Everything Indie

Edition 8
October 2023

In this issue...

IBA Constitution Update

BrewCon23 Presentations now available

NSW MashUp date announced



Independent Brewers Association

PO Box 177
Riddells Creek, VIC, 3431

Phone: (03) 9417 3105

Website: www.iba.org.au

Copyright © 2023 Independent Brewers Association. All rights reserved.

All content in this program, including but not limited to text, graphics, images, video and compilation of information, is the property of the Independent Brewers Association and is protected by Australian and international copyright laws. Information in this publication is correct at the time of publishing but may be subject to change.
V1/23

A message from the **Chief Executive Officer**

It's rare that I write from a place of doom and gloom but there's no hiding the challenging situation currently being faced by many of our members, our industry as a whole maybe.

I have always been a glass half full person, worked hard, had a great enthusiasm for life and been risk adverse in my approach to business but I have to admit, that attitude has been challenged a little recently. However! When catching up with my beer related podcasts on the weekend (as you do!) I was rocketed out of that funk as I listened to Pete Philip, ex Chair of the IBA chatting about his new Recession Ale.

Pete's pragmatic, and always appreciated straight talk made me shake the doldrums off like a wet dog. Hard times befall us, yes. Is it hard for many right now? Yes. Do they come and go, yes. Of course, the human that I am then asked; well what can I do about it? Be resilient, agile and responsive was my takeout and so I wanted you to know we've done a little more rearranging so our small but feisty team can find new and innovative ways to help our members.

Here's a few of the things we're working on:

1. Actively seeking an HR Advisory Service to provide support to our members
2. Developing a webinar that outlines the options available for your business in troubled times, including exit strategies.
3. Advocating, advocating, advocating:
    - Expediting our presentation to the ACCC regarding market dominance off the back of the recent political interest and media coverage.
    - Making recommendations regarding the national harmonisation outcomes for CDS being presented to Ministers in November.
    - Shepherding the various state based strategies and associated funding to the next step.
4. Keeping our own house in order:
    - Getting ready to launch the consultation on your Constitution so we are in good stead for the future.
    - Strengthening our consumer 'indie seal campaign'.
    - Applying for funding, grants and non-supply chain partnerships to help make your membership dollar go further.



As usual, please stay tuned to this publication and our socials as we will increasingly need more and more of your support to back up our position, especially with your local state/territory and federal MP's. We know it works so just need to keep banging the drum.

In the meantime, please reach out if you're in need, keep smiling and cheers to indie beers.

Kylie Lethbridge

In this issue...







04 IBA Constitution Update

Much has changed since our original constitution was adopted in May 2017 so we embarked on a review.

06 New Members/Shoutout Corner

08 BrewCon23 Presentations now available for IBA members

14 Education & Training

16 In a few words

Numerous updates including ACCC, ATO, New VIC CDS Scheme, Indigenous Business month and more.

18 In the Media

20 Events

NSW MashUp date announced

22 The Key Ingredient

News and updates from our Associate members.

25 Member Offers

26 Membership Matters

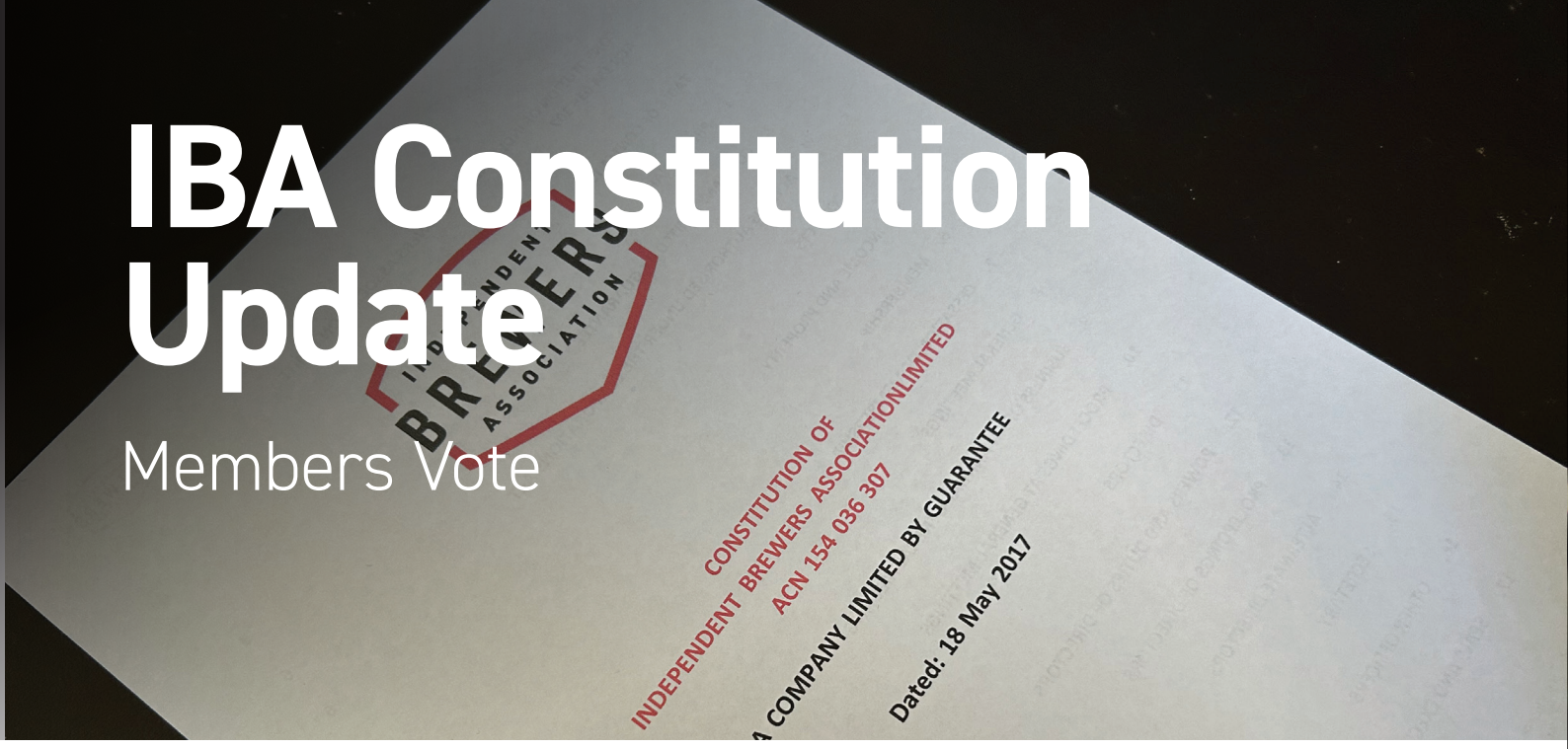
28 IBA Board and Team

30 Indies Advisory Committee

OCT 2023

IBA Constitution Update

Members Vote



Our regular readers will note that we have being working on a review of our Constitution this year. While it might not seem important right now it is coming to the end of the process and we believe the changes proposed will put us in good stead for the future.

Much has changed since our original constitution was adopted in May 2017 so we embarked on a review that aimed to:

1. Address changes in the industry since 2017.
2. Ensure it is fit for purpose for the next ten years of supporting indie brewers and those who support us.
3. Address inconsistencies in definitions and to update the Board structure.

Your input

In the coming weeks we will share a 'consultation pack' with you. While the current Constitution only allows brewery members to vote we want to make sure all IBA members are aware of the proposed changes and have a chance to share their views.

The main changes to the existing framework will be around:

- The definition of independence.
- Expanding the Board and ensuring Associate Members have the opportunity to participate.
- Defining the member to ensure we are keeping up with changes in the industry.
- Tidying up language and organisational structure as that has also changed quite a bit since 2017.

We will give you a few weeks to digest the information, ask any questions and provide your feedback before commencing the formal notification of a Special Meeting and mechanisms by which you will need to vote. The call for Board Director nominations will also coincide with this process.

It is for this reason that we have deferred the full AGM from November this year to the first quarter of 2024. This will mean the current Board Directors will be in place until then as we want to ensure a robust consultation process, meet our statutory obligations and provide the time for members to consider nominating for the Board.

What do you need to do at this point?

Make sure your membership records are up to date!

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

Shout out corner

A round of applause and cheers for...

Bentspoke Brewing Co. - Brewpub wins AHA Award for Excellence >>

Currumbin Vallery Brewing - Opening the doors to their new taproom in Currumbin Waters >>

KAIJU! Beer - Celebrating 10 years >>

Bridge Road Brewers- Opening the doors to their new venue in Brunswick >>

Van Dieman Brewing - Will Tatchell named National AFL Community Coach of the Year (Male) as part of the 2023 Toyota AFL National Volunteer Awards >>

Brick Lane Brewing - Awarded Most Innovative Independent Brewery 2023 in the LuxLife Hospitality Awards >>



IBA BREW CON. 2023

Presentations now available for IBA members

Keynote Address's

Bernard Salt OAM

Bernard Salt is widely regarded as one of Australia's leading social commentators by business, the media and the broader community.

Bernard heads The Demographics Group which provides specialist advice on demographic, consumer and social trends for business.

He is also one of the most in-demand speakers on the Australian corporate speaking circuit, and he is responsible for popularising the phrase "smashed avocado" globally.

Bernard is a twice-weekly columnist with The Australian newspaper. He was awarded the Member of the Order of Australia (AM) in the 2017 Australia Day honours.

Watch Now

Bob Pease - President & CEO of the American Brewers Association

For those of us who couldn't make the trek to the Craft Brewers Conference in America but were interested in the insights brought back by our indie colleagues then this one is for you!

President and CEO of the Brewers Association (BA) covers the history of his organisation, its evolution and the strategy behind the introduction of the 'Independent Craft Brewers Seal'.

Bob also outlined the structure of the Association and the programs it offers, trends in ingredients and styles, brewing tech – and a peak in to what the future holds for its 6,000 brewery and 37,000 home brewing members.

Watch Now

IBA Chair Welcome

Presented by Richard Watkins

Richard took us through what the IBA will be focused on in the new three-year plan.

Watch Now

Finding profit growth in a stagnant market

Presented by Nick Boots, Principle, The Business Of Beer

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

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

Watch Now

ABAC: All you need to know about the new code and the future for alcohol marketing

Presented by Professor Michael Lavarch AO, Chief Adjudicator, ABAC

Grab your marketing team and join Professor Michael Lavarch AO as he takes you through the intricacies of the ABAC Code, its standards and the training and service options available to ensure you are marketing alcohol responsibly.

The Professor talks to the new code requirements, the pre-vetting service open to all alcohol manufacturers, how to navigate the complaints system and the ways in which you can use ABAC's services to your advantage.

If you're still asking "why should I comply" this is the session for you. We all need to ensure that we are acting responsibility in this area given ABAC standards align with government regulations and non-compliance will likely lead to further government regulation.

Watch Now

Hyper Local Hospo

Led by Justin Joiner, Hospitality Project Group Lead & Co-founder of Stomping Ground. Featuring Dean Romeo, Brand Director, Felons Brewing Co., Craig Williams, General Manager, Moffat Beach Brewing Co. & Emma Locke, General Manager - Metricup, Beer Farm

Hospitality, at its best, is about all sorts of locality, from supporting local causes, championing local produce and producers, and making sure the people you see every day feel welcome and comfortable in your space. Our panel of speakers has extensive experience in hospitality, events, taprooms, and most of all: championing their locals.

Hospitality is not a one size fits all solution. What works in Melbourne might not work in regional Western Australia. But there's one thing we all know needs to be at the core, and that's good people, supporting good people.

Watch Now

Taproom sales: Digging into the data

Presented by Shane Flanagan, Partner Lead, Mr Yum

This presentation dive's into what Mr Yum's data has shown about how people order, interact and engage with taproom and bar menus. It provides insight into what products will make you the most profit, and how to champion them, whether you use the Mr Yum service or not.

With a mission to create the best growth toolkit for hospitality and entertainment in the world encompassing a suite of features for operators, including loyalty, marketing and customer insights, Mr Yum has become a global leading mobile ordering and payments platform.

The company has grown from 12 to more than 260 full-time staff, with teams in the UK, US, New Zealand, the Philippines and across Australia, including the Melbourne headquarters.

Watch Now

Maximising your opportunity, how to sell more beer

Led by Evin Craney, Trade Engagement Project Group Lead and National Sales & Export Manager, Bright Brewery. Featuring Nick Murphy, Category Buying Manager, Grace Knox, Lead Sourcing Manager – Beer, Spirits, RTD, Cider and Non-Liquor, Jay Baird, Category Buying Manager-Beer – Vintage Cellars & Nick McArdle, Craft Beer & Business Category Manager, Coles Liquor Group

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

Watch Now

Grow yield & profitability with brewing technologies for faster tank turnarounds

Presented by Louison Roy - Global Sales and Denis Martin - Regional Sales, Alfa Laval

With independent brewers facing increasing pressures in a changing consumer market, the industry needs solutions for operational efficiency, reliability, and regulatory compliance to drive growth. Explore how innovation in centrifuge technology and maintenance, as well as other brewing technologies such as dry hopping, can help achieve growth with higher yields, reduced waste, and enhanced product quality with consistent and reliable production processes, ultimately driving profitability.

Watch Now

Marketing to craft beer's next generation

Led by Will Ziebell, Senior Journalist, The Crafty Pint. Featuring Jessie Daniels, Graphic Designer, Marketing & Social Media and Isla Northey, Social Media & Marketing, Range Brewing

There are more breweries, a greater focus on quality, sustainability and innovation, more opportunities for training and education, and more businesses on hand to help support and supply the local industry with the products they need.

But as many craft beer drinkers – the early adopters and their mates they converted to the cause – get older, maybe drinking less and visiting fewer breweries, a common question can arise: is the industry doing enough to connect with the next generation of drinkers? Or appeal to Gen Z as an industry in which they might want to work?

Hear from Gen Z and how they can be marketed to.

Watch Now

Training for a better future

Led by Richard Adamson, IBA Board Advisor and Co-founder of Young Henrys. Featuring Jack Viney, Head Brewer, Moo Brew, Karli Small, Daniel McCullouch, Regional Manager - Oceania, Lallemand and Chris Willcock, Institute of Brewing & Distilling.

This is another cracker direct from our People Project Group. Join Richard Adamson, Cofounder of Young Henrys and highly experienced teacher at NSW TAFE as he leads this session where they talk all things training.

Hear from Jack on the pilot program with UTAS, Karli's path from brewing to teaching to help fill the skills gap, while Daniel outlines the opportunities with Siebel Institute of Technology/World Brew Academy and Chris Willcock take us thorugh what the Institute of Brewing & Distilling has to offer.

Watch Now

Thinking about getting into tourism?

Presented by Matt Bron, Experience Design and Development Director, Tourism and Events Queensland

Tourism is a great way to get more people in the door, especially in a challenging wholesale climate.

Tourists often come from outside the beer bubble, and steady tourism trade will extend your brand reach beyond your immediate region.

If you are interested in tourism or want to grow the relationship you already have with your local, regional or state tourism organisation then this session is for you. Our generous sponsors at Tourism Queensland provide sage advice on the best way to engage with their team, events and festivals, product development considerations in regard to the type of experience you need to offer, pricing structures and more.

Watch Now

Creating new relationships with independent bottleshops

Presented by Cherry Murphy, Beer & Spirit Buyer, Blackhearts & Sparrows

Launching in 2006, in Melbourne's inner suburbs, Blackhearts and Sparrows now has 10 stores around Melbourne, one in Hobart, and one in Canberra. They specialise in creating a curated range of local and international products across wine, beer, spirits and food.

Listen to Beer and Spirit Buyer, Cherry Murphy, to learn how she chooses the products that end up on the shelf, how they approach creating a unique experience for customers, and how creating inclusive spaces for customers can help both brewery and shop grow together.

With almost a decade of experience in one of the most well regarded teams in the country, Cherry's insight into the market will be useful for all breweries and businesses.

Watch Now

Designing great spaces

Presented by Ruth McKenzie, Founder, North by North, and Benedikt Schikora, Founder & Owner, BSK Projects

Listenand learn from a pair of hospitality-specialist architects who have worked on brewery taprooms and hospitality venues across Australia, as they discuss the things you need to think about when designing and building your venue.

Whether it's small, free changes you can make, to an entire build. Great design doesn't have to cost a fortune, and you will finish this presentaiton with practical changes you can make to your hospitality space to make your guests more comfortable (and spend more money!)

Watch Now

Growing independence together

Led by Will Ziebell, Senior Journalist, The Crafty Pint. Featuring Jade McManus, Co-owner and Grower, Ryefield Hops, Dr Tommaso Watson, Ferveo Yeast and Lucy Timpano, Co-owner, Five Barrel Brewing and Abbl Software

Independence doesn't stop at the brewery door. Small, independent suppliers have built businesses to provide the industry with tailored hops, yeast, malt and tech that brewers love. But beyond their products, suppliers can help tell the story of indie beer if they're supported by, and work closely, with indie brewers.

Hear from a panel of small producers on how small breweries can support them and how together, brewers and producers can tell indie beer's story in a way that cuts through to beer drinkers.

Watch Now

Micro Testing: Easier than you think

Led by Clare Clouting, Founder, Athena Quality featuring Louise Keane, Quality Manager, Black Hops and Cassandra Hogan, Senior Key Account Manager, AMSL Scientific

Sometimes the best way form of testing is no testing at all - instead it's about getting the very basics right before testing is even necessary. Hear from a highly qualified panel about what steps you need to take to ensure your quality is managed on a micro level, from the start of your processes, through to the testing phase.

You don't always need expensive gear, fancy high tech equipment, and a fully qualified lab team.

Watch Now

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

Presented by Richard Chamberlin, Technical Manager Oceania, Lallemand

Using data from the 2022 Indies, the most prevalent off-flavours identified by the judging panel were analysed. This presentations takes a deep dive into these compounds and their associated flavours and aromas, along with how the compounds are formed and their sources. It also includes troubleshooting tips on what brewers can do to prevent or reduce these off-flavours.

If you aren't sure what you can do about your feedback, or need to understand what the next steps should be in the brewhouse, this is a great jumping off point. If you're struggling to get it right, chances are a lot of other breweries are too.

Watch Now

From good to great beer: Flavour profile tuning in ales and sours by adequate steering of fermentation parameters

Ben Souffriau, Global Director Application & Product Innovation Brewing, AB Biotek

Getting the flavour profile of your beer just right makes the difference between a mediocre and a great beer. Many studies have shown that yeast flavour production is complex and influenced by many factors, leaving the brewer with many options but few demonstrated solutions. AB Biotek has introduced a new line of dry brewing yeast for craft brewing and in order to help craft brewers making great beer, they have experimentally determined how the flavour profile of our yeast strains can be optimized, in a way that is at the same time feasible and practical for the craft brewer to apply. In addition, AB Biotek presented its new Sour beer strain, Pinnacle Crisp Sour and how this special yeast creates a unique Sour profile.

Watch Now

Aussie hops: Increasing capacity, improving quality and tackling selections

Presented by Owen Johnston, Head of Sales & Marketing, HPA

Steady demand for Aussie hops has given HPA the confidence to pursue ongoing expansion projects for the past eight years. Now they are commissioning a temperature-controlled pellet plant and form, fill and seal packaging line that will double their current processing capacity.

Hear how this modern equipment will increase the quality of Galaxy ® , Vic Secret ™ , and Eclipse ® , reduce the spread of analytical data across lots, and ultimately lead to more consistent performance in beer year after year.

Watch Now

Running out of gas? Ways to capture and reuse CO^2

Presented by Kylie Lethbridge, IBA, featuring Jennifer Hill, Earthly Labs, Paul Bowker, Managing Director, Brick Lane Brewing and Hamish Coates, Rocky Ridge Brewery

We've known this was going to be a problem but it's now it's a really big problem and although there are no easy answers, this presentation provides you with some examples of what others are doing to capture and reuse CO^2 and the technological options now available in Australia.

Watch Now

Working with government - the benefits of state based strategies

Led by Sabrina Kunz, Business Advisor, Brews News. Featuring Jon Berry, West Australian Government, Bill Walker, Queensland Government & Kylie Lethbridge, IBA CEO

New South Wales and Queensland have dedicated craft beer plans in place and Western Australia is in the process of developing theirs. Victoria have a different structure but still dedicates resources to support the beer industry via the Victorian Drinks Alliance.

Hear from some of our state government colleagues as to why these plans are in place, how they came to be, the benefits derived from their implementation and how the IBA work in partnership to deliver on the opportunities and address our challenges.

Watch Now

Beer Australia: Why we need a compelling category story.

Led by Matt Kirkegaard, Founder, Brews News. Featuring Owen Johnston, Head of Sales & Marketing, HPA, Paul Daley Founder, Australian Cicerone Community, Bob Pease, CEO & President of the American Brewers Association and Richard Watkins, IBA Chair

Matt led a conversation on the future of beer, and how we can create an Australian beer story.

Beer is Australia's drink, but we are still struggling to find a clear home within government, and a clear outline as to what beer means to Australia. We aren't funded the same as wine, and consumption is currently in decline. There has never been a better time to work collectively as an industry.

How do we get it done? The panel discussed the role raw ingredients play in our industry, the opportunity for category elevation, & also what structures we can implement. This is the start of a conversation that needs industry-wide discussion to create and execute a long term category strategy.

Watch Now

All things brewery finance

Led by Callum Reeves, Co-founder, KAIJU! Beer. Featuring Liz Zella, National Manager – Go To Market & Projects, Stripe, Dave Padden, Founder/CEO, Akasha Brewing Co. and Damien Lane, Midland Insurance

Financing is one of the biggest challenges many breweries will face. Every step of the process you need consistent cashflow and cash injections. It's not a one size fits all solution, and there is no manual or one piece of advice that will solve your financing issues.

Hear from Liz Zella from Shift, who provide credit modeling to streamline finance applications, Dave Padden from Akasha Brewing which has undertaken a $1.75m crowd funding in the past 12 months, in conversation with Kaiju! Founder Callum Reeves - a brewery which has expanded rapidly in the past four years. They provide insights from all angles on how you can continue to fund growth and ensure your finances are secure and stable.

Watch Now

The IBA Independent Seal Campaign – Behind Every Great Aussie Indie

Presented by Kelly Falconer, Head of Marketing & Communications, IBA. Wellison D'Assuncao, Creative Director, LOUD and Ben Mulcahy, Managing Director

The demand for independent beer has grown exponentially over the last few years and based on market research and member feedback we have a job to do in giving the consumer the information they need to make the right purchasing decision. We have launched a consumer campaign to increase their awareness of the Independent Seal and why they should buy independent.

Hear about how the campaign came to life from our advertising agency LOUD, how phase one performed, what phase two and three will entail and how IBA members are being featured on the revamped AskForIndieBeer website.

Watch Now

Framework for sustainability and community impact

Led by Marthijs Heuperman, Sustainability Project Group & Manager for Sustainability & Logistics, Bright Brewery and James Perrin, Sustainability + Community Specialist

Get insight from two of the industry's leading proponents of sustainability and environmental projects. They discussed not only the new IBA Packaging and Recycling Guide, but also B-Corp Certification, Carbon Certification, and how to prepare your brewery for a sustainable future.

And as an added bonus, there might even be some ways in which you can save money!

Watch Now

Work smarter, not harder - Internet of Things (IoT)

Presented by Wade Rushton-Clarke, Chief Executive Officer - Australia & New Zealand, Konvoy

Creating exponential value through harnessing the power of Internet of Things (IoT).

The Internet of Things might be a term you've heard but don't fully understand.

Konvoy Kegs explained how the IoT already fits into their daily lives, and the wider integration with a connected world. It looked at what this means for the beer and brewing industry, your brewery and business and how you can leverage it in your day to day to maximise profits and get the best outcomes.

Watch Now

Working together – the benefits of clusters, brewery tours, alliances, and associations

Led by Sabrina Kunz, Business Advisor, Brews News. Featuring Paul Maley, South West Brewers Alliance, Josh Donohoe, Sunshine Coast Tours and Andrew Fineran - Inner West (Sydney) Association

The growth of the beer industry over the last decade has led to a change in the lay of the land when it comes to industry bodies and as a result there are now a number of local and cluster groups in place across the nation. This presentation takes you through some of the different types of brewery partnerships from formal industry associations like Sydney's inner west, who have been going strong for years, to new groups such as the South West Brewers Alliance in Western Australia. Then there are different types of equally successful parings that have come to be as a result of a thriving beer community like the Sunshine Coast. Hear how these partnerships have come to be, how they have evolved and the benefits derived from truly joined up working.

Watch Now

AI: How to use it to increase sales, reduce costs, increase quality and reduce it's risks

Presented by Denham D'Silva, Owner, Deep Liquid.

It is common knowledge AI is radically transforming businesses around the globe. The power of this emerging technology has equal power to create and destroy. Brewing has a history that dates back 13,000 years. Should our industry remain a bastion of pure human creativity? Can Brewers insulate themselves from this tech tsunami? Or is AI a tool we should embrace to enhance productivity and creativity? How do we increase the positives and limit the negatives?

It is proposed by well-respected anthropologists that it was Brewing that was at the centre of the 1st radical evolution in human civilisation. It was the need to plant grains for brewing that converted humans from nomads to farmers. As beer is the most consumed alcohol on the planet it has the ability to drive the conversation around AI out from the halls of academia and the few tech giants, into the public forum, where it needs to be held.

Watch Now

DEBATE: Craft beer has jumped the shark

Led by James Smith, Founder, The Crafty Pint

Are craft beer's glory days behind us or, despite the tough economic conditions, have things never been better?

One team argued that the 2010s will be viewed as the golden era (phenomenal growth, improving quality, entering the mainstream against expectations, rise of major events/festivals/the IBA, stunt beers, marketing/social media noise, big beer/major retailer/influencer "craft" brands, individuals/ organisations getting involved who aren't in it for the "pure" reasons and community spirit.

The other argued that things have never been better for craft beer. More choice, greater availability, quality through the roof, greater knowledge, focus on sustainability, the fact major retailers outsiders are so interested in craft or craft-ish beers is a sign of the vast progress the industry has made, stunt beers bring new people into beer and foster innovation, plus more and better opportunities than ever.

Watch Now

The Pandemic hangover? Achieving a mentally healthy workplace

Presented by Pauline Neil, MH Training

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

Gain essential knowledge and confidence to identify signs of mental health struggles and provide effective support.

Watch Now

From pints to insights. Tapping into data for our industry

Presented by Kirrily Waldhorn and Sophie Goldsmith, Founders, Beer Matters

At Beer Matters, they understand that business success comes from not only passion and hard work, but understanding all the facts and figures. We all agree that knowledge is power and Beer Matters exists purely to give you that power.

Beer Matters address a number of key challenges facing the brewing industry including the impact of the economy on our industry; how big is the NoLo opportunity and what is driving it; key consumer trends and how our industry can address our consumer's needs along with our channel segmentation model.

Watch Now

Will You Be Compliant if the ATO Comes a Knocking on Your Door?

Presented by Mathew Brittingham, Managing Director, Tributum Law

Mathew guides you through the most important issues currently faced by the brewing industry and identify excise and licensing mistakes being made by brewers.

He will explore the recent ruling and discussions about shared brewing spaces, contract brewing, and third-party premises, to identify where brewers might be unintentionally breaching legislation. Plus he will explore the definition of beer and how it relates to tax.

This session may save you when the ATO comes knocking next.

Watch Now

Unleashing the power of inclusive talent - building tomorrow's workforce

Led by Daniel McCulloch, Regional Manager, Lallemand Brewing. Featuring Luke Cooper, Head of Brewing & Production, Sobah Beverages, Amanda Baker, Marketing Coordinator, Lost Palms Becky Centeno, Brewer, Burnley Brewing & Tiffany Waldron, Pink Boots Society

Hear from our People Project Group, along with Pink Boots as they discuss the ins and outs of the many ways in which diversity can benefit and uplift your business

This isn't about telling you that you must employ more women, more people of colour, more of gen X-ers or boomers – it's about sharing the panel member's experience of some of the strategies you can use in your business to ensure you attract and retain committed and hard working teams. Teams that will be your brand ambassadors for life and those that will share their story with the socially conscious consumer.

Watch Now

When things go wrong with social media

Presented by Lauren Gibb, Head of Content, Resolve Content

While social media can be an incredible tool to grow your business, it can also present a whole new world of challenges. When something goes wrong it can be seen by thousands, and when you're busy juggling everything that comes along with running a small business, it can get out of hand pretty quickly.

Lauren demonstrated ways to stay calm in a crisis, how to manage getting back on track amidst the aftermath and learn to switch from surviving to thriving in the ever-changing world of social media.

Watch Now

Creating an authentic brand

Dr Clinton Shultz, Founder, Sobah Beverages

Sobah Beverages lead the way in not only non-alcoholic beer in Australia, but also highlighting and championing indigenous and native ingredients.

Founded by Gamilaroi man and psychologist, Dr Clinton Schultz, Sobah functions from the philosophies of Gamilaraay Lore 'dhiriya Gamil'. These include acting from a position of respecting people, place and the environment; understanding and working towards fulfilling responsibilities to that we are connected to; and, engaging in positive reciprocity.

Watch Now

Brewer to leader: Building resilience, learning to lead and dealing with burnout

Presented by Jayne Lewis, Founder, Full Colour Life

Jayne has a career spanning 20 years in the industry, starting in production, and working her way up to owning a nationally distributed brewery. She led the way, launching Two Birds in 2012 with Danielle Allen, championing gender diversity in the industry. Jayne's experience has led her to launch a consultancy company to assist brewers and business owners in managing the transition to management and leadership. Jayne shared real world experience, on one of the biggest problems facing growing brands and breweries.

Watch Now

Liquid hops: Reach the peak of beer flavour, brewing efficiency and business profitability

Presented by Dr. Phil Chou, Director of Brewing Solutions, John I. Haas

Hops are an essential ingredient that contribute diverse and desirable flavours to beer. The way hop flavours are delivered to beer has evolved over time to meet the changing needs of brewers. In the current economic landscape, there is an increasing demand for hop products that deliver improved flavour, consistency, efficiency and profitability.

Discover how Haas are pushing the limits of what a hop can do to create their range of liquid hop products, and learn all about the features, benefits and applications of their most recent releases including Incognito®, Spectrum®, Hop Haze® and Hop Kick®.

Watch Now

Sustainable malt is here: How it benefits your brewery and the planet

Presented by Clare Clouting, Athena, featuring Daniel Baillon, Craft Commercial Manager, Joe White Maltings, Phil Meddings, Co-CEO, Bintani Australia, Ash Truscott, Managing Director, Certified Sustainable and Hamish Coates, Co-Founder and Managing Director, Rocky Ridge Brewing Co.

Follow the story of how Rocky Ridge Brewing Co. drove a remarkable supply chain partnership to fill their silo's with locally grown malt that delivers a 70% lower carbon footprint. Explore the challenges in growing, malting, and logistics that have been overcome to deliver remarkable gains in Sustainable Malt production. Hear the expert panel of professionals from every stop of the supply chain give first-hand accounts of how this unique industry partnership has made Certified Sustainable Malt and its environmental benefits available to brewers across Australia.

Watch Now

From coal to biofuel: Operating a sustainable maltings

Presented by Doug Michael, Co-owner, Gladfield Malt

New Zealand's Gladfield Malt is a family malting owned by fifth-generation barley growers. It's committed to sustainability and tells the story of their evolving operation, new malts, and the challenges it faces as a brand with a long history operating in a modern environment.

Watch Now

Free thiol release in beer: selecting yeasts and fermentation conditions

Presented by Simon JeanPierre Technical Sales Support Manager, Fermentis

What if you could unlock the hidden potential of your hops? Discover how yeast and hops interact during fermentation to produce the floral, tropical and fruity hop thiols that can take your hoppy beer to the next level.

Fermentis experts share the results of their study covering the role of yeast and fermentation conditions in maximizing the release of hop thiols and how you can leverage this knowledge to precisely sculpt the aroma and taste of your beers. Learn practical tips that you can implement immediately to take full control of your next hoppy beer.

Watch Now

Craft Brewing with enzymes - No-Lo and beyond

Presented by Dr Aldo Lentini, Senior Industry Technology Manager for Beverages, Novozymes

Enzymes are no longer a dirty word in the small brewing world. Working with them will assist in creating beer and beer adjacent products in your brewhouse. It can be daunting to brewers who are new to the world of using enzymes, which is why Dr Aldo Lentil tells you all about them.

Dr Lentil covers the trends, sustainability, and how they can positively impact your breweries performance and output.

Watch Now

Wastewater for breweries - it doesn't need to be a problem

Presented by Kevin Phan, Founder, Kloud Water

Kevin shared insights, experiences, and success stories, emphasising the importance of effective wastewater management in the brewing industry – and specifically, how it can save money in the long run and let you focus on doing what you do best – brewing beer!

Kloud Water, has successfully designed and delivered wastewater systems in craft breweries across Australia, simplifying wastewater treatment for owners and brewers while taking the guesswork out of submission approvals and environmental compliance. If you've seen a brewery with a BioGill unit before – Kevin has been supporting behind the scenes.

Watch Now

Take five: A common sense approach to safety

Presented by Clare Clouting, Founder, Athena Quality

We all know how crucial safety is in a brewery. With extensive experience in breweries and other manufacturing industries, Clare Clouting from Athena Quality discusses how to simplify your safety processes with easy solutions and practical methods.

No matter where your brewery is in it's life cycle, you always need to have safety at the top of mind, and every day is a good day to review and rethink your processes.

Watch Now

IBA

BREW CON.

2024

PERTH

26-28 AUG

SAVE THE DATE

More information coming soon, including travel packages, accommodation deals and more.

Proudly supported by...

Perth | BUSINESS EVENTS PERTH

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

Women in Food & Beverage Leadership Development Scholarships

Partial scholarships for women in Food & Beverage ranging from $1,000 to $5,000 per person, for one of four leadership and workplace skill development programs.

Registrations of interest close on 24th November 2023

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

Elevate Your Culinary Experience

In this session, we will discuss how you can enrich the visitor experience by delivering world-class tour, attraction or accommodation experiences that showcase the culinary offering of your destination.

Join a panel discussion with experts and discover how you can elevate your current offering through incredible local produce and telling the story of your destination.

Date: Wednesday 25 October 2023
Time: 10.30am - 11.30am (ADST)
Location: Online

More Information

WSET launching new beer qualifications in February 2024

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

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

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

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

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

Tasting samples

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

Study hours and exam

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

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

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

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

Tasting samples

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

Study hours and exam

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

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

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

More Information

In a few words

VICReturn

Update

The State Government has published the Final First Supplier determination guidelines.

Container Registration

There will be no separate container registration fee, this cost will be included in scheme price.

The container registration portal went live on 01 Sep 2023, the users you nominate as portal users during the contracting process will be given access when your contract is executed.

Key dates

1 November 2023 - Scheme Commencement

15 December 2023 - First submission of monthly volumes (for Nov-23) required by large suppliers

22 December 2023 - First monthly invoice issued (for Nov-23) by VicReturn to large suppliers

3 January 2024 - First payment due of monthly scheme contribution by large suppliers - (5 business days from invoice issue)

15 January 2024 - First declaration of volumes (for Nov-23 & Dec-23) required small first suppliers & Second declaration (for Dec-23) for large first suppliers

22 January 2024 - Invoices issued for small and large first suppliers

30 January 2024 - First payment by small first suppliers & Second payment by large first suppliers

More Information

ato

Lodging your excise returns is about to get easier

Online services for excise returns and claims is now available. Online lodgement means that lodgements will be processed faster.

New functions will allow you to:

- lodge excise returns, amendments and claims online
- view when you are approaching your alcohol manufacturer remission cap (up to $350,000 per financial year)
- view lodged returns and transaction history in real time
- prepare returns using pre-fill tariff items after your first online lodgement
- make payments and payment arrangements online
- easily submit a nil return.

The ATO has more information about lodging your alcohol excise return online.

More Information

ACCC AUSTRALIAN COMPETITION & CONSUMER COMMISSION

Changes to contract laws

Changes to the unfair contract terms law will come into effect on 9 November 2023, and penalties for breaching the law will apply from this date. Find out more about who is covered by the laws, and what constitutes unfair contract terms.

More Information



Indigenous Business Month

Did you know that October is Indigenous Business Month? It's a time to recognise the talent and depth of Aboriginal and Torres Strait Islander entrepreneurs from across industries.

Find out how you can get involved in an Indigenous Business Month event in your community.

More Information



Hiring employees for the summer months

Are you thinking of hiring extra staff members to cover the busy holiday period? Business.gov.au has got tips and tools to help the hiring process go smoothly.

More Information



Breweries included in VIC Tourism Signage

The Department of Transport and Planning will now view breweries and distilleries in a similar manner to wineries for tourism signage in Victoria.

Congratulations to Good Land Brewing Co., who with the IBA's help were able to secure new tourism signage for their brewery on the busy Princes Hwy. Jimmy Krekelberg commented "This is huge for us, being a small regional brewery in a town that has not much in the way of tourism but does get quite a bit of tourist traffic driving through.

Hopefully in the future now brewery taprooms will be seen in the same light as wineries and their tourism drive."

More Information



Boost your cash flow

Have you used any of business.gov.au's new resources on the topic of cash flow? The Cash flow coaching kit and Guide to managing cash flow are designed to give businesses and business advisers all the tools they need to manage cash flow effectively.

More Information

In the media



Ballarat brew named country's best independent beer

A number of local brews have snapped up gongs at the Australian Independent Beer Awards.

Dollar Bill Brewing's peach sour ale Gold Teeth was named the country's best independent beer, with the company also taking home silver in the sour, fruit and funk category for Candy Paint and Brambalama and bronze in the specialty beer category for their Ballarat Steam Ale.

Read the full article at 3BA Ballarat



South Coast brewery Broulee Brewhouse sweeps Australian Independent Beer Awards with nine medals

The Broulee Brewhouse has swept the Australian Independent Beer Awards, with nine of the brewery's 11 entries scoring a silver or bronze medal.

Read the full article at Bay Post Moruya Examiner

BrewsNews
THE INDUSTRY'S TRUSTED MEDIA SOURCE

IBA calls for indexation to excise remission scheme

In the face of the upcoming August excise increase, the IBA has called for the excise remission scheme for small brewers to be indexed.

Speaking before the Standing Committee on Economics, former IBA chair Richard Adamson told the hearing that the "bi-annual ratcheting up of excise tied to CPI threatens the existence of many independent brewers."

Read the full article at Brews News

BrewsNews
THE INDUSTRY'S TRUSTED MEDIA SOURCE

IBA supports status quo on carbohydrate and sugar claims, with caveat

The association's submission accepted that such claims should be supported with a full Nutritional Information Panel so consumers have information available to make informed choices, but has urged that any NIP should be able to be provided via digital linking/QR code.

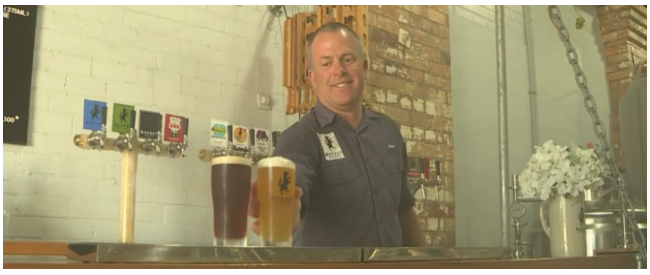
Read full article at Brews News



Chilling platform brews US expansion

Adelaide start-up Frigid has set its sights on the lucrative US market after securing more than 20 craft breweries for its smart refrigeration platform.

Read the full article at The Advertiser



Kempsey brewers awarded gold medals at Australian Independent Beer Awards

A Kempsey brewer is bubbling with success – taking out four medals at the Australian Independent Beer Awards.

Its owners say the key to surviving a struggling industry, is creativity... and, you'll now see why.

Watch the full report at NBN News Nine

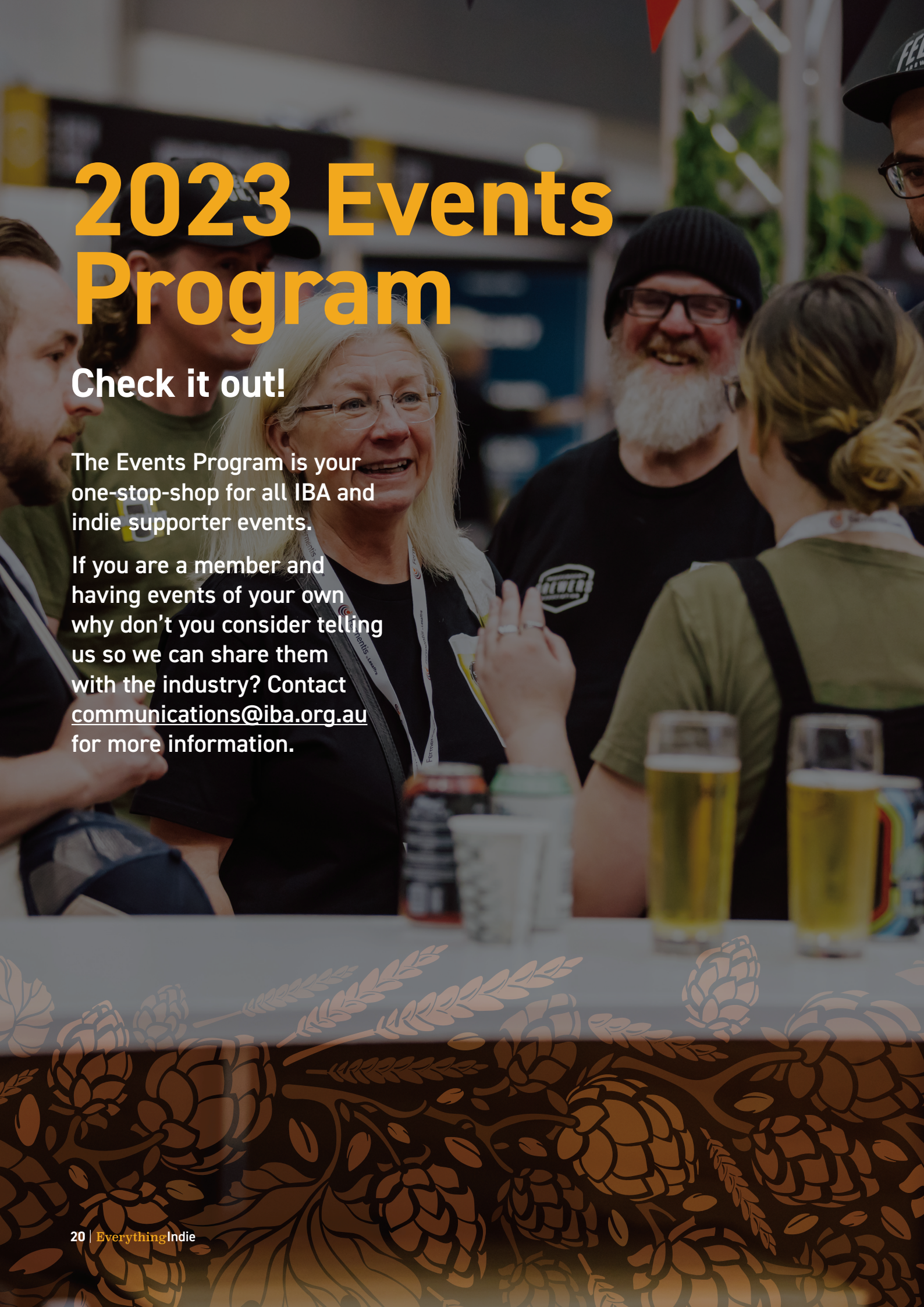


Where to find a brew in the bush

The boom in breweries and distilleries in regional Victoria is revitalising small towns and local economies. Here are the top new drinking holes.

Read the full article at The Weekly Times





2023 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





16 November NSW MashUp

Come join Kylie our CEO and Membership Manager Emily for the last IBA Mash Up for 2023.

Thanks to our pals at Konvoy we will be serving up some cracking pizzas and even more delicious beers.

When: From 6pm
Where: White Bay Beer Co.
26 Mansfield St, Rozelle NSW 2039
White Bay, Sydney

RSVP required by Monday 13 November

Members: FREE
Non-Members $50

16 November IBA General Meeting

IBA 2022/23 Financial report will be provided to members.

Invitations will be sent via email.

The Key Ingredient

News and updates from IBA Associate Members



Image supplied by HPA.

The BarthHaas Group's Greenhouse Initiative Cultivates Innovation in the Brewing Industry

The BarthHaas Group, a renowned leader in the global hops industry, is proud to announce its innovative Greenhouse Initiative is ranked among InnoLead's Top 20 Impact Awards Finalists for 2023.

Comprised of John I. Haas (HAAS®), BarthHaas®, and Hop Products Australia (HPA), the BarthHaas Group has long been at the forefront of supplying top-quality hop products to breweries worldwide. This finalist ranking represents the fourth innovation recognition the group has received in the past four years.

InnoLead, the world's largest community of corporate innovators, created the Impact Awards to honor companies and individuals that have achieved extraordinary outcomes related to their R&D, HR, new product development, and other innovation-related initiatives.

"BarthHaas being selected as an InnoLead finalist – among many innovative companies like OpenAI, Bayer, BMW, Microsoft, IBM and NASA – is truly an honor and testament to the hard work of our Greenhouse team," said Dr. Alex Byelashov, HAAS Vice President of Innovations and Brewing Solutions and BarthHaas Head of Global Innovations.

In 2021, the BarthHaas Group formed the Greenhouse Initiative, a creative partnership to foster collaborative new product development across their organizations and teams. It is built upon principles of customer-centric innovation, agility, sustainable business evolution, longterm growth, and global collaboration.

"We recommended the Greenhouse joint venture be rooted in an Innovation Management Framework, created to facilitate global, flexible processes whilst maintaining a robust project portfolio," explained George von Staden, Owner and CEO of GvS Consulting, and Consultant to the BarthHaas Group.

The Greenhouse's key components include Core Teams, a Support and Mentoring Group (comprising members from Commercial, Finance, and R&D divisions), Idea Managers, and Council – all of whom play pivotal roles as decision-makers and innovators.

The Greenhouse has already made a significant impact on the brewing industry, marked by the successful introduction of innovative products such as KettleRedi®, HopHaze®, and HopKick®. These groundbreaking releases have garnered widespread brewer recognition and solidified the BarthHaas Group's reputation as an industry leader.

Looking forward, the Greenhouse Initiative remains committed to driving additional growth in the beverage space. Exciting new innovations are on the horizon, promising to reshape the brewing industry and enhance the experiences of beer enthusiasts worldwide.

Above all, the Greenhouse Initiative has engendered a profound cultural shift within the BarthHaas Group, uniting its partner companies around a shared commitment to innovation as their top priority. This collaborative approach underscores the BarthHaas Group'sdedication to delivering excellence and pioneering solutions in the hop industry.



Online is now the 'New Normal'



Beer matters.

> "A sale direct to consumers, whether by pub, bar, website or taproom, is the most profitable route for most brewers. These sales seem to be growing fastest with over a quarter of all output now sold through these channels"

As our industry crosses everything in the hope that it can emerge from the ongoing affects of Covid19, followed in quick succession by the cost of living crisis, we appreciate that breweries are looking at every option to generate sales growth and increase overall profitability. We also understand that the rising production and logistics costs are not able to be fully realised as yet through price increases, as society looks to tighten its belt across all areas of spending.

In the UK, SIBA's (The Society of Independent Brewers) recently released 2023 Craft Beer Report had a somewhat positive outlook for the independent brewing industry and listed a number of causes for optimism as their industry looks to turn itself around after a tumultuous few years. The report stated that the number one cause for optimism was:

"A sale direct to consumers, whether by pub, bar, website or taproom, is the most profitable route for most brewers. These sales seem to be growing fastest with over a quarter of all output now sold through these channels"

Over 68% of SIBA members now have a webshop, with 54% having a brewery shop and 40% operate a taproom.

To back this up locally, our research (contained within our Heart of the Matters report) shows that online liquor sales represent the fastest growing segment of the retail industry with sales forecast to continue growing over the next five years.

Wine, particularly premium and rare wine, has traditionally been the major alcohol product sold online. Currently, approximately 13% of total wine sales are made online. Both wine and spirits sell a greater proportion of their products online than through traditional retail channels. There is definitely a similar opportunity available to independent beer. Beer as a category sells approximately 27% of its products online vs 37% in the retail channel.

Industry operators are anticipated to increasingly invest in online sales channels over the next five years, particularly as this market is forecast to grow at a much faster rate than traditional bricks-and-mortar sales. And we believe that online ranging represents a more profitable opportunity where in-store ranging can be more challenging.

Online liquor retailers will also be seen as a more attractive option for consumers due to the diverse product range and competitive prices, which we saw reflected in leading audience targeting company for the global marketing industry, GWI, who released their recent retail trends report. They stated that 59% of consumers say they would rather shop online than in-store, which although changes by the generations, with Gen Z’s (59%) and Millennials (63%) being more open to online than their older counterparts, Gen X (55%) and Baby Boomers (46%).. the numbers are still very encouraging for the online, direct to consumer opportunity.

Whilst also being a highly profitable channel when selling your products direct to your consumers, the online channel also provides a great opportunity to build intelligence around your consumers... as well as driving direct-to-consumer tactical promotions. How about pre-selling your limited release beers to an already loyal consumer or suggesting a beer collective club amongst a group of friends, who may purchase multiple cases and split them up. Online can also be the greatest direct line of communication you have with your consumers... including personalised tasting notes or even QR codes which link to video guided tastings is a great way to engage.

As more and more consumers are going online for inspiration and purchases, the importance of having an online presence, that is easy to shop, is fundamental.

Member Offers

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

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

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

Give Nick Boots a call today - your bottom line will thank you.

View Offer





Beer Matters launches industry specific data insights package

It's here! We have been talking about this for a while and eagerly awaiting the launch of the new data insights subscription program being launched today by Beer Matters. As a refresh you can check out the webinar we ran earlier this year.

Industry experts Kirrily Waldhorn and Sophie Goldsmith know the beer market inside out and we all benefit from their love of crunching numbers, determining future trends, working to drive industry innovation and making it as easy to digest as possible.

The provision of data to our members has been a dilemma for me for quite some time now as we are not rich enough to purchase the data that I know our brewers want and the retail sales info we used to share became unavailable over 12 months ago.

I am also a firm believer in making business decisions based on research but translating them is certainly a skill which is why it is fantastic to have this new product available – and at a **discounted rate for IBA members**.

More Information

5-15% off Anton Paar Packages

As a member of the IBA enjoy a minimum discount of 5% ranging up to 15% depending on the package purchased.

Anton Paar develops, produces and distributes highly accurate laboratory instruments and process measuring systems, and provides custom-tailored automation and robotic solutions.

View Offer



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
Lauren Jack
Consultant
Boxer Brewing Co
Mount Tamborine, QLD
Email



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



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



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



Board Advisor
Richard Adamson
Founder
Young Henrys
Newtown, NSW
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



Manager - Strategic Projects (Part-Time)
Sabrina Kunz
Email

Indies Advisory Committee



Chair
Will Tatchell
Founder
Van Dieman Brewing
Evandale, TAS
Email



Karli Small
TAFE NSW
Marrickville, NSW
Email



Tom Champion
General Manager
Felons Brewing
Brisbane, QLD
Email



Sam Bethune
Technical Sales Specialist
Bintani
Melbourne, VIC
Email



Lachlan MacBean
Captain of the good ship
Grainfed Brewing Co.
Newcastle, NSW
Email

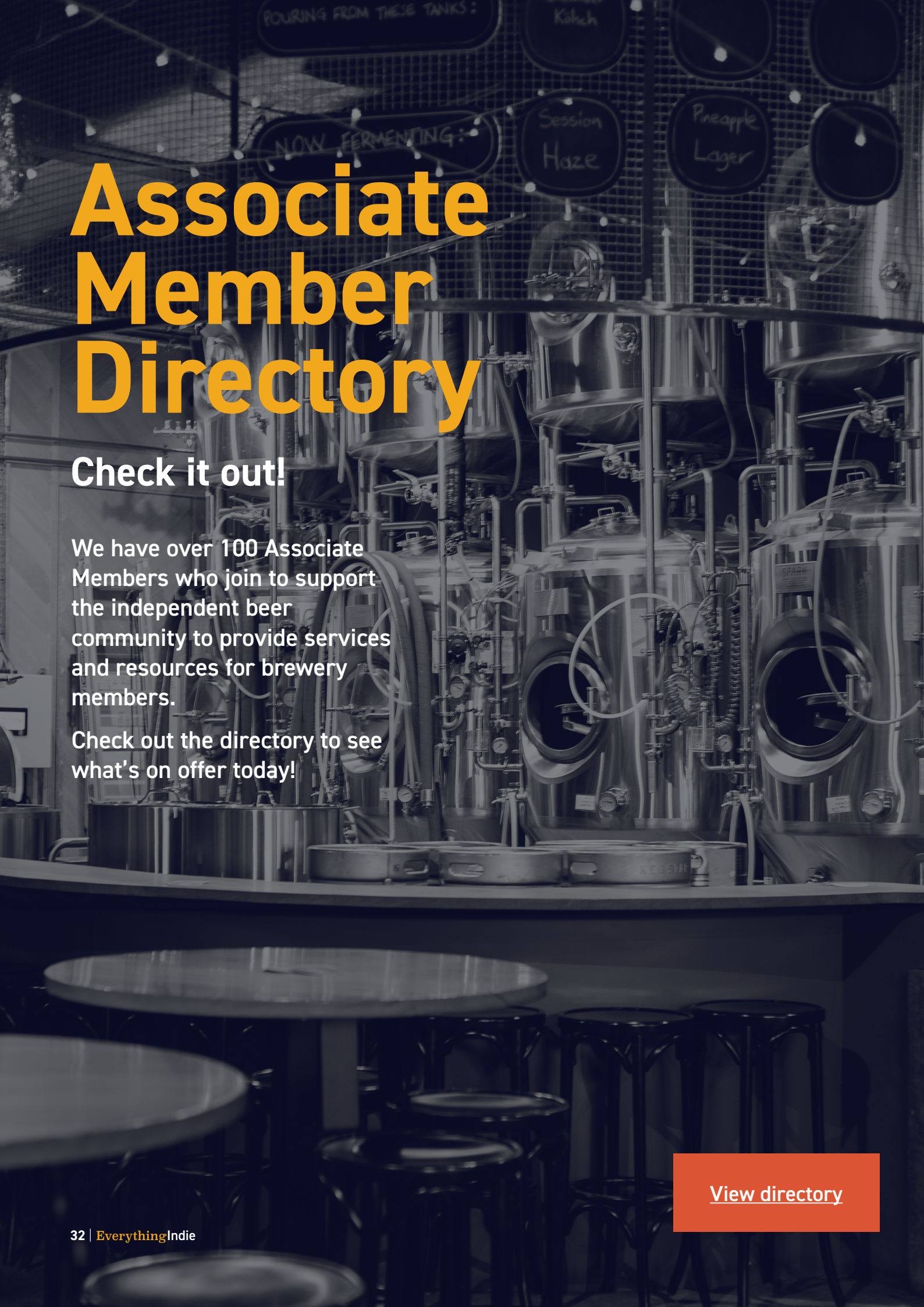


Daniel McCulloch
Regional Manager - Oceania
Lallemand Brewing
Sydney, NSW
Email



Pia Poynton
Director of Operations &
Group Development
Nowhereman Brewing
Leederville, WA
Email


PRESSURE GAUGE
psi
MPa
PRESSURE GAUGE
psi
MPa



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