

WEDNESDAY 22 MAY

9.30 REGISTRATION

- 9.45 WELCOME
- 10.00 THE IMPORTANCE OF WATER IN YOUR CRAFT RECIPE FORMULATIONS
DR PETER ALDRED: Brewing Course Co-ordinator, University of Ballarat
- 10.30 DOES MALT SELECTION MAKE A DIFFERENCE TO YOUR CRAFT BEER?
SHAWN SHERLOCK: Head Brewer, Murray's Craft Brewing Co
- 11.00 HOP ADDITION PRACTICES IN TODAY'S CRAFT BREWERIES
TIM LORD: Managing Director, Hop Products Australia
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11.30 MORNING TEA

- 11.45 THE CRAFT BEER SEGMENT BY THE NUMBERS
KIRRILY WALDHORN: The Beer Diva
- 12.15 EXCISE IS JUST ONE PIECE OF THE CRAFT BEER REGULATORY PUZZLE
OWEN JOHNSTON: Head Brewer, Moo Brew
CAROLINE HILL: Client Relationship Manager, Australian Taxation Office
- 12.45 SELLING CRAFT BEER ON PREMISE
WILLIAM WILSON: Food & Beverage Manager / Sommelier, Sydney Convention & Exhibition Centre
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1.15 LUNCH

- 2.00 CRAFT BEER PACKAGING PROCESSES AND THEIR COSTS
AARON HEARY: General Manager Operations, Gage Roads Brewing Co
- 2.30 BREWERY SAFETY PROCESSES EFFECT US ALL, JUST ASK WORK COVER
SUE BOTTRELL: Owner, Simple OHS Solutions
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3.00 AFTERNOON TEA

PANEL DISCUSSIONS & PARTICIPANTS

- 3.15 SOCIAL MEDIA AND THE RIGHT CRAFT CONSUMER MESSAGE
- 3.45 THE COLD HARD SELL OF CRAFT BEER TO THE INDEPENDENT TRADE
- 4.15 THE RISE OF INTERNATIONAL CRAFT BEERS AND ITS FLOW ON EFFECT TO THE AUSTRALIAN CRAFT BEER INDUSTRY

ANGIE BRADBURY	Founder and Managing Director, Dig & Fish
ROSS JURISICH	Director, Stone & Wood Brewing Co
JAMES SMITH	Owner, The Crafty Pint
JOHN COPE WILLIAMS	Owner, Better Beer Imports
BEN KRAUS	Owner, Bridge Road Brewers
LEIF RYAN	Director, Phoenix Beers

4.45 FINISH

THURSDAY 23 MAY

9.30 REGISTRATION

- 9.45 WELCOME
- 10.00 SECONDARY FERMENTATION AND BOTTLE CONDITIONING IN CRAFT BREWING
JEREMY HALSE: Head Brewer, White Rabbit
- 10.30 QUALITY MUST HAVES IN A CRAFT BREWERY LABORATORY
RON FERUGLIO: Owner, Temple Brewing
- 11.00 MODERN CRAFT BREWERY EQUIPMENT ON A BUDGET
JOSH ULJANS: Director, Moon Dog Brewing
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11.30 MORNING TEA

- 11.45 THE IMPORTANCE OF A NATIONAL ASSOCIATION
ERIC OTTAWAY: General Manager, Brooklyn Brewery
- 12.15 ARE BEER STYLES IN OR OUT OF STYLE?
JAMIE COOK: Director, Stone & Wood
- 12.45 WHAT'S ALL THIS TALK ABOUT WINE BARRELS IN CRAFT BREWERIES?
BRENDAN VARIS: Owner, Feral Brewing
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1.15 LUNCH

- 2.00 IS YOUR BREWERY TOURIST DESTINATION TICKING THE RIGHT BOXES?
LYNDON WAPLES: CEO, Colonial Leisure Group
- 2.30 FINANCIALS MADE EASY FOR THE BREWER
NIC TRIMBOLI: Ex-Founder and Director, Little Creatures
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3.00 AFTERNOON TEA

PANEL DISCUSSIONS & PARTICIPANTS

- 3.15 BREWERY EXPANSIONS – DON'T GET IT WRONG
- 3.45 GET YOUR BRAND ARCHITECTURE & DESIGN RIGHT OR GET OFF MY SHELVES
- 4.15 WHERE TO FROM HERE FOR AUSTRALIAN CRAFT BEER?

WARREN PAWSEY	Head Brewer, Little Creatures Geelong
HOWARD CEARNS	Ex-Founder and Director, Little Creatures
MATT KIRKEGAARD	Editor, Australian Brews News
JADE FLAVELL	Owner, The Wheatsheaf Hotel
COREY CROOKS	Owner, The Grain Store
IAN KINGHAM	National Merchandise Manager, Woolworths Liquor Group

4.45 FINISH