



## PARTNER OPTIONS

Supporting  
the independent  
brewers of Australia



# A MESSAGE FROM THE IBA BOARD

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**The Independent Brewers Association (IBA) is a collective voice for over 500 brewers and their supply partners across Australia. We work together to help each other not only survive but thrive.**

**We are proud of the community we are a part of and ensure that we:**

- Promote goodwill
- Act responsibly
- Be inclusive, and;
- Treat everyone with respect

On average, a new independent brewery opens in Australia every six days and the 600 + independently owned breweries across the country each provide a unique identity and contribution to Australian life.

The industry makes a significant economic contribution, accounting for almost 7,000 direct jobs around the country and impacting over 26,000 indirect jobs.

Our breweries generate almost \$2 billion in economic output and invest over \$250 million each year.



We work with government agencies, industry, trade, and consumers to represent the interests of Australian independent brewers. Working alongside our members we seek to build a strong, sustainable future for our industry and to unify our sector under the vision of **quality independent beer everywhere**.

When you partner with us, you join as part of a community. We aim to support you, so that together we can all grow and achieve our goals together.

We are about to launch our 10-year Roadmap, developed by KPMG, and will work closely with the industry to deliver this plan which covers a range of activities, including shared technology platforms/systems, group buying power, technical guides, sales tools, HR and legal services, sustainability programs, guidelines for navigating regulatory obligations, funding, business models and more.

We are also restructuring our industry events program, including new networking opportunities and a rolling schedule of Mash Ups, so that our industry can get together and learn from each other. Our work with government on all levels continues, including with FSANZ on the codesign process for the proposed energy labelling, responding to state licensing, planning and regulation reviews and advocacy efforts in the lead up to state and federal elections. We are also expanding our current efforts in the education and training space with the ultimate aim of finding national alignment/solutions to address the skills shortage of brewers.

2022 and beyond is an exciting time to partner with us, we look forward to building a successful future for all indie brewers.

**Richard Adamson**  
Chair of the IBA

# WELCOME FROM THE CEO

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**We are so pleased that you are considering partnering with us in support of the independent beer community.**

**In response to the growth of the industry, and therefore the remit of our Association, we have recently redesigned the way in which our partners engage with us and our brewery members.**

**These options presented in this document are the result of that work.**

Our upcoming 10-year plan will lay out a path for the success of the independent beer industry in a supported and sustained way.

This plan presents many opportunities and will guide the work for the next decade, so it is important that we also take this time to relook at how we engage with our industry stakeholders in a meaningful way. Fundamentally this means that the way in which we provided opportunities for sponsorship/support is

changing. We hope that you feel we have listened to what you have been telling us in terms of the way in which you want to engage with the Association and its brewery members.

In the last two years we have had a significant increase in Associate Members, so have realised that we need to look at how we deliver targeted benefits based on the Members' needs and to ensure a return on investment for those organisations who want to work with us.

The purpose of this rejig is to ensure that our members are provided with exclusive access to services provided by the IBA, all of which are designed to help them turn challenges into opportunities.

**This work covers a wide range of activities, including:**

- Advocacy to all levels of government and related agencies, including everything from taxation policy and planning to tourism, industry and education and training.
- The provision of networking opportunities that bring our brewers together to learn from each other and industry experts.
- The creation of technical tools and resources

that provide new or enhanced knowledge across all aspects of the brewing business.

The intention is to provide a variety of ways for you to engage with our brewery members, so as you consider the possibilities in the pages that follow, we hope you find an opportunity that is right for your business.

And as always, we'd love to chat and to hear your views as this is a new paradigm for us and we hope to work with you to adapt it over time.

Cheers  
**Kylie Lethbridge**



# IBA PROJECT GROUPS

**Our Project Groups consist of volunteer experts who have put their hand up to work with the IBA to help deliver key projects, technical resources and initiatives.**

**Guided by our members' needs and our 10-year Roadmap, their work is integral to ensuring the growth of our industry as they add a significant amount of weight to what is a small IBA team.**

## The Project Groups cover:

- Consumer Engagement
- Hospitality
- People
- Quality
- Sustainability
- Trade Engagement

## CONSUMER ENGAGEMENT

The Group is led by Dereck Hales (Bad Shepherd and IBA Board Director) and exists to assist the team in the implementation of the consumer-focused marketing plan, which aims to raise awareness of the Independent Seal and all that it means – ultimately to change consumer purchasing behaviour.

### Upcoming projects include:

- Consumer research tools for members
- Build of the first national consumer direct marketing campaign
- Advice on the future of IBA consumer focused events
- Liaison with the Trade Engagement Group to ensure campaigns, events and activities are aligned

## HOSPITALITY

The Group is led by Justin Joiner (Stomping Ground) and they volunteer their time to identify and develop resources for other breweries who may be considering expansion of their business from manufacturing to include a hospitality function.

### Upcoming projects include:

- Defining a taproom and brewpub
- Guidelines for developing a hospo component to the brewery business.
- Industrial relations tips and tricks for your hospo business.

## PEOPLE

The People Project Group is led by Dan McCulloch (Lallemand) and has a wide remit including education, human resources, workplace health and safety, skills development and diversity and inclusion.

### Upcoming projects include:

- Human Resources toolkit including templates for position descriptions, policies and procedures
- Advice and assistance on national alignment of course material
- Development of the Diversity and Inclusion Plan
- Scoping of a dedicated HR service

## QUALITY

The Group is led by Clare Clouting (Gage Roads and IBA Board Director) and provides resources, guides and technical materials that improve overall quality of indie beer and work closely with the Indies Awards Group to ensure the competition is world class and programs are aligned.

### Upcoming projects include:

- Sensory program
- Non/low (NOLO) alcohol beer production technical guide
- Indie Awards Judge Training and Mentoring

# IBA PROJECT GROUPS

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## SUSTAINABILITY

The Group is led by Marthijs Heuperman (Bright Brewery) and many of the members are in dedicated sustainability roles, or are passionate about this subject, and as a result this group has celebrated some major achievements in the last 2 years.

### Upcoming projects include:

- Build and expansion of the Sustainability Tool and Best Practice Guide
- Expansion of the Paktech recycling and reuse trial
- Development of a guide on sustainable packaging options
- Support of wastewater initiatives

## TRADE ENGAGEMENT

This Group is led by Evin Craney (Bright Brewery) and exists to identify opportunities for breweries and the IBA to work closer with our trade partners.

### Upcoming projects include:

- Working with major retailers to display the Independent Seal to a greater extent
- Hosting webinars featuring senior leaders from both off and on-premise partners

- Ensuring IBA messaging is included in instore activations to support Indie Beer Day

## PROJECT GROUP PARTNER OPTIONS

Our Project Groups provide invaluable support to our members, but they do so as volunteers and often their work requires significant investment.

Delivering on the 10-year Roadmap alongside with us, will be their focus in the future, including the creation of important technical resources and guides.

It is for this reason that we are seeking partners who are interested in supporting the activities of these groups so they can assist us to roll out those important member resources. It will also allow us to support the activities with contractors, services, and materials to a greater degree.

### The benefits of partnering with our Project Groups include:

1. Your company supports us in providing valuable, targeted resources to our members.
2. Your investment supports us to continue our run of success in other areas of the business e.g., advocacy, events, consumer awareness etc.
3. Your business secures exposure on all assets

related to the Project Group.

4. Your investment will assist the Project Groups deliver their action plans in a more professional and timely manner.
5. Your company is acknowledged as being one of the true legends who have a desire to ensure the indie beer community thrives and realises

### Each Project Group will have a maximum of two partners, both of which receive the following benefits:

- Logo recognition and advertisements on materials produced by the Project Group
- Outline of your company profile/services and logo recognition on communication and digital assets related to the Project Group e.g., newsletters, web pages, social media
- Branding and acknowledgement on online or in person presentations made by the Project Group
- First right of response for branding on relevant ad hoc opportunities throughout the year
- All benefits of Level 3 Marketing Partnership Opportunities outlined below

**INVESTMENT - \$25,000 (EXC GST) PER ANNUM**

# IBA STRATEGIC PROJECT PARTNER OPTIONS

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**Each year we identify and undertake a number of what we might call major projects or initiatives. These are activities that sit outside our day-to-day work, require a significant amount of resources, both financial and human, and will have a major impact when complete.**

**We are now making these projects available to our stakeholders who have told us that they wish to make a more significant contribution to the future of the industry.**

We will work with you to curate your contribution and associated benefits, as well as the outcomes for both parties. It may be that you have a desire to provide skills and expertise, or simply to make a financial investment to ensure projects are undertaken with greater speed or to extend the planned rollout where relevant.

## An investment in these Strategic Projects will mean:

1. Your company supports us in providing the best practices, talent and resources to the whole industry.
2. Your business secures exposure on all IBA assets related to the project and its outcomes for the life of the activity.

You will also receive all benefits of Level 3 Marketing Partnership outlined below.

We will consider a maximum of one sponsor per Strategic Project.

## In 2022/23 these projects include:

### DIVERSITY & INCLUSION

Building on the Code of Conduct and the HR Toolkit, it is important for us to ensure there is an innovative, meaningful and trail blazing Diversity & Inclusion Plan in place that will guide the fabric and culture of the industry in the future.

To deliver on this desire to produce something truly innovative, we will be seeking expressions of interest from IBA members to form a working group of passionate individuals that really want to be part of this important piece of work.

We are also seeking a likeminded Strategic Partner to work with us on the development and implementation of the plan.

### EDUCATION & TRAINING

We are currently experiencing a serious national shortage of brewers and it is absolutely stifling our growth potential. This is further exacerbated by the shortage of skilled and qualified trainers.

The IBA Team and People Project Group have made significant inroads by having the issue addressed at a local/state level, however the availability of government supported training options will not meet the demand for brewers now, let alone in the next ten years.

These long-term projections have dictated the need to take a step back to consider the broader perspective of skills shortages generally. Since we have started the conversation many of our members have alerted us to other issues that extends well beyond brewers.

The research undertaken by KPMG that informed our 10-year Roadmap confirmed this anecdotal feedback.

As a result, we are seeking a Strategic Partner who will support the IBA to develop a national approach to addressing the skills issue.

# IBA STRATEGIC PROJECT PARTNER OPTIONS CONT...

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## CONSUMER MARKETING - RAISING AWARENESS OF THE INDEPENDENT SEAL

Our members have told us that one of their major priorities for us to ensure that consumers know and understand what they are getting when they see the Independent Seal, and ultimately change buying behaviour.

We have recently engaged an agency who will embark on this journey with us over the next few years, building a unique and interesting creative message.

It is important that we identify and consistently tell the indie/craft story, that we talk about the taste, the loving way the beer is made, the ingredients, and the personalities behind the beer.

Given we have limited resources with a broad remit, we are looking for a partner that will provide additional support so we can extend the reach and length of the campaign.

## IBA ADVOCACY & GOVERNMENT RELATIONS

We have celebrated a number of wins in the advocacy space including having the excise rebate increased from \$100,000 to \$350,000.

However, this work is labour intensive and given that there are many other state/territory and federal issues to tackle, we are seeking a Strategic Partner to enable us to broaden these activities and provide a greater focus on the state-based initiatives.

### Our upcoming advocacy priorities include:

1. Working through relevant Ministers and Departments to have our 10-year Roadmap adopted as policy.
2. Ensuring the next round of labelling being mandated by FSANZ is appropriate and affordable for breweries.
3. Working through state and territory organisations to outline the benefits of a national register and alignment of Container Deposit Schemes.
4. Working with relevant Ministers and Departments to develop state based Independent Beer Plans like that of New South Wales and Queensland.
5. Continuing the battle of highlighting and providing solutions for inappropriate and unfair licencing and planning regulations.

## IBA PROCUREMENT (SHARED OR GROUP BUYING)

One of the key priorities identified in the 10-year Roadmap, and something that is very new for us is the desire for us to look at shared/group buying opportunities for products and materials as well as services.

As a result, this is a priority and we are seeking a strategic partner that will work with us to resource the development of a procurement strategy.



# IBA EVENT PARTNER OPPORTUNITIES

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## THE INDEPENDENT BEER AWARDS (THE INDIES)

The Indies Awards are a celebration of Australia's independent brewers and are held every year to recognise and showcase the excellence of both the people and the products that make up this ever-evolving industry.

The competition provides a framework for beers to be judged and drives quality in our sector. The Indies is the only independent beer awards in Australia.

The competition is an invaluable opportunity for brewers to benchmark their beers and with over 1,400 entries, assessed by a respected panel of Australian beer judges in 2021, it is growing in stature and relevance each year.

We are pleased to offer opportunities for partners to assist with the delivery of the annual awards, which is overseen by an advisory panel. This is an invaluable opportunity to promote your goods or services to the Australian indie beer community and its stakeholders.



### 1. AWARDS NAMING RIGHTS PARTNER:

Offered for the first time, this is a premium opportunity to support the Indies Awards.

The Naming Rights Partner secures exclusive naming rights to the Indies Awards e.g. The Indies Awards supported by <your company name>, along with recognition on all communications regarding the Awards, promotion at the Awards ceremony and Trophy Partner ownership of the Champion Indie Beer Trophy.

**INVESTMENT - \$40,000 (EXC GST)  
PER ANNUM, WITH MULTYEAR  
OPPORTUNITIES AVAILABLE**



### 2. TROPHY PARTNER:

Own one or more of the trophies on offer at the Indie Awards.

This opportunity sees your brand as the Trophy Partner of the award as well as being able to offer a prize to the winner. All promotion of the award will include your company name, for example - Champion IPA supported by <your company name>.

**INVESTMENT - BETWEEN \$5,000  
AND \$7,500 (EXC GST) PER AWARD +  
PRIZE**

A list of the Trophies to be awarded in 2022 is available on page 11 of this document. Please note that these are subject to change year on year.

# IBA EVENT PARTNER OPPORTUNITIES CONT...

## INDUSTRY MASH UPS

The IBA Mash Up series are networking opportunities scheduled around the country and provide a chance for the industry to come together and socialise while hearing updates from us or learning from experts in a more informal environment.

With face-to-face meetings once again possible, we are aiming to hold at least 7 Mash Ups around the country each year. With more than half of our members being regional, we'll ensure that our venues are a mix of both capital cities and regional towns.

This is a high-profile opportunity to promote your company to the indie beer community and its stakeholders, acting as the presenting partner.

The Presenting Partner secures exclusive naming rights to a year of Mash Ups (e.g. Mash Ups Presented by <your company name>) including recognition on all communications and appropriate promotion at each Mash Up event.

**INVESTMENT - \$40,000 (EXC GST) PER ANNUM, WITH MULTI-YEAR OPTIONS AVAILABLE**

## IBA MEMBERS MEETINGS

These new networking opportunities are set to become a highlight on our social calendar. They aim to provide a forum for industry leaders to come together and engage with us, and each other, in a more formal and structured environment. We will provide information, key research and guest speakers to tackle the significant issues and opportunities facing our industry.

We are planning six events over the year, one in each state and each event is tailored to ensure that leaders have the opportunity to put forward local matters of import as well as hearing from us and guest speakers about work underway.

The opportunity exists to partner with us to provide these events for our industry. This is a high-profile opportunity to promote your company to the indie beer community and their stakeholders, acting as the Presenting Partner.

The Presenting Partner secures exclusive naming rights to these events e.g. the IBA Networking Lunch Presented by <your company name>, including recognition on all communications, appropriate promotion and a table of 10 at each event.

**INVESTMENT - \$60,000 (EXC GST) PER ANNUM, WITH MULTI-YEAR OPTIONS AVAILABLE**

## BREWCON

While we've made the hard decision to postpone BrewCon 2022, we are looking forward to bringing the industry together again on the Gold Coast in August 2023.

And after three years without BrewCon, we know next year will be one of the most highly anticipated events for our industry.

BrewCon is part exhibition, part conference and part workshop as well as providing fantastic and unique social opportunities.

Detailed partnership opportunities will be released in early 2023, but we expect a similar program to previous years. This will include the ability to purchase exhibition space, sponsor conference rooms and present social activities.

# IBA MARKETING PARTNERSHIP OPPORTUNITIES

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
INVESTMENT:	\$1,000 (EXC GST)	\$5,000 (EXC GST)	\$10,000 (EXC GST)	CUSTOM
<b>Benefit delivered</b>	<ul style="list-style-type: none"> <li>Basic listing in the member directory across a maximum of 3 categories</li> <li>One mention in member communication (email or social media) regarding new partnership or member offer/resource*</li> <li>Ability to provide one piece of content for the member resources portal. If audio/visual editing is required, this can be provided at cost price</li> </ul>	<ul style="list-style-type: none"> <li>Priority listing in the member directory across all relevant categories</li> <li>One feature in member communication (email or social media) regarding new partnership or member offer/resource*</li> <li>Ability to provide two pieces of content for member resources portal. No cost for one audio/visual editing</li> <li>Opportunity to submit one speaker at industry networking events or webinars*</li> <li>5% discount on IBA Event Partnership Opportunities, if available</li> </ul>	<ul style="list-style-type: none"> <li>Premium listing in the member directory across all relevant categories</li> <li>One dedicated membership communication (email and social media) regarding new partnership or member offer/resource*</li> <li>Ability to provide four pieces of content for member resources portal. No cost for audio/visual editing</li> <li>Opportunity to submit ideas and be speaker at IBA Events*</li> <li>Priority access to, and 10% discount on, IBA Event Partnership Opportunities</li> </ul>	<ul style="list-style-type: none"> <li>All features of Level 3</li> <li>Available to partners who support IBA Project Groups, Strategic Projects or IBA Events (at a naming rights level)</li> <li>Dedicated webpage highlighting all areas of Partner Support</li> <li>First right of refusal, and 10% discount on, IBA Event Partnership Opportunities or other opportunities that become available</li> </ul>
<b>Opportunities available to all Partners</b>	<ul style="list-style-type: none"> <li>- Use of the Indie Supporter Seal</li> <li>- Participate in IBA activities such as Project Groups, sponsor an Indies Award and attend the AGM</li> <li>- Receive regular communication and updates on IBA activities</li> <li>- Discounted ticket prices to IBA Events</li> <li>- Provide industry related feedback to us</li> <li>- All Partners are encouraged to provide exclusive IBA Member offers/discounts/bespoke programs. We can work with you on what these may look like and how they will be promoted.</li> <li>- Access to exclusive IBA Member resources and offers/discounts.</li> </ul>			

\* The IBA retains editorial control of content, including the timing and frequency of communications, as well as promotion of the content. The IBA will provide a template for submission of all content which will include best practise examples and will guide submissions to ensure their success.

# INDIES AWARDS IN 2022

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## CHAMPION TROPHIES\*

- Champion Indie Beer
- Champion Indie Large Brewery
- Champion Indie Medium Brewery
- Champion Indie Small Brewery



## PEER NOMINATED\*

- Community Initiative Award
- Service to the Industry Award
- True Indie Supporter Award
- Young Gun Award

## CHAMPION STATE/TERRITORY

- QLD
- NSW
- SA
- TAS
- Territories ACT/NT
- VIC
- WA

## CHAMPION CLASSES\*

- Champion Amber Dark Beer
- Champion American Style Wheat Beer
- Champion European Style Beer
- Champion Fruit + Funk Beer
- Champion IPA
- Champion Juicy Hazy Beer
- Champion Lager
- Champion NoLo Beer
- Champion Pale Ale
- Champion Specialty Beer
- Champion Strong Beer

\* Awards categories are subject to change year on year.



## CONTACT US

We hope you are as excited by the opportunities to invest with the us to support the growth and development of our industry as we are.

Although we are coming out of challenging times, we only see a bright and successful future for our organisation, our members and the valued stakeholders that continue to come along on this crazy ride with us!

Please contact Kylie to discuss:

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CEO

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