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Independent Brewers Association INDIES REVIEW 2021

This paper outlines the challenges and opportunities identified through the consultant review of the Indies Awards and how the IBA intend to respond.

It provides us with an action plan for all future development of the awards program and an avenue to curate a unique celebration of quality and everything that is independent beer.

It also aims to evolve a focus to the consumer and integrate with the trade engagement program – ambitious aims we know, but we're committed to striving for excellence so that every independent brewer sees value in submitting their beers for judging.

The following information provides information on the consultant recommendations and what the Board have decided based on those recommendations. We haven't agreed with it all but feel very confident that all other IBA programs and activities as well as member priorities have been considered in the context of making these decisions.

RECOMMENDATION – OVERALL

Recommendation	Outcome
<p>That the IBA board clearly defines the purpose, goals and priorities of the Indies in a way that is consistent with the strategy of the IBA. The direction should be:</p> <ul style="list-style-type: none">- Written down and clearly communicated with staff who will use it as the foundation for decision making; and- Clearly communicated to members and stakeholders as part of all communication surrounding the Indies.	<p>New purpose:</p> <p>To celebrate and reward the quality and innovation of the Australian Independent brewing industry.</p> <p>Aims associated with purpose:</p> <ul style="list-style-type: none">- Improve quality via benchmarking and feedback.- Build new marketing opportunities for medal and trophy winners.

RECOMMENDATIONS – TRAINING

Recommendation	Outcome
<p>Deliver training specifically targeting the role and best practice for table captains.</p> <ul style="list-style-type: none">a) Implement table captain 'training' or introductory sensory session in advance of the Indies competition annually to ensure consistency.	<p>Develop a program that addresses all training recommendations including budget and identifying potential partnerships and prioritise for 2022.</p>

<ul style="list-style-type: none"> b) Ensure table captains and Judges are briefed clearly at the introduction of the competition on what constitutes a gold, silver and bronze. c) Facilitate/implement sensory training/ simulated judging as training for members. d) Training resources to be produced to further support the entry process and we will continue to provide support to entrants in the process of selecting appropriate class/style. 	
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RECOMMENDATIONS - TROPHIES + SCORING

Recommendation	Outcome
<p>That the IBA implement a proven total competition management technology system</p>	<p>Systems investigated and procurement process underway for introduction in 2022.</p>
<p>That the IBA:</p> <ul style="list-style-type: none"> - Clarify whether breweries and brewing brands are eligible to enter the Indies. - Clarify whether beers made under/contract/manufactured by another entity are eligible for calculation towards each of its champion trophies. - If brewery brands are eligible to win champion trophies, consider changing the name of the trophy to 'Champion Brewing Company' rather than Champion Brewery. 	<p>Breweries and brewing brands are eligible to enter the Indies and both are eligible for Class Trophies and Champion Beer.</p> <p>Beers made under contract/ manufactured by another entity are not eligible to win Champion Size or State Trophies.</p> <p>Acknowledgment of where beer is produced to be included in entry process.</p> <p>Brewing brands are not eligible for Champion Size or State Trophies.</p> <p>Consider introduction of a Contract Brewer Award for 2022.</p>
<p>That the Indies consider narrowing the Brewery Size Champion to:</p> <ul style="list-style-type: none"> - More clearly reward and celebrate smaller breweries; - Align the Champion Trophies to existing Membership Bands. 	<p>Agreed on new model as follows:</p> <p>Champion Small: Band 1 - 0 – 99,999 litres per annum</p> <p>Champion Medium: Band 2 - 100,000 – 299,999 litres per annum Band 3 - 300,000 – 699,999 litres per annum</p> <p>Champion Large: Band 4- 700,000 – 999,999 litres per annum Band 5- 1 – 5 million litres per annum Band 6- 5 – 40 million litres per annum</p>
<p>Revise Style Trophy Classes with the following considerations:</p>	<p>New trophies for 2022:</p> <ol style="list-style-type: none"> 1. Pale Ale 2. Amber-Dark Beer (<i>now inc. Porter-Stout</i>)

<ul style="list-style-type: none"> - Do the beer class trophies support the overall purpose and goals of the IBA and the Indies? - Are the groupings of beer reasonable to be considered together from a sensory perspective so judges' can determine a winner? - Are the number of beers broken down into reasonably equitable groupings so the competition is (and feels) fair? - Will the winning brewery be able to effectively market their win with the trophy? - Will consumers and trade easily understand the trophy name? - What are the trends in terms of production - what does consumer data and Indies past data show where there is growth? 	<ol style="list-style-type: none"> 3. Juicy- Hazy 4. Specialty Beer (<i>was Hybrid</i>) 5. Lager 6. IPA (India Pale Ale) 7. European-Style Ale 8. NoLo (No and Low Alc) (<i>was Session</i>) 9. Strong Beer 10. Fruit & Funk (<i>was Mixed Culture</i>)
<p>That the Indies consider the introduction of a NoLo trophy:</p> <ul style="list-style-type: none"> - 4CC Non Alcoholic Malt Beverages - left at 0.5% - Introduce a "Reduced Alcohol" style class - 0.5% to 3.49% - Confirm the definition of Session Beer as 3.5% to 5% 	<p>A NoLo Trophy will be introduced in 2022 and replace the Session Trophy category.</p>
<p>That the Indies:</p> <ul style="list-style-type: none"> - Remove the 'Brewpub' as a size selection and allow it to be an additional award. i.e you could be Champion Small Brewery AND Champion Brewpub. - Clearly define a Brewpub vs a Taproom - are they the same or different and if they are different should an additional trophy be considered. - Restrict the Brewpub designation to a single venue or site and the Trophy clearly awarded to the Venue named. - Add additional information gathering and verification steps around the beer production criteria. - Establish a mechanism to assess the hospitality aspects of the consumer experience. 	<p>Remove Brewpub trophy for 2022 while it is redeveloped to include different criteria to beer scoring. This would have it focus on the consumer experience for introduction in 2023.</p> <p>This would also include defining a taproom and brewpub (with Hospitality Project Group).</p>

RECOMMENDATIONS - RULES + REGULATIONS

Recommendation	Outcome
Adopt a definition for Gluten Free that aligns with the FSANZ definition	Will clarify in 2022
Do not include seltzer in the competition for 2022.	Agree with recommendation and will review as demand increases.
Adopt new policies/guidelines: <ol style="list-style-type: none"> a) Stylistically similar requirement regarding the commercial name of a beer and its' entry class as part of the rules b) Further enunciate that both packaged and draught of the same product may be entered but in same style class. c) Confirm that bottles with swingtops may be submitted but only if wax sealed. d) Clearly state the process regarding advising entrants on class selection and be transparent around that option. e) Provide additional information to entrants once a style class has been selected in the entry form if possible. 	Will implement for 2022

RECOMMENDATIONS - PEOPLE

Recommendation	Outcome
That the IBA appoint an advisory committee following an expression of interest process that comprises of: <ul style="list-style-type: none"> - An odd number of people. - A single representative of the board on the advisory committee who is not the chair. - Representatives of organisations of different sized member organisations. - Representatives of different regions within Australia - At least one steward or associate judge - to bring the perspective of that aspect of the competition - At least two senior/table captains - Particular attention be given to ensure diversity of the representatives selected. 	Role Description developed and commencing EOI process in June 2022.

<p>That the Indies appoint an independent Chief Judge whose primary role is oversight of the judging process rather than participation as a judge. Ideally for a period of three years.</p>	<p>Update role description and commence EOI process.</p> <p>Final selection to be made by the Board with recommendations from the new Advisory Committee.</p>
<p>That the annual judging panel selection should be undertaken by the; Chief Judge appointed for that competition, the competition manager and one or two senior/table captains from the advisory committee.</p>	<p>The selection should be referred to the Chief Judge, Competition Manager and the whole Advisory Committee.</p>

RECOMMENDATIONS - SCORING

Recommendation	Outcome
<p>That the Indies:</p> <ul style="list-style-type: none"> - Set at goal over three years to reduce the medal ratio to around 60% - Implement Table Captain 'training' or introductory sensory sessions in advance of the Indies competition annually to ensure consistency and level setting - Ensure Table Captains and Judges are briefed clearly at the induction of the competition on what constitutes a gold, silver or bronze beer. 	<p>We did not agree with the recommendation of setting a medal ratio goal, but when considering the additional training, change in feedback process and role of Table Captain etc this should automatically reduce the medals awarded.</p> <p>The change for 2022 will be that if a beer has any fault whatsoever it should not be awarded a medal.</p>
<p>Adopt a scoring methodology against a defined criteria to determine whether a beer should receive a gold, silver or bronze.</p>	<p>With the introduction of a new judging system, scoring of entries will be introduced into judging and feedback given to entrants.</p>
<p>Adopt a new scoring methodology for determining Champion Size and State Trophies and clearly publish this method in the Entry Guidelines.</p>	<p>The following method will be implemented to award a brewery's overall performance, not just their top beers.</p> <p>Scoring for Champion Brewery is determined by a point system using the following criteria:</p> <p>Each medal is worth a certain number of points:</p> <ul style="list-style-type: none"> - Gold - 5 - Silver – 3 - Bronze – 1 - Trophy- 1 - A brewery's total points are divided by either a) the number of entries from that brewery OR b) the median number of beers entered by breweries in that brewery size group, whichever is higher. <p>In the case of a tie, the tiebreaker criteria in order are:</p>

	<ul style="list-style-type: none"> - Total number of medals won - Total number of gold medals won <p>If there is still a tie breaker, multiple trophies will be awarded.</p> <p>State trophies will be awarded using the same methodology.</p> <p>Beers made under contract are not eligible for consideration.</p> <p>Entrants will not be given the option to not include entries.</p>
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Additional considerations not included in consultant review:

Peer Nominated Trophies	<p>Review all elements and create improved assessment process.</p> <p>Future work required on potential trophies to align with priorities in 10-year Roadmap eg. sustainability.</p> <p>Recommend continuing with the Lifetime Achievement Award (introduced in 2020) and develop criteria and process to ensure transparency.</p>	<p>Peer Nomination for 2022 are as follows:</p> <ul style="list-style-type: none"> - True Indie Beer Supporter - Young Gun - Community Initiative - Service to the Industry - Lifetime Achievement <p>A more stringent criteria and selection process to be created.</p>
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