

TRUE INDIE SUPPORTER MEMBERSHIP

2026



INDEPENDENT BREWERS OF AUSTRALIA

The Independent Brewers Association is an organisation with a clear mission: ***Quality Independent Beer Everywhere.***

But we're more than an industry Association.

We're a community. A community of 360+ breweries and their supply chain partners that work (and play) together in support of each other and our collective success.

Working closely with our members, we play a critical role in helping to level regulatory playing fields, promote the unique contribution independent brewers make to Australian life and ensure our sector works as smart as it does hard.

With Membership fees as our primary income source - it is your participation as a True Indie Supporter that helps makes what we do possible.



INDEPENDENT BREWERS OF AUSTRALIA

The Independent Brewers Association (IBA) is the only organisation working on behalf of the industry each and every day to build a strong, sustainable future and to unify our sector.

We are at a point in time where a spotlight is being shone on the Australian beer industry - on our antiquated regulatory framework, on the taxation regime and on the anti-competitive behaviour of the two foreign owned multinational breweries.

There are great stories, there is opportunity, and we are ready to take advantage but it's safe to say there is only so much we can do without having everyone 'in the tent'.

Becoming a Member is the easiest and most impactful way your business can support the collective and ensure the IBA can do more to support the long-term sustainability of independent brewing. We offer reasonable fees and monthly payment options and are always keen to have a chat about the benefits of coming on board once you've had a chance to plough through ALL the things contained in this kit.

Now is the time and we need everyone marching behind us!

Sabrina Kunz
Chief Executive Officer

Independent Brewers Contribution to the Australian Economy

We contribute
\$3.53 billion p.a.  from \$1.93b
to the Australian economy

DIRECT CONTRIBUTION OF THE INDEPENDENT BEER INDUSTRY ANNUALLY

\$389m  from \$304m
directly spent on wages

\$1.18b  from \$1,052m
total industry revenue

180m  from 130m
litres of beer sold

\$506m
value add in FY24


\$10.8m
contributed to
local communities
in FY24


56%
are located in
regional and
rural Australia

 **8,367**  from 8,672
total directly employed

\$157m 
in estimated excise tax
 from \$170m

48% of the industry reports
being unprofitable or at
break even

INDIRECT CONTRIBUTION TO COMPLEMENTARY INDUSTRIES

\$1.49b  from \$595m
indirectly spent on wages

\$1.17b
value add



31,991
employed indirectly in downstream
sectors such as agriculture,
manufacturing and logistics



All data compares the FY21 Economic Impact Analysis to FY24 - both reports are provided by Urban Enterprise.


Thanks to our Partner



TRUE INDIE SUPPORTER MEMBERSHIP

THE INDIE SUPPORTER SEAL

The Independent Supporter Seal represents a commitment to authenticity, quality, and community.

Being a true indie supporter is one way that you can support the Independent Brewers Association to keep the fight for the movement alive – while being informed and showing consumers your commitment.

For True Indie Supporters, the Independent Supporter Seal has many advantages, here's just a few:

- Clearly indicates an Australian owned business.
- Builds consumer trust and connection.
- Fosters brand loyalty.
- Makes consumers choice easier.
- Shows you are part of a movement.

Importantly, at the IBA we invest in marketing, advertising campaigns and partnerships to make the Independent Supporter Seal meaningful to consumers. And the more our community of supporters does the same - the more impactful it is for our whole industry.

74% of consumers value independence and understanding the origin of craft beer before trialing something new.



TRUE INDIE SUPPORTER

MEMBER BENEFITS

As well as being able to tell people you actively and meaningfully support independent brewers, there's a stack of benefits to being an IBA True Indie Supporter

Your True Indie Supporter Membership includes:

- Your name or business name on our True Indie Supporter wall – so folks know that you have put your money where your values are to support our movement;
- Access to the IBA's Australia Post discounted rates - great for those businesses shipping beers or products on the regular;
- Access to use the Indie Supporter Seal files for uniforms, merch, websites, social media etc.;
- Inclusion in our email distribution which is curated to deal with the matters that affect you
- Invitations to attend IBA events at the Member price;
- Access to the IBA's Who Owns Your Beer Poster and assets;
- Direct to consumer promotion - We educate consumers that the Independent Supporter Seal is the mark of an independent industry partner that contributes to its community.



TRUE INDIE SUPPORTER

STAY IN THE KNOW

We keep an eye on all the important stuff and deliver it straight to your inbox and your social feed.

It seems that the regulatory environment changes weekly.

There are new educational opportunities, events and products that we curate on behalf of our members.

We try not to drive everyone insane with our comms so we focus on what is important and repurpose information into easy to digest emails or social media posts to ensure that you don't miss an opportunity or something that will have an impact on your business.



www.independentbrewers.org.au



[@indiebrewers](https://www.facebook.com/indiebrewers)



[@indiebrewers](https://www.instagram.com/indiebrewers)



[@independent-brewers-association](https://www.linkedin.com/company/independent-brewers-association)

TRUE INDIE SUPPORTER

DEDICATED TEAM

The IBA has a dedicated team of staff, Board and volunteers ready to serve our members.

Our team are dedicated to the indie community - they work hard and care about their members - maybe more than employees should!

They have a broad range of experience and are a font of knowledge about the industry - and when they don't know an answer - they know someone who does!

The [Board](#) & the team are always at the end of an email, a message or a phone call to support members, so we encourage you to reach out.



TRUE INDIE SUPPORTER CONTRIBUTION

True Indie Supporter Category	ANNUAL FEE (ex GST)	MONTHLY FEE (ex GST)
Individual or Sole Trader	\$500	\$41.66
Indie Retailer or Indie Hospitality Business	\$500	\$41.66

GET IN TOUCH

For all Membership enquiries please email membership@iba.org.au or use the form on our [website](#).

