



IBA Independence Seal

Frequently Asked Questions



Where do I go to apply?	www.iba.org.au/seal
Who can apply?	Paid-up full IBA brewery members
When can I apply?	Agreement available online now
How long will approval take?	Within 2 working days
Where do I get the Seal?	A link will be emailed to you for download when your license agreement has been approved
How can I use the Seal?	The Seal can be used on all of your marketing materials as long as you are licensed and you follow the Guidelines
Where do I get the Guidelines?	www.iba.org.au/seal
Do I need to get my labels approved?	No, you are responsible for ensuring that your usage of the Seal meets the rules in the Usage Guidelines
I'm not a brewery, can I use the seal?	No, only IBA full member breweries can use the Seal
I'm not a brewery, how can I show support for independent beer?	Any organisation that is promoting or supporting independent breweries can use the Supporter Seal which is available at www.askforindiebeer.com.au
How can venues and bottle shops support independent beer?	Venues that sell independent beer can use the Supporter Seal to promote their venue as long as the event or promotion includes independent breweries. The Seal can be used when directly associated with breweries that are Licensed to use the Seal. Venues can also use point of sale materials produced by Licensees or the IBA.
Is the IBA producing point-of-sale materials?	Yes, the IBA has produced a set of collateral that is available to breweries who sign up to use the seal. This POS material will be available at no cost during the introductory period.
What if I have more questions?	Email: seal@iba.org.au