

# DIRECTOR NOMINATIONS



## Jay Neven

## Revel Brewing Co (QLD)

## Medium



I am the founder and sole Director of Revel Brewing company with over 7 years of relevant experience in the Indie Brewing landscape which could directly assist our industry. Having founded and driven Revel through start-up, COVID-19, economic downturn, and navigating complex regulatory frameworks and significant legal battles successfully, I poses a toolkit of resilience and relevant knowledge which I would love the opportunity to pay forward and help others in one of the most challenging times for our industry.

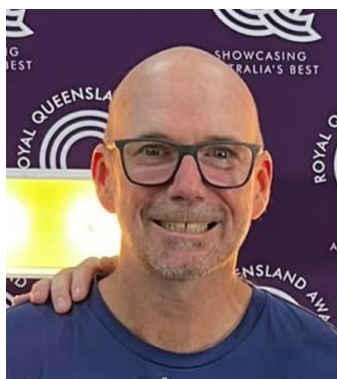
I have demonstrated experience in starting a brewery, but most importantly, thriving through challenges, and how to 'shrink to size' during economic downturn which I believe is a significant skill to pay forward to our industry at this critical time. I am an entrepreneur with practical tools to assist and guide likeminded business owners to succeed.

I have been the Director of Revel Brewing Company since 2017 (two Brewpubs business model). I am a Qualified PRINCE2 Practitioner with 20 years of demonstrated end-to-end senior project management delivery and have a Bachelor of Information Technology (QUT 2009).

## Phil Sharp

## Hiker Brewing Co (QLD)

## Small



I am motivated to join the IBA Board to leverage my diverse skill set and accumulated experiences from both my professional journey and academic background, aiming to contribute to the advancement of the IBA and its members. My passion lies in enhancing the strategic vision, cultural values, and overall prosperity of Australia's independent brewing sector.

I have the following skills and experience:

**Strategic Planning:** Possessing a Master of Business Administration with concentrations in strategy and entrepreneurship, I have utilised these proficiencies throughout my working career. Notably, I applied these competencies in spearheading the business planning and establishment of Hiker Brewing Co. in Salisbury, Queensland.

**Government Relations:** Having worked in Senior Management positions in the Government Sector, I have a strong background in dealing with Ministers and their advisors, both in relation to providing clear and concise information along with lobbying for particular outcomes that were being sort.



**Event Management:** Before venturing into the brewing industry, I worked in orchestrating major events, notably serving as the Head of Competitions and Events at the Royal Queensland Show (Ekka). My tenure saw the successful revival of the Royal Queensland Beer Awards in 2019.

**Human Resources:** My early professional journey centred around Human Resources, encompassing roles in organisations both government and private sectors. My commitment to effective people management and advocacy for a diverse workforce remains steadfast.

**Brewing:** I obtained a Certificate III in Food Processing (brewing) from QLD TAFE in 2020 amid the Covid pandemic. Subsequently, I immersed myself in the brewing industry, gaining hands-on brewing experience at All Inn and Black Hops before co-founding Hiker Brewing Co. alongside my business partner Daniel Venema.

## Annelies Nijskens Madocke Brewing (QLD) Small



Since joining the Australian craft brewing sector nearly 7 years ago, I have demonstrated a willingness to share my skills and experience with others in the industry. You might have seen me on several industry related events and meetings already, where I actively advocate for the craft beer industry.

Next to that, I have also participate in several beer competitions (Indies and Royal QLD beer awards) as a steward or judge.

I have a passion for the Australian Craft Beer Industry and track record of success in business. In 2016, after 15 years of running a prospering air conditioning business in Belgium, my husband and I sold our business in order to follow our dreams to re-educate ourselves and set up a Belgian style brewery in Australia. We knew that moving to another country and setting up a business would require a massive amount of determination and perseverance. That never-give-up attitude was rewarded to by us winning Champion Independent Small Brewery at the Indies 2023. Skills that are also needed to get through the ups and downs of running a business, and through the challenges that our industry is facing now.

I have a strong record of being a director of a business for over 20 years now, where I had to oversee all the ethical, legal and financial aspects of the business. With our move to Australia, I can assure you I have developed a keen eye into the Australian legislation.

If elected to the IBA Board I will draw on my strengths in understanding the ethical, legal and financial aspects of the industry. With my European background, I can bring a different view and approach to the table. I have the determination, perseverance, and experience to get things done.

Right now, our Independent Craft Beer Industry is facing a challenging business environment and we are in dire need of a better framework for the Australian Craft Beer Industry. My motivation is to assist in providing a strong advocacy in the upcoming years so we can provide our craft beer industry the right tools in order to make it more resilient and future proof. With my European background, I can bring a more diverse view to the table. I am also not afraid to speak up and challenge the status quo, to find new solutions for our challenges and advocate for you and our industry.

I would like to raise my hand and seek your support to nominate me for the role.

## Tom Champion

## Felons Brewing Co (QLD)

## Large



I am fiercely proud of the growth and advancement of beer in Australia, and feel passionate about contributing to our industry in a wider capacity beyond my role at Felons Brewing Co. Having enjoyed a brewing career of 15 memorable years, riding the wave of our craft beer boom, I feel compelled to step forward now and offer my time, tools and knowledge to our board and members. I would love nothing more than to support the IBA in continuing its goal to build a strong, sustainable future for the fraternity that welcomed me many moons ago.

I commenced my first Junior Brewer role with Little Creatures in 2009, working on the floor as a 24-hr shift brewer across all departments over 4 years. From here I moved to Geelong to design, install and commission the Little Creatures facility built in 2013, developing my passion for Brewery installations.

In 2016, I moved to Hong Kong to establish and operate the Little Creatures Brewpub built by Lion, gaining an understanding of international markets, distributors and logistics. In 2018 I signed on as the Head Brewer of a new Brewery in Brisbane, which was soon called Felons Brewing Co.

I have always worked in Breweries that have an intimate connection to the customer through thoughtful, world-class hospitality offerings - and I consider Felons to be the best I have seen deliver in this space. I strongly believe this is our biggest advantage as small independent operators, and the operation of a hospitality venue needs to have as much investment, both in time and money, as the brewery side of our businesses.

I have held the position of Brewery Director of Felons Brewing Co for the last 4 years - which has afforded me an opportunity to grow my business acumen in operating an independently owned, young, agile business. I feel confident in business financials, people processes, safety and sustainability, and product innovation.

I was voted in as Vice-President of the Craft Beer Association of Hong Kong, which was a small team in a small industry, which did give me a glimpse of people from different businesses coming together to achieve for the global good.

I consider myself an all-rounder. I like to observe and understand, before taking on actions and delivering. I have been told I am very diplomatic and supportive. Above all else - I am committed to the Brewing industry, and have been committed for the entirety of my career. For me this is a logical next step for my commitment, and I thank you for your consideration.

I studied a Bachelors of Chemical Engineering, graduating with honours in 2008

## Sean Astill

## Future Magic (QLD)

## Small



I have worked varied careers in years past, all have brought me a set of varied skills that can be re-honed and adapted for most situations. Working in the music industry I worked alongside some of the most famous names in the world recording Aria-Winning albums and developing soft-skills along with an ability to keep a cool head in a room full of people many would find intimidating. Working in IT gave me project management along with rock-solid problem-solving skills.

Nothing prepares you for founding, managing, marketing and fighting for your own brewery. The skills and experience from Future Magic include but are not limited to: Time/Project management, financial modelling and savvy, business acumen, soft skills & management of people, results-focused marketing

experience, analytics, business planning, government/regulatory body communication skills, relationship-building within the industry and more.

As Managing Director of Future Magic Brewing Co, I'm passionate about independent brewing and believe in the power of collective action. From grassroots origins at Ballistic Beer Co to successfully leading Future Magic's growth, I've honed strategic planning skills, demonstrated by overseeing projects like a successful CSF startup campaign. I'm committed to amplifying the voices of independent brewers through the IBA, focusing on advocacy, education, and community-building. I'm eager to leverage my expertise to drive industry advancement and personal growth.

## Helen Black

## The Coastal Brewing Co (NSW)

## Small



I have over 20 years' corporate communications experience promoting and protecting brands in the financial and professional services sectors. Strategic experience includes designing and implementing effective market-building and marketing campaigns; leading M&A communications; advocating for public policy change (Federal and state level) and designing engagement programs to embed change.

In May 2017, together with David Black, I established a family-owned and operated microbrewery in Forster (Mid North Coast, NSW) – The Coastal Brewing Company. We brew a range of alcoholic and non-alcoholic beers. My responsibilities include developing the sales and distribution (business-to-business and retail) channels as well as managing the brewery Taproom. I also help the brewery production team from time-to-time and have a deep understanding of the end-to-end operations of the brewery.

For the past 5 years have served as a Committee Member on The Great Lakes Food Trail (a not-for-profit). I hold a BA (Hons) Public Relations from Bournemouth University (UK) and a Masters of Politics & Public Policy (Macquarie University).

It's important to step up when required and I'm keen to give back to the independent beer industry. The industry faces unprecedented challenges and we will all come out stronger if we work closer together to drive change that benefits the entire industry.



## Glen Brasington

## Hawkes Brewing Co (NSW)

Large



I am currently CEO of Hawke's Brewing Co. and responsible for leading the execution of Hawke's growth strategies, capital structuring and all day-to-day operations of the brand wholesale business, brand home and brewery.

I'd like to be more active in Independent beer advocacy and leverage my past board experience to help drive the association's strategic agenda.

I have board and executive-level experience in multinational CPG companies in Australia and extensive international experience in Europe & Asia. Previous roles include Global Business Development Director - Chivas Brothers International (based London), Vice President Marketing Asia - Pernod Ricard (based Hong Kong), Marketing Director A&NZ - Pernod Ricard (based Sydney), CSD Marketing Director Sth East Asia - PepsiCo (based Bangkok).

I have over 25 years of experience in spirits, wine and now beer. I've held roles in Sales, Marketing, Business Development and General Management. Having led large teams across diverse functions and cultures I am uniquely-positioned to represent all levels of the independent brewing community in this ultra-competitive and challenging economic environment.

I have previously served on two boards, firstly as an Executive Director of Pernod Ricard & Suntory's joint venture in Japan 2013-2016 while based in Hong Kong. And, as an Executive Director of Chivas Brothers International 2018-2020 before joining Hawke's in 2021 when I returned to Sydney from London.

## Christopher Ind

## Woolstore Brewery (SA)

Small



The IBA has been a valuable asset for us as we have planned, opened and developed our brewery over the past 5 years. As a Band 1 sized brewery from South Australia I feel that smaller breweries and smaller states are underrepresented on the IBA Board and that for the industry to survive and thrive it is important for all sizes of brewery and all states to have a voice at the national level.

By becoming a member of the IBA Board I feel that my voice and actions will support all members to grow the industry through advocacy, education, collaboration and innovation - and making great beer!

I was born in Mount Gambier in the far south east of South Australia (just 20 minutes from the Victorian border) and have lived here my entire life. My wife Kylie and I have three sons.

For the past 27 years I have owned and operated a regional retail business which has led me to cover a huge range of areas including human resources, payroll, customer service, inventory management, logistics, changing business landscapes (including the adoption of digital technologies), industry collaboration, international trade, government taxation compliance (including the removal of sales taxes and the introduction of GST) and much more.

5 years ago my wife Kylie and I started Woolstore Brewery. With no background in brewing or hospitality I have developed many new skills required for this role from the day to day running of a taproom and brewery through to the long term planning involved in an emerging industry in our region.

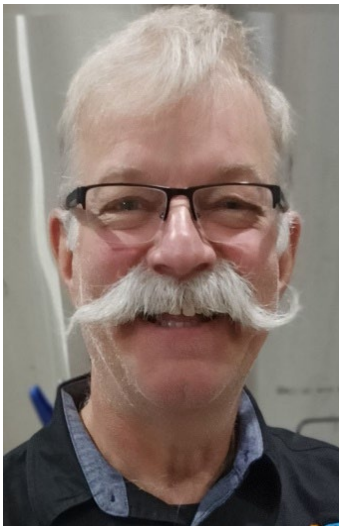
I spent 7 years as a member of the Tenison Woods College Board (largest regional Catholic School in SA with over 1500 students from Early Learning to Year 12) - the first 2 years I served as Chair of Finance and the remaining 5 years as Chair. During this time we undertook major capital developments, oversaw a change in Principal, started an Early Learning and Community Centre and grew the school by 300 students.

I have also served on the Group Support Team for Scouts SA (Not For Profit) in a number of roles including Assistant Chief Commissioner (Group Support), Commissioner for the Limestone Coast District and Commissioner for Lones District over the past 15 years.

## Frank Samson

## Prancing Pony Brewery (SA)

## Medium



I am motivated to bring some South Australian representation and overall contribute to the board with my experience stemming from many industries and roles I had over the decades. I believe that I can bring a broad strategic view to the board.

I have been the co-founder, director, operations manager and head brewer of Prancing Pony Brewery since 2012.

Previously held Operations Management as well as Project Management positions over a span of 20 years. Implementing large industrial projects, managing teams of engineers and technicians. Implementing strategic product and manufacturing processes, also working with marketing people on product design and features. I worked 15 years for a multinational company, implementing projects around the world with many different nationalities and environments. I worked 3 years for a startup company as operation manager of a small team where I was closely involved in the strategic direction of the company. I was a freelancing Project Manager for 3 years prior opening the brewery working on industrial, mining, oil and gas projects up to \$10M.

Left all the above behind to start up a brewery from scratch, including building my own brewhouse and so I have been through the industry with all its ups and downs and ins and outs. Regular beer judge.

Formally qualified in mechanical engineering, Honours degree in Physics, Post graduate diploma in Project Management.

## Paul Maley

## Shelter Brewing Co (WA)

## Medium



The brewing industry is navigating a challenging period, and one that won't be without opportunity. I believe I can offer a fresh and insightful perspective to the IBA Board and management that encompasses not only the brewing industry, but ancillary sectors such as hospitality and tourism that are so vital to our work.

I love beer and brewing – the people, the atmosphere, the products – and I would love the opportunity to do my bit for the industry.

While the headwinds facing the industry are strong, I am excited about opportunities that lie ahead, and eager to share my passion and experience with the industry through the IBA Board.

I am currently the Chief Executive Officer of Shelter Brewing Co. in the regional town of Busselton, Western Australia. I have led Shelter since the planning phase, and in the almost-four-years since we've opened our doors sales in trade have grown year on year, and our hospitality arm has been one of the busiest brewery-offerings in the state.

I have experience in the wine industry as General Manager of Blind Corner Organic Wines, leadership roles at venues such as The Brisbane Hotel and Boulevard Hotel in Perth, and hospitality management at venues in the UK.

I have first-hand experience in all aspects of brewing, from production to distribution, as well as the hospitality and tourism sectors.

Shelter Brewing Co. is a member of the South West Brewers Alliance, in which I lead the Export and Logistics Working Group. I work closely with stakeholders in the private and public sector, like the WA State Government Department of Primary Industry and Regional Development (DPIRD) to champion the interests of regional brewers.

At Shelter and previous roles I've built extensive experience working with all levels of government. I have led numerous successful grant applications, economic and regional business development initiatives, advocacy for export and new market opportunities, and providing industry feedback that leads to beneficial outcomes.

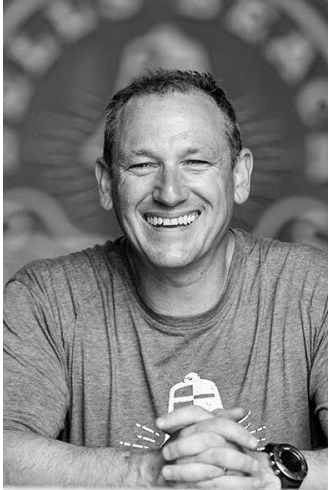
I served as a board member of eBev from 2015 to 2021, offering industry-specific feedback and guidance to the Chairman and Management team. During my tenure, we underwent various stages of development and fundraising, culminating in becoming Australia's largest industry beverage management and ordering platform.

Finally in addition to my corporate board work with eBev, I have also contributed to two community hockey club boards in various roles, ranging from Vice President to Men's Coordinator across 10-plus years.

## Adam Smith

## Bells Beach Brewing (VIC)

## Medium



Coming from an engineering background managing large teams in a large automotive corporation I have acquired significant skills in team leadership, process and business management. I have successfully applied these skills and experience to starting and running a small business which has continued to grow and be profitable through COVID and the subsequent down-turn in the industry.

The independent brewing industry is facing some significant challenges at the moment - I would like to get more involved with the IBA to help bring about change in the industry, reduce the stranglehold of the big beer duopoly and improve the profitability and efficiency of member breweries by finding ways to better share knowledge and data that exists within all our own organisations.

