



Beer Tasmania 2024



**Dedicated to
supporting
and growing
Tasmanian
owned and
operated
producers.**



Tasmanian Independent Brewers

44

Brewing
entities

600*

Estimated
employees

\$35
million

Annual economic
impact

**Independent breweries in
Tasmania have doubled in
the past 6 years, with an
estimated 4 new breweries
forecast to open in the
next 12 months.**

* Statistics from Independent Brewers Association research and economic impact assessment – January 2021

Acknowledgement of Country

The Independent Brewers Association acknowledges the Tasmanian Aboriginal people as the First People of Lutruwita/Tasmania.

For over 2,000 generations, Tasmanian Aboriginal people's culture and language have been and continue to be based on deep and continuous connection to family, community and the land, sea, and waterways.

Will Tatchell

**Owner Van Dieman Brewing
Evandale**

Each of our breweries tells a unique story, marked by distinct flavours, personalities, and journeys. However, it is the common thread of our shared passion for crafting exceptional beer that unites us, creating a tapestry that binds our destinies together. In this unity, we find not only strength but also a treasure trove of opportunities to thrive, grow, and carve a legacy that will endure the test of time.

Our mission is as clear as it is inspiring: to embrace shared objectives and foster collaboration that knows no bounds of competition. We recognize that by standing together, shoulder to shoulder, we can accomplish extraordinary feats. These accomplishments will not only shine a light upon our individual breweries but will also cast a radiant glow on the entire craft beer community. Our strategy is founded upon a set of guiding pillars, each meticulously crafted to guide us on our journey towards a future that brims with optimism and promise.



Jon Burridge

IBA Tasmania State Chapter Lead

Every Tasmanian should be extremely proud of the independent brewing industry in our state.

Over a short period of time, we have come so far and kept Tasmania on the map as a quality beer producing state.

It's fair to say we have found our own way and maybe even stumbled at times, but with the help of this blueprint we are creating a strategy to help ensure the quality of beers produced and safeguard the industry for future generations.

Whilst we could rest on our current success brewers are constantly innovating and adapting for future requirements, there is also a strong future for more local independent breweries to help drive local manufacturing, hospitality, tourism and create more jobs across all of Tasmania.

It's important we capture this growth and keep the trajectory growing at a steady rate.

I'm sincerely proud to represent the Independent Brewers Association – Tasmania, I hope you enjoy this blueprint we have created and anticipate the glowing future of beer in Tasmania.



Kylie Lethbridge

IBA Chief Executive Officer

The Independent Brewers Association is the peak national industry body representing Australia's 600+ independent brewers with two-thirds of these small businesses based in regional and rural Australia.

Our members are overwhelmingly artisan small to medium businesses who employ locals, give back to their communities, provide tourism destinations and support the agricultural sector. Their profits stay in Australia and are repurposed in the business to facilitate growth and continued investment.

We are very proud of our Tasmanian members and celebrate their uniqueness and vibrancy through our activities and via the development and delivery of this plan.



Premier's Message

Jeremy Rockliff

Tasmania has a proud history of brewing beer, particularly craft and independent beers of exceptional quality and creativity. These unique flavour profiles have supported a thriving hop industry, with Tasmanian hops recognised both locally and internationally in craft and mainstream brewing. The tradition of independent brewing in Tasmania dates back to the early 1800s with brewers across the state capitalising on Tasmania's pristine water, quality barley, and local hops.

In recent years, we have seen more independent breweries emerge, producing high-quality beers, providing valuable employment, and generating revenue for the local economy. Each Tasmanian independent brewery tells its own unique story and offers a distinctive array of flavoursome beers.

This inaugural blueprint aims to guide the independent brewing industry in Tasmania by providing clarity of purpose and strategic direction. It serves as a foundation for aligning the priorities of the

Independent Brewers Association's Tasmanian members and key stakeholders.

The success of Tasmanian Independent breweries is a source of pride for all Tasmanians. Maintaining high quality and growing the industry with a secure plan for the future is crucial. This will ensure further success across the industry and the production of many more great ales and lagers for us all to enjoy.

The Tasmanian Government is a strong supporter of our independent brewers, as well as the hospitality and tourism sector.

Our 2030 Strong Plan for Tasmania's Future includes an additional \$12 million to deliver the 2030 Visitor Economy Strategy.

I look forward to seeing the final copy and hearing of your industries developments.

Jeremy Rockliff
Premier and Minister for
Tourism and Hospitality.



History Beer Tasmania

Tasmania has a proud brewing history that has achieved success and acknowledgement at a local and national level.

Independent brewing can be traced back to the first settlement of Tasmania in early 1800's, and by the mid 1800's over 40 breweries existed in Hobart alone, with many more around the state.

However, licensing, excise tax, recessions and buy outs depleted these numbers, only to commence re-building in the early 2000's.

Known for its quality fresh produce, Tasmanian independent beer is a great representation of the state by showcasing its quality, diversity, talent and regionality.

With over 40 brewing entities in Tasmania, it's fair to say that almost every community has a local brewery.



Why Beer Tasmania

The success of Tasmanian independent breweries is something all Tasmanians should be proud of, but it's important we maintain integrity, quality and growth with an endorsed, joined up plan for the future.

This will ensure sustainable growth, lead to success and will always put Tasmania first.

It is aligned to the national 10-year Roadmap and endorsed by all Tasmanian IBA members.



A story of surrounding

Two Metre Tall

In 2004, Ashley and Jane Huntington moved to the Derwent Valley with a plan to plant vines and make wine. On learning about the rich hop-growing history that surrounded them, they started brewing. Their focus has since been on turning what they grow, and Tasmania's other pristine ingredients, into something delicious to drink.



Ashley and Jane Huntington, Two Metre Tall. Photograph: Moon Cheese Studio.

"Being a farmhouse brewer means being involved from go to woah, from the soil all the way to the finished product," Ashley says.

Two Metre Tall is one of a tiny number of breweries dedicated to making entirely "wild" or "spontaneous" beer. Most brewers use yeast strains that have been isolated in a lab to brew a precise beer style, but Ashley lets the microscopic surrounding yeast and other organisms on his farm create spontaneously fermented ales.

A story of collaboration

King Island Brewing

NEWS

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

"They are an absolute treasure."

As yet, there is no way to be certain about the origins of the King Island hops, but the Brazendales are thrilled to learn of the newly pieced together history.

"That is fascinating. That is amazing." Mr Brazendale said on receiving an update.



A story of creativity

Moo Brew

Punters will be welcomed through a curtained corridor leading to an installation made from Moo Brew cans and can get comfortable in an abundance of gathering areas. The front bar oozes retro vibes with its wooden veneer panelling, sheer pinstripe curtaining, tiled bar frontage and vinyl menus and is connected via a mirrored walkway to a cosy back lounge.

The team's imagination has not been limited to the interiors, with the nano-brewery offering scope for the brewers to embrace their wildest ideas. Head brewer Jack Viney says: 'Sally's tiny brewing tanks have given us the freedom and flexibility to conduct lots of creative experiments and we look forward to opening the doors and getting instant feedback from people sitting at the bar.'

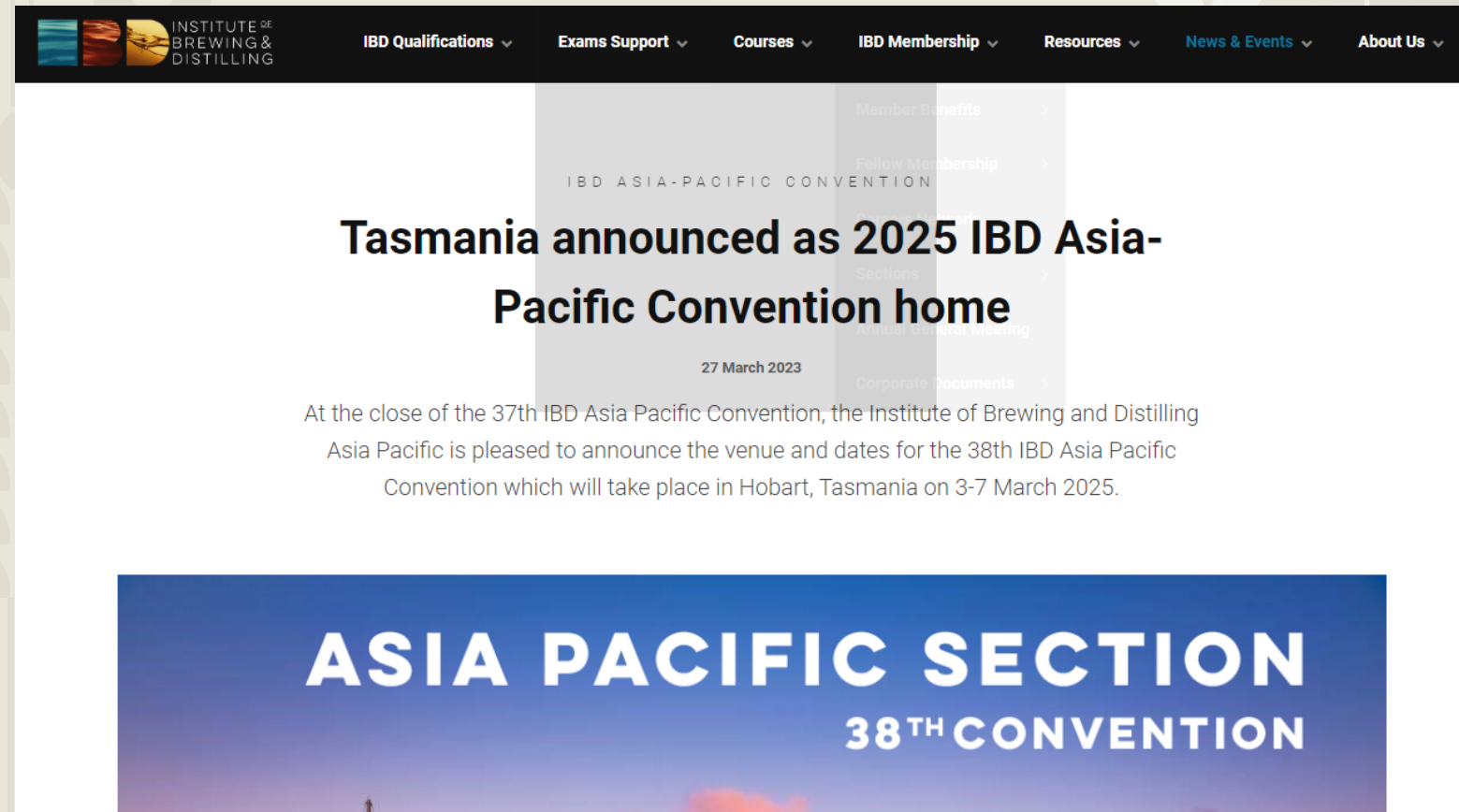


BEER ON TAP				
	ABV	VOL	POT	BOC/DONOR
SESSION ALE	4.2	5	8	10
BREW TASSIE LAGER	4.2	5	8	10
BREW TASSIE ALE	4.2	5	8	10
PALE ALE	4.2	5	8	12
PILSENER	4.2	5	8	12
DARK ALE	4.2	5	8	12
IPA	6.7	5	11	14
STOUT	6.0	5	11	N/A

NOT BEER	
	GLASS
GUINNESS	10
PILSENER	10
CHARDONNAY	10
SAUVIGNON BLANC	10
ROSE	10
PINOT NOIR	10
RED WINE	10
SPARKLING	10

A story of promise

Business events



The screenshot shows the Institute of Brewing & Distilling website. The header includes the logo and navigation links: IBD Qualifications, Exams Support, Courses, IBD Membership, Resources, News & Events, and About Us. The main content area features a large heading: "Tasmania announced as 2025 IBD Asia-Pacific Convention home". Below this, the date "27 March 2023" is displayed. The text states: "At the close of the 37th IBD Asia Pacific Convention, the Institute of Brewing and Distilling Asia Pacific is pleased to announce the venue and dates for the 38th IBD Asia Pacific Convention which will take place in Hobart, Tasmania on 3-7 March 2025." At the bottom, a blue banner reads "ASIA PACIFIC SECTION 38TH CONVENTION".

Our vision

By 2030 the successful delivery of this plan will result in:

- 60 local breweries
- 150 to 200 new jobs (direct & indirect)
- New and vibrant visitor experiences
- New markets for Tasmanian beer



Strategic Pillars

1. Quality

2. Growth

3. Stakeholders

4. Sustainability

Pillar 1 Quality



Our commitment to unwavering quality is the bedrock upon which we build our future. It is a pledge to our customers that every sip they take will be a testament to the excellence we collectively strive for.

- Ensure best practise standards are met by providing resources and training
- Education and training – develop a program that addresses current skills shortage and plans for brewers of the future
- Beer award assessment
- Work with Brand Tasmania to use and promote Tasmanian agribusiness and producers where possible

Proposal 1

Education & Training



- Support and increase awareness of all existing training providers eg. UTAS Certificate of Brewing
- Identify gaps in current local training opportunities and develop a plan to address
- Work with Fermentas to create inclusive brewing course
- Work with home brewers groups to determine where partnerships and pathways may exist
- Work with relevant awards and programs to develop pathways to judging and to continually strive for excellence

Moo Brew



Moo Brew was started 18 years ago on a whim: David Walsh—professional Tasmanian gambler and now founder of Mona—got a little drunk somewhere in eastern Europe, found a bottle he liked, and decided to build a brewery to fill it.

The brewery was initially built on site at Moorilla (which David called Moo Land—hence Moo Brew). Our labels by John Kelly question the commercialisation of art, and our existence was -in part- a middle finger to the idea of “Tasmanian” breweries being owned by national – or even International -industry. We remain fiercely (and proudly) independent.

As for the beers? We set out to create the best versions of classic beers that we can—if that means tweaking a few fundamentals and bending some rules here and there, all the better.

Now? We’ve won a few awards, moved from the Moorilla site (too small, too weird—it’s a laundry now) to our production sized digs out in Bridgewater, and do all our own bottling and canning. Our beers are for sale all over Australia, we have a taphouse in the heart of Salamanca, and we still look for ways to innovate, challenge and improve. We’re not going anywhere.

Pillar 2

Growth



Acting on projects that help grow our industry, tourism and economic landscape is paramount for Tasmanian brewers and our state government partners.

Tourism is a key driver for the Tasmanian economy so via a joined up approach with Brand Tasmania and Tourism Tasmania is essential to the growth of our sector.

- a. Develop a long term product development and promotional strategy for breweries
- b. Work with the Department of State Development to identify and address barriers to expansion or new brewery development
- c. Identify barriers and undertake research to identify key new markets for Tasmanian beer eg. mainland distribution, export etc

Proposal 1

Enhanced visitor experiences

- Reinvigorate the Tasmanian Beer Trail
- Grant request lodged for \$34,000
- Stakeholders: Breweries & Brand Tasmania
- Ideal go live date: 1st July 2024 (pending grant outcome)

Outputs:

- Launch and awareness raising eg, visitor information centres, etc
- Updated digital channels
- Printed collateral
- Regional touring itineraries
- PR and marketing campaign



Proposal 2

North Hobart Brewery Mile



Creating bookable experiences:

- Ensure all breweries with visitor experiences are signed up to the Australian Tourism Data Warehouse (ATDW)
- Develop a formalised partnership with North Hobart breweries and tour operator that includes unique experiences eg, behind the scenes tours, tastings etc
- Create a self-guided brewery walking tour

Proposal 3

Drink Tasmanian

- Develop an integrated long term plan to encourage the retail and the hospitality industry to support Tasmanian breweries
- Develop a long term plan to encourage consumers to support their local breweries eg. buy local
- Integrate Drink Tasmanian with all other activities in this plan



Proposal 4

Market Access



- Identify and participate in relevant mainland and international trade missions
- Collaborate with other food & beverage organisations
- Collaborate with Austrade and state government to identify new markets
- Develop a trade eg. retailers engagement plan

Proposal 5

Institute of Brewing & Distilling (IBD) Conference

Hobart, March 2025

- Partner with IBD to maximise opportunities to showcase the Tasmanian Independent Brewing industry
- Work with local breweries to maximise delegates time in the state eg. pre and post brewery tours, hop farm tours etc

Proposal 6

Brewcon

- Work with industry and relevant state government agencies to bid and host the largest brewing conference and expo in the Southern Hemisphere



Proposal 7

Reduce red tape and creative supportive regulatory framework

- Ensure an efficient and reduced cost container deposit scheme is in place
- Review and improve freight equalisation for breweries
- Consider the development of brewery specific manufacturing or visitor experiences government grant pool
- Work with relevant stakeholders to create new brewery wastewater treatment guidelines
- Work with state and local government to address barriers to growth in the planning scheme and to create a set of guidelines for brewery development that can be used in assessing development applications

Du Cane Brewery

Du Cane Brewery and Dining Hall opened in September 2023 and has had an immediate impact on the night-time economy of Launceston.

Our ambition was to create a world class dining and hospitality precinct around Princes Square in Launceston, including the surrounding streets, and through anecdotal conversation with local businesses we have identified that they are all performing better than before we opened 1 year ago.

Beer Tourism is very much a 'thing' with a number of states, cities and geographies focussed on it for the benefit of their economy.

We are pleased to note that we are the Tasmanian nominee for 'Best Brewery' experience in WOTIF Brewery of the Year Awards amongst some very illustrious company.

Du Cane now employs 33 people total and 20 FTE's from nothing before opening and we have recently installed 2 new larger fermenters to meet the demand for local consumers.

Pillar 3 Stakeholders

Beyond brewing beer, we will become even more active and integral members of our local communities.

We will stand as champions of charitable causes, building welcoming spaces where everyone is celebrated and embraced. We shall foster a culture where collaboration is celebrated, knowledge is shared, and resources are freely exchanged.

a. Community – develop a long term plan to create local beer ambassadors and to educate residents on the benefits of local brewery development

b. Industry – work with supply chain partners to support and promote local businesses

c. Breweries – regular engagement with Tasmanian brewers and the IBA nationally will be essential to the delivery of this plan

d. Working in partnership with relevant Local and State Government bodies will ensure the successful delivery of our Vision

Pillar 4

Sustainability

Sustainability and sourcing of local ingredients is about as Tasmanian as you can get.

In an age where environmental stewardship is paramount, we embrace the responsibility of sustainable brewing practices and aim to reduce our environmental footprint while championing the use of locally sourced ingredients.

This not only strengthens brand Tasmania but it also ensures a strong connection with local producers and infuses our brews with the character and authenticity of our regions.

a. Develop resources and engage with relevant government departments to ensure waste management is effective and reuse is considered where possible

b. Provide guidance and resources for breweries who wish to reduce their carbon footprint or to become Carbon Neutral

c. Build awareness of the stewardship brewers have towards the environment and the sustainable brewing practises the endorse

Proposal 1

Green Brewing



- Sustainability is critical to the future of the brewing industry and to Brand Tasmania
- Assist in raising awareness of the resources provided by the IBA on going carbon neutral
- Promote the IBA sustainable packaging guidelines and raise awareness of the APCO 2025 targets

- Provide templates and information that can be displayed in breweries to increase consumer awareness of how sustainability is being incorporated by Tasmanian independent breweries
- Share the significant amount of funding opportunities that allow breweries to further expand their sustainability goals

Communion Brewing Co



Since opening in late 2021, Communion Brewing Co has established itself as the place to meet for Burnie locals, and a welcome stop over for travelers.

The name 'Communion' highlights the experience of 'shared participation in something good'. People from all walks of life are invited to come as they are, to sit back, catch up, wind down, romance, celebrate and debate. Communion provides the space and the delicious food and beer that facilitate all of life's highs and lows.

The 500L brewery provides the backdrop to the warm atmosphere of the bar and 120 seat restaurant; open from 12pm every day. The brewery supplies Communion's 12-tap bar, plus a significant volume for retail in the venue and distribution throughout the state. With award winning beer in hand, you can join the trivia, listen to live music, head out to the beer garden and know you're making a difference, with 100L of clean water donated through Charity:Water with every beer sold.

Our Commitment

Beer is largely driven around the collaboration of 4 ingredients: barley, hops, water and yeast.

When it comes to collaboration it's something that comes natural to brewers.

IBA Tasmania is committed to working with not just its members but the greater Tasmanian brewing industry to achieve common goals.



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