights.



View webinar



Update

We know how valuable our resources are to you, our members. We're beavering away behind the scenes to make member resources more accessible for you and easier to find.

Plus we are developing new resources based off our member survey and BrewCon presentations.

Keep an eye out in early 2024 for an update on what new resources will be available.

In the mean time, below is a list of topics our resources cover:

- HR toolkit: policy templates, position descriptions, WHS
- Mental Health
- Education and Training
- Finance
- Business Planning and Strategy
- Licensing
- Sustainability
- Alcohol compliance
- No-Lo
- Marketing and Advertising
- Hospo Operations
- Beer Faults
- Ingredients
- Packaging
- Labelling Guidelines

View Resources

Member Offers

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


Photo by Anthony Indraus on Unsplash

Exclusive Electricity Offer

Wayward Brewing Company has saved 20% on their overall business energy bills as a valued Blue NRG customer.

"*Blue NRG has always saved us money on our energy bills, and recently offered us an even better deal. This was perfect timing to help us deal with the rising cost of ingredients and production.*" - **Kitty, Sales and Accounts Support Team, Wayward Brewing Company.**

Blue NRG has been brewing a special group discount offer, exclusive to the members of the IBA. We are committed providing you with a great business energy offer, check out our cost-effective energy rates below.

- **NSW** approximately **22% better** than the current default market offer^*
- **QLD** approximately **20% better** than the current default market offer^*
- **SA** approximately **16% better** than the current default market offer^*
- **VIC** approximately **13% better** than the current Victorian default offer^*

View the member offer via the member area to get the discount code.

BLUE NRG
Business thinking

We can also help you enhance your business operations through cutting edge solar installations

Blue NRG has partnered with UNIfied to help businesses join the solar revolution. If you've been thinking about bottling sunshine, but you're yet to take the plunge and install solar, here we breakdown the savings you could be making.

Commercial solar panel installations are currently in a "sweet spot" of low prices and high yields due to rising electricity prices (more than 50% in the past five years), falling material costs and the availability of generous Government incentives.

A solar system can generally reduce your energy costs by 40-50% compared to grid energy rates, with the capital expenditure (CapEx) investment usually delivering a two-to-three-year payback on an asset with a 30-year lifespan.

Why choose Blue NRG?

- 100% Australian owned and operated
- We ONLY serve businesses – so you're our focus.
- You can trust us to find great rates for your business.

Take advantage of your group buying power, contact Blue NRG today to join in on collective savings on 1300 599 888 or email business@bluenrg.com.au.

^Disclaimer: The estimated discount implied in the above offer is based



on the assumption that the business customer uses 25,000KWh per year and is under a single rate tariff. Actual savings may vary based on the business customer's usage patterns. Please consider this while evaluating the offer.

*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 Independent Brewers Association members. 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. Any personal information provided for this offer will be used by Blue NRG in accordance with Blue NRG's privacy policy, which can be accessible at https://www.bluenrg.com.au/privacy-policy/

Get discount code

swanky

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

If you'd like to take advantage of a 1 hour strategy session with Swanky's award-winning team, we can chat through opportunities on how to create an online selling platform direct to your customer, 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? Yes please!

If you already have an online store, let's take an in-depth look and consider if migrating to a better ecommerce platform to save money, make life easier for you and your team, increase sales, or introduce B2B ecommerce on top of your existing set up is something worth doing.

View Offer





Are you looking for a new Christmas offering for your customers?

How many customers have asked you, "do you offer kegs" and you've had to say no because keg swapping is tedious or tracking stainless kegs is a hassle? Do you want to your customer to recreate your indie brewery experience at home? With the Aussie Keg (King Keg) you can now say "yes" - and it's 100% recyclable, arrives at your brewery clean, purged and filled at 0.9bar with nitrogen. All you have to do, is fill it and let your customers enjoy their favourite indie beer in the comfort of their own home with their friends and family for the holiday season.

View Offer

50% off Unleashed for 3 months

Easily track and manage all your beer recipes, ingredients, and finished goods in one place so you know exactly how much stock you have at any given time – and where to find it. Get complete grain-to-glass visibility over your beer products and access powerful tools that boost brewing efficiency and streamline stock control.

View Offer

The Key Ingredient

News and updates from IBA Associate Members



Image courtesy of HPA.

Lagging behind or leading the pack? Leveraging Lead and Lag Indicators to drive excellence and protect our Brand



Written by Clare Clouting

While I generally avoid making broad generalisations about people, I do believe that individuals can be divided into two groups: those of us who embrace data, analysis, and a robust scorecard, and those who cringe at the mere mention of KPIs, viewing business buzzwords like 'benchmarking' and 'metrics' as threats to creativity and intuition. Unsurprisingly, I'm among the former group, and I'm here to persuade you to join us.

Have you ever examined your business results and found yourself wondering how you arrived at a particular outcome? Perhaps you've been taken aback by a sudden influx of consumer complaints, even though you believed everything was well under control. It's possible that your business has experienced a Lost Time Injury (LTI), yet you haven't had any safety-related concerns reported for months. What you might be witnessing is a business culture heavily reliant on lag indicators with a noticeable shortage of lead indicators.

What is lead and what is lag...

Lead indicators are predictive or proactive performance metrics that provide information about activities or factors that can influence future outcomes.

Lag indicators are retrospective or reactive performance metrics that measure the outcomes or results after an activity or process has occurred.

When it comes to food safety and quality:

- **Lead indicators are drivers of business growth through increased consumer satisfaction.** For example, when a brewery checks that their bright beer tank results are in specification before packing i.e. "Are we making progress toward what we set out to make?"
- **Lag indicators are critical to consumer retention.** For example, when a business measures how many consumer complaints they received for the month compared with the previous month i.e. "Did we achieve what we set out to make?"

Combining lead indicators with lag indicators provides a holistic approach to managing your business and allows for more informed decision-making.

In the ideal scenario, both types of indicators paint a complete picture of your business's performance. For instance, a maintenance team may track the hours allocated to both preventative maintenance and reactive maintenance, possibly even specific to critical equipment. If the percentage of time spent on reactive maintenance significantly outweighs that on preventative maintenance, it signals a need for adjustments. This could involve more frequent servicing or replacement of parts and consumables, or a re-evaluation of the grade and quality of consumables and lubricants. Identifying the root cause enables meaningful actions to be taken, leading to improved reliability and output.

Another great example is in the area of people safety management. Over the last decade or so, 'Days without a Lost Time Injuries' (LTIs) has become a popular metric for operational businesses, often displayed with pride at entrance gates and reception doorways. However, could this metric be the ultimate lag indicator? After all, it signifies that a worker has already sustained an injury to the extent that they cannot attend work. The question then becomes: What significance does this metric hold in isolation, and more importantly, what kind of safety culture does it foster?

Read full article

Crafting innovative sales solutions in breweries



Beer matters.

> The UK has reported on average 27% of an independent brewery's income now comes from sales direct to consumers via their taprooms, brewery shop or online. Are you capitalising on the increasing demand for takeaway options?

With consumers' expectations changing rapidly, breweries are seeking innovative ways to engage their consumers and stay ahead of the curve. The key to success lies in seamlessly blending traditional experiences with modern trends.

Let's explore some creative solutions that breweries can adopt to meet these changing demands and thrive in this dynamic landscape.

Sustainability is no longer a choice; it's a necessity. Consumers appreciate brands that are committed to a greener future.

Show your customers your sustainable practices, responsible sourcing of ingredients and renewable energy endeavours.

Sustainability is intertwined with hyper local - restaurants had a whole movement to promote food miles.. Drinking beer at the source is not only good to showcase the quality of the beer, but reduces carbon footprint with no transportation costs - reward your local customers who frequent your taprooms and breweries, remind them they are contributing lessening environmental impacts.

Building a strong local presence can create loyal customers who will become ambassadors for your brand. You can engage them by hosting events,tastings and brewery tours. Don't be blase about the power of your customers walking into a brewery, maybe for the first time. It is exciting to see where their favourite beer is brewed - be sure to share their enthusiasm when you show them.

Speaking of your taprooms - having a comfortable, inviting environment, enhancing the customer experience with well trained and engaging staff will make the visit to your brewery memorable and keep customers coming back. This is all within your control.

The UK has reported on average 27% of an independent brewery's income now comes from sales direct to consumers via their taprooms, brewery shop or online. Are you capitalising on the increasing demand for takeaway options?

Remind your customers they can have the brewery experience at home. Make it easy for them - offer customer led mixed packs,fresh growler fills and exclusive cellar door releases. Take this one step further and create a sense of exclusivity by offering limited-edition beers that are only available at the brewery - but be sure to promote these through your social media channels to draw your customers in.

Having an online presence these days is essential - your customers are tech-savvy and want more information at their fingertips than ever before. Think of ways you can benefit from this - provide QR codes so customers can scan products for more detailed information, links to videos of the beers being created, where they can read reviews or access exclusive discounts and promotions. You have a captive audience if you can engage them!

Breweries that adapt to changing consumer expectations and preferences are the ones that will thrive. There is a great opportunity to craft a future that is not only creative but also sustainable and customer-centric.

Efficient cooling for your sustainable brewery



Does your brewery encounter issues with steel or copper pipelines for cooling, including condensation, corrosion, regular maintenance and high energy costs?

+GF+

COOL-FIT

Efficient cooling processes are characterised by a reliable installation that provides no system interruptions, low maintenance and reduced energy usage. Choosing the right piping system can have a significant impact on these factors.

Mountain Culture's selection of a pre-insulated piping system for cooling at their new Emu Plains production site enabled them to achieve this.

Despite undergoing a production expansion just months after they opened their Katoomba brewpub, demand for Mountain Culture's beer during COVID-19 was so high, it saw production capacity max out at the site by Christmas 2020. With a waitlist of over 300 venues across Australia desperate to get their hands on some beers, co-founders DJ and Harriet McCready opened a second site – a 3,000sqm production facility in Emu Plains.

The pair needed to invest in a highly energy efficient chilling system for fermentation – and the COOL-FIT 4.0 pre-insulated piping system was chosen for the glycol circuit. An experienced COOLFIT installer from Brisbane was engaged for installation, however NSW was plunged into lockdown the week the install was scheduled. This challenge was overcome by the manufacturer, GF Piping Systems, providing remote product installation training and support to a local Sydney-based plumber who spent time learning about the COOL-FIT piping system and electrofusion jointing technology. The 3-in-1 system meant DJ did not need to get more trades involved for post lagging, and allowed for a quicker installation than a traditional metal piping system.

The first batch of beer was brewed in August 2019 and Mountain Culture's capacity has grown from 60,000 litres to 2 million litres per year. DJ McCready says "*Emu Plains has the reputation of being the hottest place in Australia; so putting a brewery there meant we needed to take our refrigeration and glycol cooling seriously. We felt that the COOL-FIT 4.0 product was the best choice for a few reasons, including that it would maintain our ethos of being energy efficient and environmentally friendly, it looks good and - most importantly - it performs really well and maintains the cool temperature of our glycol, even when challenged by the hot summer months.*"

In Australia, there are many more breweries that have experienced the benefits of COOL-FIT for their sustainable cooling circuit, including these IBA members:

- Bailey Brewing Company – Henley Brook, WA
- BentSpoke Brewing Company – Braddon, ACT
- Du Cane – Launceston,TAS
- Burleigh Brewing Co - Burleigh Heads, QLD
- Range Brewing – Newstead, QLD
- Shelter Brewing – Busselton, WA

How much faster is it to install COOL-FIT compared to stainless steel? Watch below...

Interested in COOL-FIT? Please email info.au@georgfischer.com or find out more.

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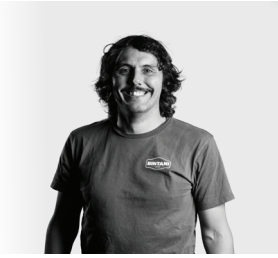


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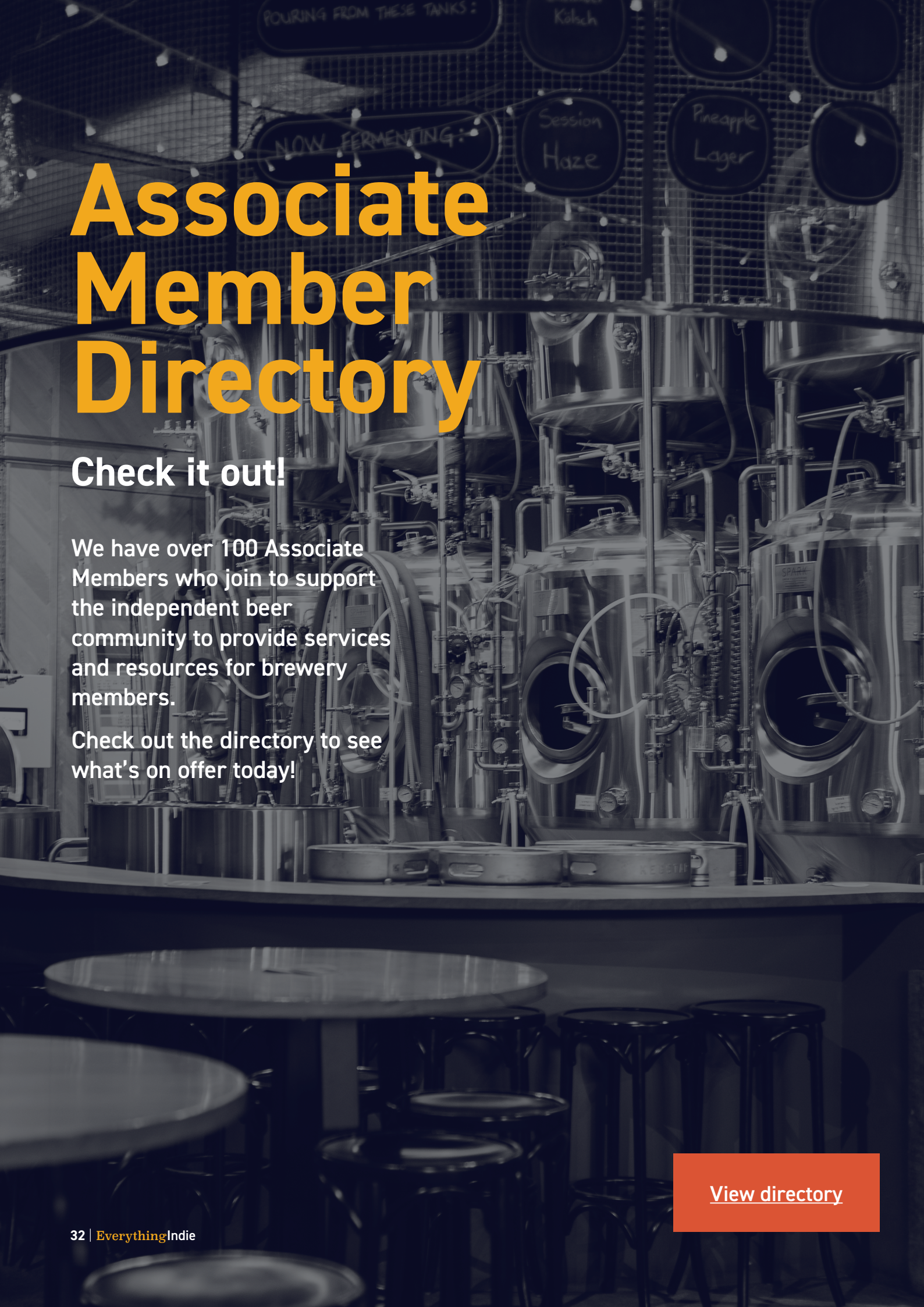


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Associate Member Directory

Check it out!

We have over 100 Associate Members who join to support the independent beer community to provide services and resources for brewery members.

Check out the directory to see what's on offer today!

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