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# INTRODUCTION

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Australia's brewing industry is one of the country's most vibrant and thriving sectors. It has grown from next to nothing over the last two decades to 567 physical breweries and even more beer brands. It has weathered the challenges of the last few years, rising to the challenge posed by the global COVID-19 pandemic and those that come with operating in an increasingly-competitive market.

While the industry has largely flourished without the government support many nascent industries have enjoyed, it needs support at all levels to continue to grow and innovate.

Industry bodies have long been campaigning for greater support and to highlight the successes of the industry in the halls of government. The Federal Government's excise rebate extensions [announced in May last year](#) marked a milestone in this undertaking, and the beer excise tax rebate rise from \$100,000 to \$350,000 has been called "game-changing" by the industry.

Since then, it has helped Australian independent brewers reinvest and continue to grow the burgeoning home-grown industry.

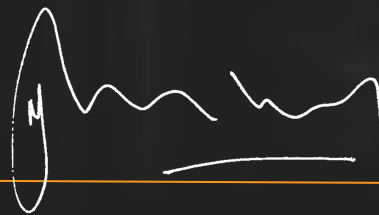
Despite these positive signs, the brewing industry has faced its challenges at both federal and state levels. While excise obligations have been a primary campaigning point at a national level, at state level the support received by governments is inconsistent and sometimes non-existent.

The Brews News 'States of Brewing' Report Card aims to identify the challenges breweries are facing locally, and to highlight the states and territories which have done the most to support the development of their brewing industries. It is intended to be an independent report which will highlight the areas in which state governments need to improve to help an evolving industry like the brewing sector thrive.



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**Clare Burnett**  
Senior Journalist | Brews News



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**Matt Kirkegaard**  
Editor | Brews News

# INTRODUCTION

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## The Issues

While this edition has officially been published in March 2022, it is and will remain a working document, to be updated as governments change and adapt to the growth of the brewing industry. This means that breweries can provide further input, and new information can be added to ensure the report stays relevant.

While the States of Brewing Report Card is an independent report based on research from the Brews News team, the Independent Brewers Association (IBA) and the Brewers Association of Australia (BA) were also consulted on the issues affecting their members to ensure that all the major concerns of brewers in Australia, both big and small, would be considered.

As a result of these consultations and conversations with the individual breweries (see more in the Methodology section), Brews News has identified five key areas which impact breweries at a state level:

- 1 Licensing and regulation
- 2 Planning and development
- 3 Funding
- 4 Skills and training
- 5 Government support\*

\*including action plans such as the NSW Action Plan and the Queensland Craft Brewing Strategy.

“The main issues outlined in the survey Brews News has undertaken definitely aligns with what our members are saying and what is coming through in the development of our 10 year industry blueprint,” said [Kylie Lethbridge](#), chief executive officer of the [Independent Brewers Association](#).

“Matters relating to regulation, legislation and planning are also what I spend a lot of my days dealing with and although the cooperative relationship with many state government agencies has improved, there is a long way to go in having our industry recognised as an important driver of jobs and contribution to the economy as well as recognition for the role the local brewery plays in the community.”

The members of the [Brewers Association](#) of Australia, Lion, Carlton and United Breweries and Coopers, share many of the same challenges and opportunities as smaller breweries, particularly as they grow their hospitality offerings.

“We have a fantastic brewing industry in Australia that makes an enormous contribution to our economy and our communities,” said BA chief executive [John Preston](#).

“Brewers Association members have breweries across Australia and our hospitality customers operate throughout the country. Our presence in different states and regions is one of the great strengths of our industry.”

# INTRODUCTION

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“As an Association one of our key roles is working with state and territory governments to ensure that the regulatory framework supports the brewing industry, our customers and beer drinkers everywhere.

“A key part of this is working closely with governments to promote responsible consumption and reduce harmful consumption of alcohol. This has been a great success story for Australia over recent decades with harmful drinking declining and people drinking more responsibly,” Preston continued.

“The pandemic has had an impact on our industry and particularly on our hospitality partners. As an industry, however, we are positive about the future and remain focused on promoting an understanding of the extent of role we play in Australia’s economy and society.”

Brewers of all sizes are thus facing some major challenges, and The States of Brewing Report Card aims to identify how and where state and territory governments could better aid their local brewing industries.

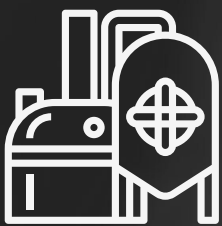


Image: [Thirsty Merchants](#)

As this is a working document, to be updated in the coming years as new information comes to light, any comments, queries or additions should be sent to [inbox@brewsnews.com.au](mailto:inbox@brewsnews.com.au).



# SNAPSHOT OF THE INDUSTRY



**567**  
breweries in  
Australia<sup>1</sup>

contributing an  
estimated  
**1.93 billion**  
annually<sup>2</sup>



employing  
**6,891**  
people<sup>3</sup>

domestically-made  
beer underpins  
**16 billion**  
per year in  
economic activity<sup>4</sup>



The Independent Brewers Association has reported that independent brewers, including brewery brands and those with physical breweries, number more than 600 and contribute an estimated \$1.93 billion to the Australian economy annually, employing 6,891 people.

The Brewers Association, which represents the country's three largest brewers - Coopers, Asahi-owned Carlton & United Breweries and Kirin-owned Lion - which account for approximately 79% of sales volume in the industry, says that domestically-made beer underpins \$16 billion a year in economic activity.

The organisation also says that every job directly involved in brewing supports 7.7 jobs selling beer in the hospitality sector, and brewers purchase \$478 million of raw ingredients from Australian farmers every year.

According to the [Brewery Database](#) published by Brews News and powered by [Konvoy](#), there are 567 physical breweries in Australia\*, and the industry's organisations have been keen to point out the benefits and contributions of the sector and its ancillary industries to Australia's economy.



<sup>1</sup> Source: Brews News [Australian Brewery Database](#)

<sup>2</sup> Source: [Independent Brewers Association](#)

<sup>3</sup> Source: Independent Brewers Association

<sup>4</sup> Source: [Brewers Association](#)

\* As of 15th March, 2022.



# SNAPSHOT OF THE INDUSTRY

Breweries per state according to the [Brews News Brewery Database](#)



## Industry health

So what makes an industry healthy? And what makes the brewing industry specifically healthy? Is it volume of beer produced? Number of breweries in the state? Or is it things that are not so easily quantifiable, such as how easily they can set up and grow a business, and how resilient they are to evolving trends and external impacts, such as COVID-19?

This report aims to identify what governments have done to help the

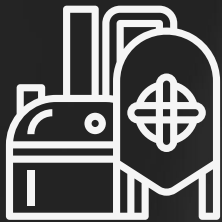
industry, but also in subsequent reports, how that support has aided or hindered the growth of the state's brewing industry using the above metrics.

State and territory responses to COVID-19 will not be ignored, but the primary focus of this report will be on how it supports the continued growth of the industry.

[Read on to find out how your state or territory compares.](#)

# VICTORIA

## TOPLINE STATS



1 brewery per  
**41,818**  
people



**1.4 million**  
invested in  
**60** craft beer  
businesses\*

\*through Small Scale and Craft Program

## Overview

Victoria has a total of 159 physical breweries in the region according to the Brews News Brewery Database, excluding brewery brands. However, it has faced challenges and extremes in relation to COVID-19 and the 2019-20 bushfires at potentially a greater scale than other states and territories, in turn impacting hospitality and tourism.

As a result, the Victorian Government has been criticised for its lack of a “joined-up” approach to many aspects of state governance which have impacted its brewers. Having surveyed a number of Victorian brewers about the issues raised from the Brews News survey, a theme emerges that the success and help

received by brewers is largely dependent on the knowledge and communication of local councils rather than the state government directly.

A major issue raised by brewers relates to disjointed legislation and regulations throughout COVID-19. Brewers in particular critiqued the introduction of the COVID Disaster Payments as a response to the Federal Government’s JobKeeper Payments. These regulations were clearly more general in nature than specific to breweries, but potentially impacted breweries more as they can operate as manufacturing businesses, even when closed for hospitality purposes. The government has also faced considerable criticism for the inconsistency of COVID-19-related lockdowns and social distancing measures which have been change frequently with little warning.

In Melbourne, Killer Sprocket, which [opened the doors of its new brewery](#), in 2020 in the suburb of Bayswater, has a different perspective, having experienced support from local councils and members.

“We felt well supported during the multiple lockdowns,” said [Andrea Ryan](#), co-founder of Killer Sprocket alongside husband [Sean](#). “I do not believe our business would have survived this pandemic without the support we received.”



# VICTORIA

## CASE STUDIES

Rupert Shaw, operations manager at 15-year-old Bright Brewery in the Victorian Alps, said that their experience of state government support had been mixed.

“Some departments have been progressive, such as the Victorian Commission of Gaming and Liquor (VCGLR), which has been very accommodating to businesses. The ATO at state level has been great, but, excluding VCGLR, most departments haven’t come out of [the pandemic] well.”

Bright is a well-established regional brewery, and it faced difficulties in its treatment by state government during the pandemic as a result of being rurally-located.

“The big disadvantage with being lumped in with city breweries is that we had one case really early in Bright, but there was a heavy-handed lockdown applicable to everyone where you couldn’t go more than 5 kilometres. In Bright you can’t go 25 kilometres without seeing anyone, so as a business in a rural area, it definitely got worse near the end.

“But in terms of treatment. In a way sometimes it’s the opposite, we get attention here cause we’re regional and sit out here on our own. They make the odd effort to come out and visit, and we have more access to politicians because there are fewer people.”



# VICTORIA

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“

Local government can make a difference without directly giving money – time, advocacy and exposure are also incredibly valuable.

I would like to take the opportunity to acknowledge the work of our local member Jackson Taylor whose support, and advocacy really showed the difference local government can make.

---

Andrea Ryan, Killer Sprocket

Support for breweries in Victoria seems to lean towards having a local member or council supportive of the endeavour, rather than a holistic approach from the state government itself.

However there have been moves towards a more cohesive response.

“We are backing the local brewing industry through the development of new breweries and investments in the sector’s supply chain, creating dozens of jobs and making rural and regional Victoria an even better place to live, work, visit and invest,” a spokesperson for the Victorian Government said.

“

We now employ 150 people in Victoria, and obviously it would be nice to get some assistance as a manufacturer and employer when manufacturing is disappearing from Australia in general. Victoria was a manufacturing hub within Australia and supporting people in the manufacturing

industries should be an easy call to make.

”

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Guy Greenstone,  
Stomping Ground Brewing Co.

## Government support and funding

There are no funds directed specifically towards Victorian brewers, but a government spokesperson highlighted there were some recent programs which brewers could benefit from.

“We support a range of breweries through our \$10.2 million Small Scale and Craft program which invests in a range of businesses to help them scale-up operations, diversify product lines and expand outreach,” they said.

The Agriculture Victoria department launched its [Small-Scale and Craft Program](#), offering grants between \$25,000 and \$100,000 to eligible small and craft businesses which showcase multiple producers and promote distinct visitor experiences and tourist attractions.

According to the department, as a result of the scheme it has supported 60 craft breweries and two brewing ingredients suppliers, totalling approximately \$1.4 million. In addition, the state government launched a major program in April 2021 at the official opening of the Australian Craft Beer Centre of Excellence in Ballarat.

# VICTORIA

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Blackman's Brewery's [new site in Grovedale](#) was supported by the Labor Government's \$50 million Agriculture Workforce Plan, as was Bright Brewery which built a new packaging facility as a result of the funding.

“

I have seen some support and we've applied for a number of grants but have been unsuccessful apart from one local grant that we got to help with the car park we had to install as part of our local council requirements.

More help around grants, regulating of beer tap contracts, HR and supporting and making noise about regional breweries would be great though!

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Jimmy Krekelberg, Good Land Brewing

Additionally, the [Drink Victorian program](#) brought together the IBA as well as Cider Australia, Wine Victoria and the Australian Distillers Association with the aim of boosting awareness of and demand “for Victoria's world class drinks by getting more locally produced drinks into bars and restaurants”, a Victorian Government spokesperson told Brews News.

While general drinks programmes are a positive, they can gloss over the specific issues that brewers have as both producer and retailer, and the Drink Victorian program is very much aimed at increasing demand in domestic markets for Victorian products, rather than as a holistic initiative aimed at addressing

regulatory or other practical issues brewers face on a daily basis.

Global Victoria, which facilitates export opportunities for Victorian businesses, said that exporting craft beer was a “growing opportunity” and has been engaged in a virtual trade mission alongside the Great Australian Beer Spectacular (GABS).

“

I haven't really had much interaction with the state government at all, so if there is support out there, there's more of an issue with communication.

We had great support from local governments, the councils have been super supportive with sustainability initiatives and helping connect us with like minded businesses and Sustainability Victoria.

We've managed to get a free energy audit, we've managed to execute a whole load of recommendations and co funded those initiatives to a point, 50/50 contribution to energy saving and sustainability type things we've put in place. But it was all driven through the local council.

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Guy Greenstone, Stomping Ground Brewing Co.

# VICTORIA

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However, funds like the Hospitality Venue Fund have in some instances reportedly disadvantaged those with a producers licence. There have also been difficulties with some of the COVID support grants distributed by the state government, in particular Business Victoria, which has fine print limiting the availability and eligibility of brewers, particularly those who have received other grants.

## Licensing

According to the Victorian Commission for Gambling and Liquor Regulation, while there is no specific licence for microbreweries, wineries, breweries, and distilleries generally hold a producer's licence.

In addition, there are some breweries that hold a general licence, and they may also hold other categories of licence.

The producer's licence can be held regardless of the size of the business and it enables the licensee to supply its own liquor for consumption both on and off their licensed premises, as well as to supply liquor produced by others for consumption on the licensed premises.

Licensees may also apply for a "promotional event authority" in addition to their producer's licence which authorises the supply of the producer's own liquor at other premises for consumption off the premises - this is used to sell their own liquor at events like farmers markets, something which

brewers in other states have had to fight hard for.

Aside from a producer or general licence, if the supply of liquor that the licensee wishes to have authorised is sufficiently limited in scale and scope then they may also apply for a renewable limited licence. If a brewery wishes to only supply liquor wholesale (that is, to other licensees) it can apply for a pre-retail licence.

Additionally, if a brewery simply wants to operate as a brewpub-type bar and not sell packaged liquor they can apply for an on-premises licence or a restaurant and cafe licence (provided they meet the requirement that the predominant activity on the premises is the preparation and serving of meals to be consumed on the licensed premises). There seems to be a good choice to facilitate a diverse range of business models within Victoria with regards to licensing.

The general mood amongst Victorian brewers is that the state's licensing body has been supportive, particularly through COVID.

— **“** —  
**They made it easy to apply for amendments to our licence when we were trying to find any way we could to move product.**

—  
Laura Gray, Bright Brewery

# VICTORIA

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“

We came up with a few ways outside our licence, and VCGLR made it easy to apply for and be accepted under amendments. But those amendments are about to expire, not going to be available to us, so I'd like to get those amendments made permanent.

Laura Gray, Bright Brewery

## Planning and development

As with most states and territories, there is an issue in Victoria with the lack of understanding about what a brewery business entails and its requirements from a planning and build perspective.

While local councils within the Melbourne region have dealt with planning applications from a host of breweries, the understanding of what a brewery is and offers to the local community is widely varied in regional Victoria. One brewer reported that their local council, when deciding on a planning application, compared the brewery in terms of smell and sound emissions to an abattoir.

Brews News has found no evidence or received information on any wider planning directives which help to explain the concept and role of a brewery, particularly when it is a mixed role of a production brewery and hospitality venue, and reviews have been mixed both in urban and rural areas.

“

We set up a new brewery in Moorabbin in 2021 and set up in Collingwood six years ago in 2016. It would have been great to know what sort of support there was for those developments.

Guy Greenstone, Stomping Ground Brewing Co.

## Training and skills

Victoria had been lagging behind its east coast counterparts in regards to training, although it has quickly caught up.

In 2021 it opened the Australian Craft Beer Centre of Excellence, which the state government said “provides an opportunity for small brewers to hone their craft and receive advice on how to develop their businesses”.

Meanwhile, Bendigo TAFE in conjunction with the Kangan Institute introduced Certificate III in Food Processing (Micro Brewing), a nine-month course that [started in February 2021](#), making the course available to Victorians in regional areas. As of January 2022, there are 27 students continuing on from the end of last year and another four new enrolments for the year, which is predicted to increase significantly.

Federation University also offers a Graduate Diploma and a [Graduate Certificate in Brewing](#), the latter is delivered over two years.

# VICTORIA

## CASE STUDIES

Andrea Ryan, co-founder of Killer Sprocket said that a lack of understanding from councils about what a brewery is and does was an issue.

“There was only one other brewery in our local area so when we applied for a planning permit there was not much in the way of experience or reference material for what we wanted to do. The system was not really set up for a cellar door/taproom so we had to draw on collaboration and lateral thinking. There were certainly a few individuals who went above and beyond to help get our project across the line.

“We encountered some confusion around planning requirements versus food safety requirements due to communication issues in the planning approval process. To their credit, the council has since identified this as a common issue and subsequently made structural changes including better integration between the two teams and creating a role to liaise with businesses about all requirements rather than the previous siloed approach.”



# VICTORIA

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## Strengths

- Growing emphasis on training
- Government funding for drinks initiatives

## Weaknesses

- Disjointed state government support
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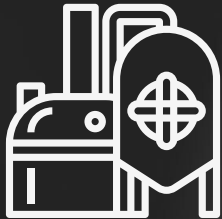
Score: **11/20**



# NEW SOUTH WALES

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## TOPLINE STATS



1 brewery per  
**59,775**  
people



3 breweries  
received  
**1.4 million**  
in grants\*

\*from NSW Government Regional Job Creation Fund

## Overview

With the second-largest number of physical breweries (137), New South Wales's brewing industry is also a heavyweight in its contribution to the wider brewing industry.

The brewing industry in NSW is strong both in urban and rural areas, and there are influential groups such as the Inner West Brewers Association lobbying for brewing industry interests at a local level.

As a result, the New South Wales government has loudly and publicly thrown its support behind the Independent Brewers Association and launched the [Independent Brewers Action Plan in 2020](#), in which it focuses on skills shortages and promoting the

NSW beer industry through tourism opportunities.

**Richard Adamson**, founder of Young Henrys in Newtown and chair of the IBA said he had been impressed with the level of engagement and support provided by the NSW Government.

— “

We've got a working group where we meet with them once a quarter, bringing in all the departments that the industry touches.

The follow-through can be a bit slow, but we're asking for some complex things so that makes sense, but we're definitely ahead of other states in that regard.

We at the IBA also received funding for the strategic review, NSW is stumping up for a national review through KPMG, that's a lot that no other state has done to date.

The rest of the complaints are fairly minor in that we're looking to extend the education piece out to the regions and hoping TAFE will flow through there, and looking to give scholarships for new teachers.

But we're lucky we've got some good advocates within the state gov apparatus that helped us along the way.

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Richard Adamson, Young Henrys



# NEW SOUTH WALES

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## Government support and funding

The New South Wales Government came out prominently in support of the brewing industry with its [NSW Brewers Action Plan](#) in March 2020. The then-Deputy Premier and Minister for Regional NSW, Industry and Trade [John Barilaro](#) became a major proponent of the brewing industry with the launch, saying that “independent brewers produce a premium product and we need to support them to succeed domestically as well as crack international markets – that’s where the Action Plan comes in – to facilitate food, wine and ale trail experiences as well as export ready tourism experiences”.

The state government also provided [\\$200,000 to the IBA](#), ensuring the state’s brewers could become members



Then-IBA chair Peter Philip and then-Deputy Premier and Minister for Regional NSW, Industry and Trade John Barilaro.

for a 12-month period, as well as supporting BrewCon, which was then to be held on Queensland’s Sunshine Coast but was subsequently cancelled due to COVID-19.

At the time the then-IBA chair [Peter Philip](#) thanked the minister for his “unwavering support of the indie beer industry and his commitment to delivering policy and regulatory changes that are cutting red-tape and delivering long-term benefits for every NSW brewery and its employees”.

It has also promised to help brewers in other ways, such as enlisting the NSW Department of Primary Industries to investigate NSW heritage barley lines with the goal of creating a unique NSW flavour.

## Planning and development

Unlike other states, NSW does not have a Medium Impact Industry category, but breweries fall under IN4 Light Industry and occasionally B4 Mixed Use Zones, or Artisan Food and Drink which permits wholesale on the proviso that ancillary retail sales are also provided or a restaurant is provided or facilities for tastings, tours or workshops are provided.

But outside areas where breweries have been introduced, it can be a different story.

# NEW SOUTH WALES



## CASE STUDIES

Nick McDonald, founder of Bucketty's Brewing Co. which was originally slated for a rural opening, before having to make [a major pivot to Brookvale after planning issues](#), said that after multiple development applications, the process remained confusing.

"I've done it three times now and it's taken me hundreds of hours to understand the intricacies of the process. A more standardised approach with less grey areas would help.

"As an example, our parking ratios were done using the same calculation as that of an industrial retail shop. So the council's traffic team were effectively treating our parking requirements for us as the same as a tile shop, bloody ridiculous.

"Then there's the 33% "sales area" as part of the artisan food and drink approval, which does or doesn't include outdoor space depending on who you speak to.

"And there's no allowance for the flexibility that a brewery floor plate affords. A brewery is one of the most efficient buildings I can think of. During the day it's a manufacturing facility, and at night it's a retail and entertainment facility.

"The property is being used intensely for up to 18 hours per day, maximising normally dormant industrial buildings at night, creating a myriad jobs requiring a range of skills and reducing environmental impacts of having to deliver goods, because it's all made in house!"

# NEW SOUTH WALES

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## Skills and training

TAFE NSW has offered brewing courses, a [Certificate III in Food Processing \(Micro Brewing\)](#) as well as smaller courses like the TAFE Statement in Beer Brewing Master Class for homebrewers and beginners.

In addition, Investment NSW and the Department of Education have consulted with the IBA in the development of new skill sets to be subject to further training courses, and is working with regional Training Services NSW to identify industry skills gaps, and also promote beverage manufacturing to school aged students, Investment NSW told Brews News.

NSW has also been relatively generous with its funding grants. NSW Government Regional Job Creation Fund [grants were offered to Tumut River Brewing and Jervis Bay Brewing](#), totalling \$740,000. Western Australia's Beerfarm also received a [\\$900,000 grant from the RJCD](#) to create jobs when it sets up on the Central Coast.

## Licensing and regulation

The Liquor and Gaming Department NSW has Liquor Promotion Guidelines which prevent alcohol offers encouraging irresponsible, rapid or excessive consumption of alcohol, or are "out of step with community standards".

In terms of licensing, unlike the majority of other states, NSW has a specific microbrewery authorisation which has been implemented and taken up by a number of breweries.

The new special licence option for micro-breweries and small distilleries was rolled out state-wide in September 2020 and there are now 27 businesses using it, said a spokesperson for Liquor and Gaming NSW at the end of 2021.

The spokesperson also highlighted that the special authorisation for microbreweries has a much lower application fee than full drink-on-premises authorisations, making it more accessible to smaller operators.

The NSW Government has also proven more open to change than other states. After a consultation which ended in 2018, it introduced the new definition of 'artisan food and drink industry' to "provide clarity for the growing artisan and craft food and drink industry".

However, the artisan food and drink premise introduction has created its own issues.

"The artisan food and drink premise has had low uptake as it requires a whole new development application so having a pathway without doing a full DA has been an issue, but we're working to get this resolved," explained Young Henrys' Richard Adamson.

# NEW SOUTH WALES

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## Strengths

- Government support, particularly a strong working relationship with the IBA
- Skills and training

## Weaknesses

- Planning and development, particularly outside urban areas
- 

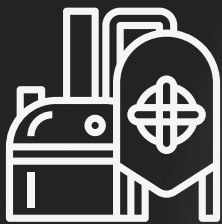
Score: **12/20**



# QUEENSLAND

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## TOPLINE STATS



1 brewery per  
**53,277**  
people

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## Overview

Queensland is an up-and-coming state with regards to its breweries, and brewery numbers are rising fast as well as beers made in Queensland, which are regularly making a national impression in the GABS Hottest 100 Craft Beers Countdown and the IBA's Indies Awards.

As the first state to enunciate a strategy for the brewing sector, Queensland's state government has clearly recognised the importance of the sector to its economy. In the 2018 [Queensland Craft Beer Strategy](#), the Queensland Government promised a plethora of aid and regulatory support. However, the reality has tended to fall short of the glossy document.

The strategy covered areas in which the government would support the industry in regards to export, tourism and accessing and building robust supply chains, as well as a new licensing regime. The department was also a key sponsor for the IBA's Indie Awards 2021.

According to a spokesperson for the Queensland Department of Regional Development, Manufacturing and Water, it supported breweries through the 2021 Taste of Qld program to profile their products in Singapore and Hong Kong, and it has been helping brewers to expand their reach.

"Queensland craft brewers are continuing to find overseas markets with the support of the Queensland Government and we are aware that there are other craft brewers with export deals to soon be announced," the spokesperson said. However, there has been some strong criticism of how the Queensland Government has dealt with a number of individual issues, despite outwardly having thrown its support behind the brewing industry.

— “ In some aspects they've been very good; the TAFE course we worked with them to get done, double ticks on that, they're progressing really well and producing lots of graduates, and the graduates are getting placed straight away. I'm happy with those aspects.

The rest of it has failed to deliver on the promise they had and the potential that could have been achieved. And failing to deliver on recommendations of its own departments and committees, that's disappointing.

---

David Kitchen, Ballistic Beer Co.

# QUEENSLAND

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## Government support

The Queensland Craft Beer Strategy was heralded when it was announced. But a number of incidents have shown that this only works when its interests are aligned, or when it puts the interests of powerful lobbying bodies, such as the Queensland Hotels Association, above that of brewing industry interests.

“

I am not sure if the state government's Craft Beer Strategy has achieved anything of significance.

I think that the State government courting and financially assisting Brewdog to come into the state as an active competitor when we already have a vibrant local brewing industry was a big mistake but that is just my personal opinion and I am sure that others have loved having this brand pop up in SEQ.

---

Matty Wilson, Moffat Beach Brewing Co.

This was seen in action at the end of 2021 with the rules around takeaway alcohol at restaurants and cafes which [sidelined beer despite the recommendations](#) of a Parliamentary review committee. Queensland's brewers were also forced to lobby heavily on their own behalf in 2019 over [a massive hike in the fire levy](#).

The state government has also received criticism from certain areas of the brewing industry for its handling of COVID-19, the ongoing lockdowns and

and restrictions and what some brewers considered as poor communication.

Tony Fyfe, CEO of Hemingway's Brewery in Port Douglas, said that the COVID period had been really difficult for the brewery, and as a business, Hemingway's did not feel supported by the state government or local representatives.

“

I don't believe the government has shown good support for breweries up here. I lobbied federal and state members and got a better response from federal than a local member.

I'm sceptical of the state government. Apart from three days, FNQ has not been locked down, but we might as well have been. We'd have been better off having a lockdown because we would have got financial support, but we got nothing at all.

How can you plan if you aren't keeping the business owners informed? That's really frustrating.

If the state government is going to provide some support, I'd like to see it getting people back up here to work in businesses in regional Queensland.

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Tony Fyfe, Hemingway's Brewery

# QUEENSLAND

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## Licensing

Queensland has some seemingly bizarre licensing arrangements and requirements in place, such as tying the ownership of bottleshops to that of hotel ownership, and it has been slow to change due to a multitude of factors.

However, similar to New South Wales, in Queensland there is a specific Artisan Licence available to craft drinks producers covering both beer and spirits. It was introduced following the Craft Beer Strategy but faced delays.

Since its commencement on 4th May 2021, the Office of Liquor and Gaming Regulation has received 140 applications with more than 100 approved. More than 35 applications came from regional craft brewers and distilling producers.

The industry, while largely positive about the move, highlighted a number of kinks to work out with the licence which restricted its usefulness.

— “

It's restrictive on what we can and can't do. That's the number one failure. The other, it's not huge but in terms of small businesses, which lots of breweries and distilleries are, one thing they have singularly failed on is the right to be able to sell product as takeaway. I can sell White Lies gin over my bar, but at the end of the night, they want to take a bottle with, the answer is no.

More and more breweries have second venues. If you produce a product in one venue, and the way this licensing system operates means you can't sell products you've made on one site in your other venues.

”

— David Kitchen, Ballistic Beer Co.

There have also been issues with the takeaway rules in venues, which were allowed to sell takeaway beer during the COVID-19 period to help both producers and the venues themselves to stay afloat.

However, when legislation was brought in making some amendments which were introduced as a result of COVID-19 permanent, the state government bowed to pressure from a number of lobby groups and restricted takeaway offerings to just wine, in a blow for producers and venues alike and against the clear recommendation of its own Parliamentary Committee.

— “

There is one particular lobby group in Queensland doing their very best to restrict any sort of market access via the industry.

There was a comment during parliament that they would review [the sidelining of beer in changing takeaway rules], they said the same thing about the Artisan Licence, but we'd have to get legislation changed, which is a hugely onerous activity.

# QUEENSLAND

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They have done a whole lot of reviews in the industry and we still have not got any legislative changes which would benefit the industry specifically, and access to market for the industry. They have failed.

Quite clearly there are some very strong influences exerted by QHA overriding any potential and recommended improvements in market access for the Queensland craft beer industry.

It's easy for the government to hand over some cash to look like they're doing something, but at no point do they want to stand up and help. This would require some courage on the part of the incumbent government, which has been lacking.

---

David Kitchen, Ballistic Beer Co.



## Training and skills

Queensland launched a TAFE course as part of its Brewlab project, which was announced as part of the Queensland Craft Brewing Strategy.

A Queensland government representative said that demand for the TAFE course at Brewlab has been "consistent" and every program has started with a maximum number of 14 students.

However, as with many courses across the country, places are limited.

Students must make an application to enrol in the course and future students are selected following an interview process.

32 students have graduated from Brewlab since July 2020, and the program achieved some success with [two bronze award wins](#) at last year's Independent Brewers Association Indies awards.

## Planning and development

Despite its deficiencies in other areas, one issue with which the Queensland Government has engaged, albeit briefly, is planning and development.

The Department of Regional Development, Manufacturing and Water worked collaboratively with Logan City Council to bring in Logan's brewery-friendly planning scheme, which allowed breweries, normally listed under medium impact industry use, to be included into low-impact and [mixed-use development classifications](#).

It was one of the first programmes of its kind, and allowed microbreweries producing under 300,000 litres of beer per annum to the lower impact categories, with the intention of making it more accessible to smaller brewers.

The government says it continues to promote similar schemes to other



# QUEENSLAND

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councils across Queensland. However, evidence from brewers which have recently gone through the development process suggests that there could be major improvements top down in how councils understand a brewing business and deal with it within their jurisdictions.

— “

The introduction of the Artisanal Producers licence has been a game changer and whilst it isn't perfect it's much better than what we previously had and we thank the state government for getting this licence across the line.

Being able to serve wines and spirits from other Queensland artisanal producers in our Production House taproom has made the venue extremely more vibrant and groups are staying for longer, it's also great to be able to support other like minded producers.

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Matty Wilson, Moffat Beach Brewing Co.



# QUEENSLAND

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## CASE STUDIES

**Matt Wilson**, co-owner of Moffat Beach Brewing: "The planning and development process for our new production facility was a massive pain and the local council was not helpful in any way whatsoever.

"Initially we had agreed to terms with a landlord who had some land in the Moffat Beach business park who was willing to build us a shed to our specs and we were excited about being able to keep our business located in Moffat Beach in its entirety.

"Unfortunately the planning department at council denied our written request for approval to operate a brewery in this location and our local councillor at the time Tim Dwyer also refused to support our project.

"Whilst bitterly disappointed we accepted the decision and started looking for a new site (our kit had been ordered and was being constructed so we really needed to find a spot quickly).

"In the meeting that we had with the council planning department it became apparent that they had absolutely no idea of how our business would work and they had absolutely no comprehension that the business model incorporates brewing and manufacturing combined with a hospitality/taproom component and that they were totally inflexible on their application of the zoning requirements, despite exercising discretion in previous brewery applications.

"We don't know of any directives from the State government in terms of how local authorities deal with breweries but seeing as there are now over 20 breweries on the Sunshine Coast and this is an industry that covers tourism, manufacturing and hospitality - you would think that the Council would have a fair idea of how these businesses operate and you would think that they would be trying to help us with our planning and application not putting up roadblocks and wasting, at least from our perspective, an enormous amount of time, money and energy.

"We went through this saga two years ago in 2019 so hopefully things have improved but for us this process was an extremely uninspiring experience."

# QUEENSLAND

## Strengths

- Local government planning directions

## Weaknesses

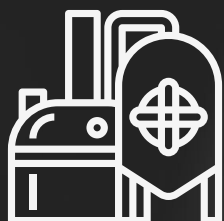
- Consistency and adaptability of regulatory frameworks
- Turning its Strategy into actions

Score: **7/20**



# SOUTH AUSTRALIA

## TOPLINE STATS



1 brewery per  
**34,100**  
people



**1.02**  
million  
in funding\*

\*through the Tourism Industry Development Fund

## Overview

South Australia has conventionally been known for its wine industry, but SA's brewers have grown in number and recognition in recent years.

The South Australian Government is beginning to recognise the sector as a real growth area, particularly in relation to tourism, and said it has spent just over \$1 million on a number of brewery projects through the state government's Tourism Industry Development Fund.

South Australia also has a strong brewing heritage, but this was dealt a blow when Lion announced it would be [closing Adelaide's iconic West End Brewery permanently](#), after the company noted the "long-term decline" in the Australian beer market.

“

From a competitive ground, I think the government has recognised craft beer and craft distilling and any other artisan product needs to be high on their priority list. Small businesses are supporting a lot of the jobs and they need to support it strongly.

“There's still so much work to be done and governments shouldn't treat hospitality as their most dangerous and most awkward business industry to deal with as we've seen during COVID where hospitality has suffered unproportional in comparison to other small businesses. So I think they really need to rethink what they're doing.

“I think South Australia really needs to step up there as well and have a look at how they can support the industry as a whole with developing a strategic craft beer plan.

Corinna Steeb, Prancing Pony Brewing

There are also issues specific to South Australia, such as its implementation of its Container Deposit Scheme, which Steeb called a “big issue”.

“While it has been the oldest and probably the most successful container deposit scheme from a recycling point of view, it is the most archaic and awkward system to administer,” explained Steeb.

# SOUTH AUSTRALIA

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“There’s been an extensive review because the government has realised they are putting a lot of burden onto small businesses.

“In particular with liquor licensing, you still have that additional burden of excise and extra payments and extra hoops you have to jump through. So there needs to be a bit of an overhaul on the system. It’s not easy when it’s so complicated and restricted.”

The problems with the CDS scheme are not restricted to South Australia however, and a number of other states such as NSW have also faced similar difficulties.

## Training and skills

The SA state government has been a supporter of skills training for the industry, offering subsidised training, both through [Skilling South Australia](#) project funding and via the Subsidised Training List.

It provided \$45,000 of funding to support the Pilot Traineeship Program for Craft Brewing, where 12 brewery workers will upskill through a Certificate III in Food Processing – Brewing with TAFE SA, which was driven by the IBA.

When it was launched it was called the “first traineeship” in brewing for existing workers, with brewers including Barossa Valley Brewing, Beer Garden Brewing – Port Lincoln, Big Shed Brewing Concern,

Prancing Pony Brewery and Sparkke included.

The State Government continues to subsidise this course.

## Licensing

While it is ahead of the game in some respects, South Australia’s licensing regime has been called “archaic”.

The state offers a liquor production and sales licence, which allows producers such as breweries to sell liquor they have produced on-premise and for takeaway and delivery, however it does prohibit the sale of alcohol from other producers except as a sample, a restrictive measure which has also been a point of contention in other state’s licences.

There are also issues with South Australian liquor licensing, which prevents fundraising exercises such as equity crowdfunding, due to ownership obligations within licensing rules.



Where we’re still lagging behind other states is on licensing. There are clauses in the liquor licensing law that makes it impossible for South Australian breweries to go for crowdfunding. That’s why you haven’t actually seen crowdfunding activities coming out of South Australia in comparison to other states. Similar rules exist in Western Australia.

# SOUTH AUSTRALIA

We looked into that a couple of years ago. It basically relates back to every single shareholder having to do a PID which is almost impossible in a crowdfunding scenario.

Licensing laws need to be reviewed significantly in South Australia.

Corinna Steeb, Prancing Pony Brewery



## CASE STUDIES

**Kate Henning**, co-founder of Smiling Samoyed brewery said that the state government has improved, but is still "very slow" at implementing change.

"They have made things a bit more streamlined in recent years but it is still a very confusing system for people who haven't been involved in the industry before.

"Most recently I have had to get someone badged as a responsible person and it took 6 weeks to get them badged. Complying with the requirement to always have a responsible person onsite is a big imposition on businesses that do not generally even require any responsible person intervention."

## Funding and government support

Funding for breweries not related to COVID-19 support has primarily focused on the role of beer tourism and encouraging visitors to the state.

Through the State Government's Tourism Industry Development Fund there have been several breweries that have met the criteria for funding support including Udder Delights Cheese Cellar & Grunthal Brew, Union Bridge, a development of

1920's style whisky distillery, brewery and cellar door, which has brought back into use the Cudlee Creek Cold Store, whilst The Prairie Hotel redevelopment which has been part funded by the government and will also include a new microbrewery. The total investment in breweries through the fund was just over \$1 million.

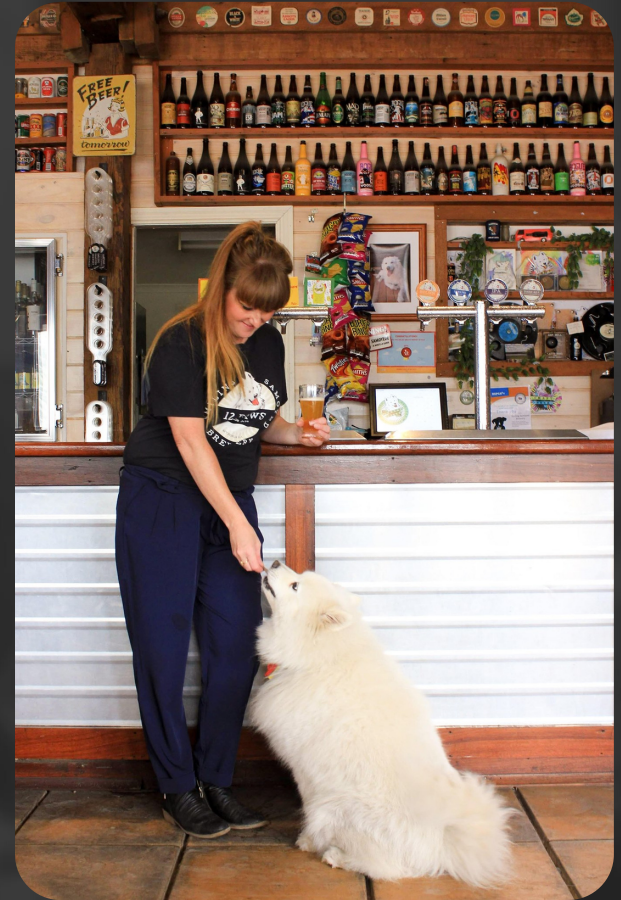
In previous years, breweries have previously been supported by grants, including Big Shed and Pirate Life.

# SOUTH AUSTRALIA

“

We received a grant from our state government to upgrade our packaging facilities which was very much appreciated. The “support” provided to hospitality and manufacturing (beer) during COVID has been tokenistic at best and insulting at worst. As we are classified as a manufacturing business we have not been eligible for the last three rounds of government support. However, because the “support” equates to so little of our revenue it isn’t even worth complaining about our exclusion. It does however leave a nasty taste in your mouth that the government is claiming to be supporting business but there is realistically no support provided.

Kate Henning, Smiling Samoyed



# SOUTH AUSTRALIA

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## Strengths

- Training and education

## Weaknesses

- Licensing
- 

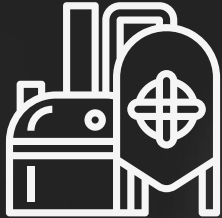
Score: **8/20**





# WESTERN AUSTRALIA

## TOPLINE STATS



1 brewery per  
**32,308**  
people



**3.18**  
million  
in funding\*

\*from various funds

## Overview

Western Australia faces many logistical challenges when it comes to bringing ingredients over and beer back and forth to the east coast, but this hasn't stopped a burgeoning industry from growing at an accelerated rate in WA, the state many argue is the birthplace of craft brewing in Australia.

The conditions of brewing in Western Australia have also meant that there is an even more collegiate brewing industry, in the form of the Western Australian Brewers Association and the South West Brewer's Alliance lobbying for local interests.

Agriculture and Food Minister **Alannah MacTiernan** has been particularly supportive of breweries in the state.

"Breweries are flourishing right across WA, from our small regional towns to the inner city," MacTiernan told Brews News.

"Local brewing is an important value-add for our agricultural industries, taking locally grown barley and processing it on-shore, instead of simply bulk exporting.

"Breweries create local jobs, and are a major tourist drawcard for our regional centres.

"That's why we have invested more than \$3 million in grants to breweries over the last few years – helping to turn WA into a beer-lovers paradise!"

## Funding, training and support

While there are no plans for an overarching beer action plan such as that in Queensland or New South Wales, Western Australia is by far the most generous state when it comes to funding, having given out \$3.18 million in grants\* specifically to breweries. This investment has come from several funds including its Regional Economic Development Fund and Value.

\*See Appendix 4 for more detail.

# WESTERN AUSTRALIA

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“

It is very easy to be short sighted and complain that we all missed out on the last REDs funding round, but this reflects one part of a much bigger picture. The South West Brewers Alliance is in fact testament to the level of support from government agencies,

DPIRD, SWDC, Austrade and Department of Industry, all contributing to the establishment and providing expertise and guidance as required. Many of the Alliance members have been the beneficiaries of REDs or other funding over the years, recognition of how important our role is in jobs creation, development of tourism infrastructure and our value chain in the local economy of regional WA.

---

Keith Warrick, South West Brewers Alliance

However, not everyone has been happy with the regime so far.

“

We don't get any support; they actually penalise existing breweries by giving out large grants to the minority and no assistance to the majority of existing breweries. The DWER offer no assistance in how to meet their guidelines. There are no rebates for forced shutdowns. We don't have access to a free labour market as people can't travel to WA to take up a job.

---

Kristin Kestell, Black Brewing

In relation to training, there are smaller courses available, such as South Regional TAFE's 'Brewing Beer' short course, providing an introduction to brewing skills. However, the state has not gone as far as others such as New South Wales or South Australia when it comes to training - the latter both have Certificate III Food Processing (Brewing) TAFE courses. WA's Edith Cowan University no longer runs any fermentation or brewing courses either, which has been a blow to the industry in recent years as skills shortages bite.

There are other areas where breweries feel that the WA Government could better aid its brewing industry. One concern that has been raised by Western Australian brewers is that of tap contracts, and the brewing organisations operating in WA have suggested that the state government should get behind better regulation of tap contracts, to ensure greater equity in the retail end of the market.

Another issue facing brewers not only in WA but also brewers across Australia is recycling, and specifically Container Deposit Schemes which WA has only recently implemented.

“

I think that there needs to be more assistance to help with sustainability issues such as water resources and waste management.

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Claire Parker, Cowaramup Brewing Co.

# WESTERN AUSTRALIA

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“

One personal thing I think the state government should focus on reducing what goes into landfill. We sort waste and have a commingled bin, but I have zero confidence that it gets separated and goes to downstream processing, if there's anything the state government can do its investing in that.

With the CDS, it's still state by state - Eagle Bay doesn't wholesale outside of WA so we've only had to jump hoops in registering WA, but if you sell in interstate markets

It's costing the industry a lot of money which is coming off the bottom line, for us it's a sizeable sum.

---

Keith Warrick, Eagle Bay Brewing

## Planning and licensing

There are two licence types under the Liquor Control Act 1988 that are most suitable for operators of breweries in WA; a producer's licence or a tavern/tavern restricted licence.

However, there is not one specifically for breweries, and many breweries are required to have both depending on the size and scope of their hospitality operations.

There are also no directions given from the state government to local planning

authorities on how to deal with new breweries.

While WA has made some progressive licensing reforms, some of the stipulations for venues have left the hospitality side of the industry hamstrung, with some brewers suggesting an easing of these regulations to allow juniors to clear tables for instance, would provide some relief.

“

The most progressive thing that has happened in 20 years is the small bar licence. It allowed a little bit more freedom to create niche type operations in locations that might not ever be considered for a licence - that helps craft industry and that helps with additional outlets.

---

Keith Warrick, Eagle Bay Brewing



# WESTERN AUSTRALIA

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## Strengths

- Funding
- Government support

## Weaknesses

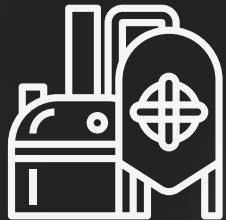
- Training and skills
- 

Score: **9/20**



# AUSTRALIAN CAPITAL TERRITORY

## TOPLINE STATS



1 brewery per  
**72,050**  
people

## Overview

With six breweries in the Australian Capital Territory, mainly in central Canberra, it could be assumed that brewers do not get the support they might receive in other states.

However, despite small numbers, ACT's breweries have been perhaps disproportionately successful on the national stage and also within their home state with help from the state government. [BentSpoke and Capital signed a pourage rights agreement](#) for matches at the Manuka Oval last year after local ACT brewers were invited to launch a commercial bid for either individual bars or multiple outlets, alongside multinational brands, and this has opened doors for other high-profile deals.

"The process allowed the local brewers to compete for pourage rights for Manuka Oval, traditionally the domain of the national brands," said the ACT Government.

"The multi-brand offer between two local brewers, BentSpoke and Capital with the nationally recognised Lion products prompted a rethink for pourage supply rights at GIO Stadium.

"From next football season, two dedicated bars will sell locally brewed beer at each game amounting to a minimum 20 per cent share of stadium bars for locally produced beer. This arrangement is currently being finalised."

New arrangements, similar to those implemented last season, will soon be going to market for supply rights at Manuka Oval for 2021/22.



The ACT Government have always had our back locally, they recognise that the contributions of hospitality businesses and food manufacturers play a big part in the territories viability. We've always felt supported.

Richard Watkins, BentSpoke Brewing Co.



# AUSTRALIAN CAPITAL TERRITORY

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## Skills and support

Specific brewing courses are not currently offered in ACT with the ACT Government telling Brews News they were “not common around Australia”.

Despite the government support for breweries in relation to deals like the Manuka Oval agreement, in the medium term, there are no plans for a brewing strategy, according to the state government.

Business grants were available to Canberra breweries and a number of them have accessed available funding over the past 12 months, the ACT Government told Brews News, as well as having a number of business support, COVID-19 disaster payments and lease assistance.

— “ [Government support for breweries] is fairly minimal - some live music grants have helped, licence fee abatements have been a nice gesture however at ~\$3,500 for the year they don't add up to much when your payroll is north of \$70,000 a week!

Laurence Kain, Capital Brewing Co.

## Planning, development and licensing

ACT does not have local councils in the same way other states do due to its size, so planning is directed by the Environment, Planning and Sustainable Development Directorate.

Breweries may be defined as ‘light industry’ in the ACT Territory Plan, if they do not have an adverse impact on the amenity of the surrounding area, and are permitted in commercial zones CZ1 – Core, CZ3 – Services, and CZ4 – Local Centre. They are also permitted in both industrial zones, IZ1 – General Industrial and IZ2 – Industrial Mixed Use.

In terms of licensing, there is no licence specifically for breweries, but they can [apply for other types](#), such as general or micro-producer liquor licences.

The micro-producer licence, as with other similar licences across Australia, only allows liquor produced at the site to be sold on-premise. The licensee must also not have previously held an ‘Off’ liquor licence and must declare a gross price for the liquor sold over one year to be less than \$100,000. The ACT Government has also applied liquor licensing fee waivers for eligible breweries until 31 March 2022.

— “ There is no brewery specific licence and the lease purpose clauses can be very tricky, time consuming and expensive to navigate if you want to run both a production brewery and taproom. It isn't easy in any state or territory I don't think! It is relatively simple in the ACT but the licence is tied to the lease purpose clause and this can be difficult to navigate.

Laurence Kain, Capital Brewing Co.

# AUSTRALIAN CAPITAL TERRITORY

## Strengths

- Broad government support

## Weaknesses

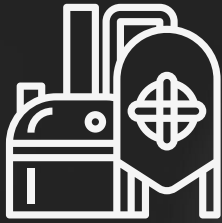
- Dedicated skills development

Score: **9/20**



# NORTHERN TERRITORY

## TOPLINE STATS



1 brewery per  
**49,260**  
people

## Overview

The Brews News Brewery Database records only five breweries with a physical presence in the Northern Territory which limits the opportunity to measure governmental support for such a small industry.

The Territory also grapples with licensing laws and many dry regions, which makes it a difficult jurisdiction to set up a licensed business of any kind.

However tourism has been described as an "important economic driver" for NT, and contributed \$852 million to the economy in 2019-2020, which could be to the benefit of breweries like Alice Springs Brewing Co. and those breweries predominantly based in Darwin. In fact, One Mile Brewery won in the Tourism Wineries, Distilleries and Breweries category of the 2021 Brolga Northern Territory Tourism Awards, highlighting the importance of brewers to attractions in the NT.

Despite this, there have been huge disparities in the level of support received for general tourism initiatives in the Northern Territory, and for the plight of individual hospitality businesses, as the delayed impacts of COVID-19 hit a state which has been relatively insular during the pandemic period.

Crime has made a huge impact on breweries in the Territory, as well as huge labour shortages due to the number of visa-holders on which the hospitality industry relied being barred from entering the country or the state in the past two years.





# NORTHERN TERRITORY

## CASE STUDIES

**Kyle Pearson**, co-founder of Alice Springs Brewing Co. said that there were some major issues for the state government to address, "The big message from us as breweries is that we understand why we need an over-and-above COVID response, we have a vulnerable community, everyone gets that. But the government is so focused on that they don't know what's going on outside that - there's no trade and crime issues, and all they talk about is COVID.

"We've done a really good job up till this point, but now, this is the worst it's been during the whole pandemic.

"Most small businesses are mom and pop operators, so are breweries, just husbands and wives or mates having a crack, and there's nothing, absolutely zero support.

"In terms of funding, there was a tourism one we got told to apply for because it was undersubscribed, but then we were not eligible for it because you had to have a 50 per cent downturn in trade on the previous year, and we had a 45 per cent downturn in trade, so we were knocked back.

"There's just no assistance whatsoever. We just need some certainty and a roadmap out of this."

## Skills and support

A major issue when it comes to setting up a venue is the Northern Territory's strict alcohol regulation, which has seen alcohol floor price trials, intended to reduce harms associated with alcohol.

There are no registered training organisations in the Northern Territory delivering accredited training for brewing skills development or similar skill sets, and Licensing NT monitors the small number of licensees with a producer authority in the territory.

As brewing is a "relatively young industry" in the NT, it means the state government can oversee the industry "without the requirement for a specific brewing strategy," according to the Department of Industry, Tourism and Trade.

— “

Up here, and every brewery is a little different, but for us we rely on a wholesale market, if pubs clubs aren't open, if one pub used to open at 11am and closed at midnight, but now it opens at 3pm, that's a big deal for us. We're just not getting the turnover, people are cautious.

# NORTHERN TERRITORY

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There's light at the end of the tunnel but how far away is the end, we're treading water but is it worth that?

It's more than just the pandemic. Something the government up here could do is support local businesses when there's Territory events.

They have BassintheGrass where 10,000 people turn up and that's government run. All these government-run festivals up in Darwin, there are no little guys, they don't want to support us for them.

---

Christopher Brown, Beaver Brewing

## Funding

According to the NT Government, several of brewery licensees have received support from the Northern Territory Government to enhance customer experience through the Small Business CX Grant, and a number of the licensees have also made a range of permanent security changes to their premises via the Biz Secure program, as well as the Small Business Survival Fund which was designed to help businesses survive and rebound from the impacts of COVID-19 in 2020.

Alice Springs Brewing Co. was the recipient of a grant from the New Visitor Experience Program (NVEP) in 2020 which saw it expand and reconfigure its brewing operations with the establishment of a new brewing area to create Brewery Tours for visitors.

Alice Springs Brewing Co. was the recipient of a grant from the New Visitor Experience Program (NVEP) in 2020 which saw it expand and reconfigure its brewing operations with the establishment of a new brewing area to create Brewery Tours for visitors.

## Licensing and planning

Available to brewers in the Northern Territory is a producer authority licence which allows for on-premises and takeaway of a company's own product, and they need to apply for a wholesaler registration which allows for sales to other licensees only for re-sale which is a slightly more constricting model than in other states.

Currently all NT breweries and distilleries have a wholesaler registration and a producer authority, the NT Government said. However, there are some major issues with the current allowances under licences.

“ It has gotten better in their understanding [of what a brewery is], but if someone has a liquor licence for an event, we have to sell it to someone else

In places like Tassy they have night markets for instance and every brewery can sell there, but there's nothing in our liquor licence that allows us to go to sporting events, we've got to sell it to the sports club and then they sell it there and they make money.

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Christopher Brown, Beaver Brewery

# NORTHERN TERRITORY

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## Strengths

- Focus on tourism as an opportunity for brewers

## Weaknesses

- Difficult licensing issues
  - Lack of government recognition and support
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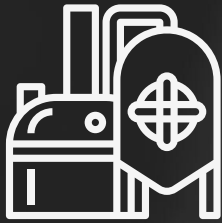
Score: **1/20**



# TASMANIA

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## TOPLINE STATS



1 brewery per  
**20,055**  
people

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## Overview

With 27 physical breweries, Tasmania has the highest number of breweries per person than anywhere else in Australia.

The southernmost state also has a long brewing history, after Peter Degraives launched Cascade in 1832 and James Boag started Boags Brewery in 1881. The state also produces barley, water and hops for the brewing process, meaning that breweries such as Van Dieman can utilise locally-manufactured and grown ingredients compared to other states which do not have the correct climate.

Tasmanian brewers however have long been doing it tough, maintaining their own association longer than some other states. This group then became the Tasmanian chapter of the Independent Brewers Association. But despite their clout in the market, Tasmanian brewers have apparently been left by the wayside.



The general consensus is that we don't get acknowledged in the way we would like or the way we believe we should.

We end up in a catch-all. Some of us can apply for small business support, others benefit from tourism and hospitality support. We feel like we're all depending on our size and business structure, ducking and weaving to find which other category we would fall into without having one of our own.

There's also a little bit of frustration, in that there seems to be a real disparity between what support is there for beer as opposed to wine.

From a state point of view, there's frustration that the state government doesn't recognise and encourage independent, Tasmanian-owned breweries. It's ironic because we are so producer-focused in Tasmania, Government House and Parliament House are filled with Tasmanian products but there's not an independent Tasmanian beer to be seen in Parliament House.

---

Lauren Sheppard, Moo Brew

# TASMANIA

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## Skills and government funding

While the Certificate III in Food Processing (Brewing) is not currently offered by any providers in Tasmania, there are courses that could kickstart a career in the brewing industry, such as [Cider Start-up](#) or an [Associate Degree in Applied Science \(Fermentation and Separation\)](#) at the University of Tasmania, which has been offered since 2018.

UTAS also offers an Undergraduate Certificate in Fermentation which is in its first year this year. Units include applied biology, chemistry, microbiology and fermentation principles and processes.

63 students have so far participated in the Associate Degree Course, and UTAS currently has 30 students commencing in the Undergraduate Certificate in Fermentation.

“The announcement of University of Tasmania that it is instigating an undergraduate certificate in fermentation, is very exciting. We also do some work with fermentation students at Moo Brew, but this will be undergrad cert.

There's still a drastic shortage of trained staff – it's a Tasmanian tale as old as time, we want to hire from the island and often have to look off the island for trained brewers, or people

prepared to train them on the job. That's ok when you're small, but this is a burgeoning industry, midsize to large breweries are starting to happen and it's such a barrier to growth.

Having said that, I would love to see other options than you have to go to uni – that's one of the beautiful things about this industry is that everyone is different and has taken a different path to brewing, and that's what sells beer, a great story.

How do you entice people when the government doesn't acknowledge that its an exciting space to be in? We need a bit of both, we need the training opportunities, but importantly we need industry to be an exciting prospect and the government needs to be excited about it too.

Lauren Sheppard, Moo Brew

The Tasmanian Government also launched a Beverages Sector Initiative as part of its Tasmanian Trade Strategy Annual Action Plan 2021.

However, it has been a while since the Tasmanian government recognised the industry with major support after \$250,000 of funding for the Tasmanian Beer Tourism Plan [in 2015](#).

Tourism Tasmania has whisky and cider trails already, but the plan intended to promote the profile of established breweries like Cascade and Boags as well

# TASMANIA

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as highlighting craft and microbreweries across the state, however the Beer Trail's websites and social media have not been updated since 2019. Brewers have since criticised it, saying there was "no transparency" as to where the funding went for the trail.

Elsewhere, North West Tasmania set up a Tasting Trail, which has been called "a big success".

## Licensing and planning

While there are a huge number of breweries per capita in Tasmania compared to other states, it appears that there are still issues with councils when it comes to development applications, including the vast number of councils in a relatively small area.

"A big part of the challenge is that we have 29 councils for a small number of people," **Scott Seymour**, founder of

Penguin Beer Co. venue and the upcoming Island State Brewing, said.

"It's about making those community connections and speaking to the right people

"The council is very supportive now they've seen what we're doing but getting building work started was a nightmare.

"At Island State, we've started building there, the council there was a bit better. But the biggest thing with councils overall is that they don't move at the pace businesses move at. And they really need to."

In Tasmania, there are five types of liquor licence, general, club, on, off and special. But the issue appears convoluted, and there seems to be a lack of understanding and adaptability at state level to the changing needs of businesses which require liquor licences.

### CASE STUDIES

**Dave McGill**, founder of Deep South Brewing Co. said that licensing was a nightmare.

"We got hung out to dry from licensing. Licensing has changed a lot in Tassy. Up until a couple years ago there were only a few licensing people with vested interest in venues, now it's become dotting i's and crossing t's. You're paying rent while waiting for them to get back to you - the prolonged nature of the licensing process has an impact on the venue in development."

# TASMANIA

## Strengths

- Potential for breweries to engage in tourism initiatives

## Weaknesses

- Broad government support and funding

Score: **2/20**



# CONCLUSION

STATE	SCORE*	RANK
New South Wales	12	
Victoria	11	
Western Australia	9	
South Australia	8	4th
Queensland	7	5th
Australian Capital Territory	4	6th
Tasmania	2	7th
Northern Territory	1	8th

\*out of 20

There are some standout leaders in this year's States of Brewing Report Card, with Western Australia and the Australian Capital Territory investing in and supporting their local brewers in meaningful ways.

But it is probably no surprise that New South Wales has managed to reach the top spot. Overall, New South Wales' support of the IBA, of education opportunities and general support across the board has pushed it ahead of its peers- though that's not to say that there is no room for improvement.



# CONCLUSION

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Queensland's downfall came with the execution of its much-touted Queensland Craft Beer strategy. While ticking many boxes across the five different focus areas, it appears to have paid lip service to the brewing industry rather than providing genuine support - especially when it mattered most to brewers.

In Victoria, excellent education opportunities and a focus on export as well as funding initiatives like the Small Scale and Craft Program have been welcomed by brewers, although despite its size and economic output as well as number of homegrown breweries, it has come nowhere near Western Australia in terms of grant funding. South Australia proved itself a strong contender with a focus on education, but issues with licensing and a focus on the wine industry over that of brewing knocked it down a notch.

Inevitably, states with a smaller brewing industry such as the Northern Territory have suffered in this year's rankings but there are still some major improvements the state can make especially as it feels the delayed impact of COVID.

While Tasmania is a small state, its focus on tourism might have some assuming that the brewing industry could be a jewel in its crown as it focuses on brand Tasmania, but sadly this was not to be with many Tasmanian brewers feeling left out in the cold by a government that has shown little interest in supporting or recognising its brewers.

Western Australia proved one of the most eager states to engage and show its support of the brewing industry, and has helped a huge number of states with funding - by far outstripping all other states and territories with around \$3.18 million in funding delivered specifically to breweries last year.

While there was a range of performances from across the states and territories, The States of Brewing report has highlighted the huge opportunities for states to improve their support of the brewing industry. Brewers identified some key areas for states to engage with, from simplifying licensing regimes to better funding support. But it has also highlighted the hugely individual characteristics of the state and what brewers in each state feel would help their industry thrive.

# APPENDICES

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## Methodology

As an industry publication for Australia's brewers, Brews News devotes itself to covering the issues that the country's brewing industry needs to know – issues which impact its health and growth. To supplement this knowledge of the industry and what impacts its brewers, we have consulted with brewers, industry bodies, governments, and experts in multiple different areas to identify the biggest issues facing brewers today.

Brews News undertook a small initial scoping survey of readers who could voluntarily provide their thoughts. It was published on the Brews News website, to our readership via the regular news email bulletins, and shared to social media. As a result, Brews News was able to identify certain areas which were sticking points for brewers in their state (see Appendices 1–3 for more information).

While there were only a small number of respondents (34), the majority (85.3%) said they were either a brewer, or owned or managed the brewery putting them in a unique position to scrutinise the support received by their state.

The majority of brewery owners, managers and staff said their brewery had been open for 5 years or more, although there were a number of younger breweries who also responded.

There was also representation from every single state, although the vast majority

reported to be based in Victoria (44.12%), followed by Queensland (23.53%) and New South Wales and Western Australia (both at 8.82%).

Given a selection of state-level issues, the respondents highlighted a number of areas which were of concern to them, predominantly planning and development which includes zoning and council approvals, the regulatory environment around alcohol marketing and the sale of liquor in their state, and general government support, whether that was in the form of a state-level craft beer strategy or otherwise.

Answers included under the 'Other' section included tax and excise, marketing, sales and logistics, as well as unfair competition, and 'lack of any recognition of existence from government', although some of these are more easily categorised under federal jurisdiction.

As a result of these consultations, Brews News identified five main areas over which state governments have jurisdiction and which have or could impact the economic development, innovation and growth of the brewing sector:

- 1 Licensing and regulation
- 2 Planning and development
- 3 Funding
- 4 Skills and training
- 5 Government support

# APPENDICES

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These formed the foundation on which the States of Brewing Report Card was built. The scoring of each state in this report was based on its performance in each of these areas. However, it is important to note that while a base score was given on relatively basic criteria - whether or not there was a state government action plan for instance - the scores were also considered from a qualitative point of view, and adjusted accordingly.

For each area of focus, there were a number of questions relating to issues such as whether the state government had given funding to breweries, whether this was over \$1 million, whether there was a dedicated licence for breweries in the state and so on.

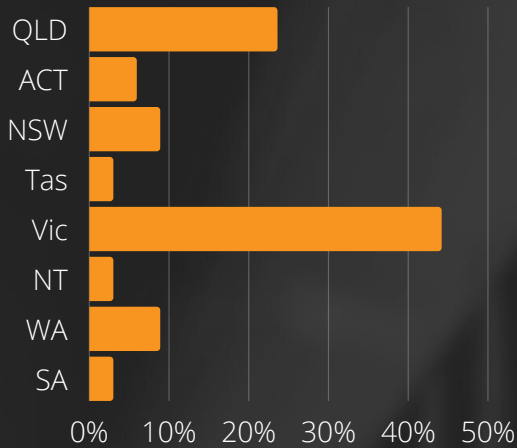
Each state was given a rating between 0 and 2 – 0 being there is none, and no plans for any, 1 being yes, but not complete / results not been seen yet / there are obstacles / issues with the implementation, and 2 being yes, it has worked well with only minor complaints from brewing industry, has been fully implemented. Ratings were added up for a final score.

For more information on ratings see Appendix 5, or if you have any suggestions on what you would like to be considered or included in the scoring system for the next States of Brewing report, please email [inbox@brewsnews.com.au](mailto:inbox@brewsnews.com.au).

# APPENDICES

## Appendix 1.

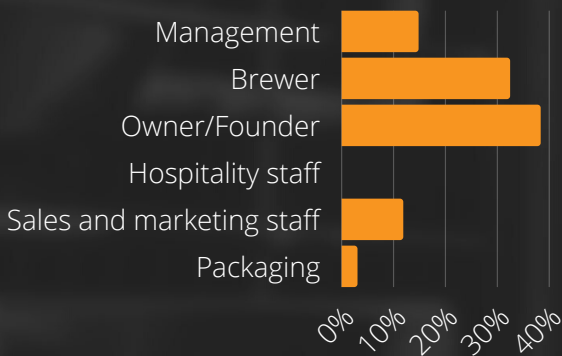
### Which state are you based in?



Answer Choices	Responses	
Queensland	23.53%	8
Australian Capital Territory	5.88%	2
New South Wales	8.82%	3
Tasmania	2.94%	1
Victoria	44.12%	15
Northern Territory	2.94%	1
Western Australia	8.82%	3
South Australia	2.94%	1

## Appendix 2.

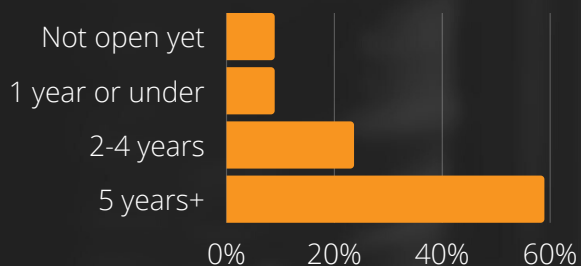
### What is your role in the brewery?



Answer Choices	Responses	
Management	14.71%	5
Brewer	32.35%	11
Owner/Founder	38.24%	13
Hospitality staff	0.00%	0
Sales and marketing staff	11.76%	4
Packaging	2.94%	1

## Appendix 3.

### At what stage is your brewery?



Answer Choices	Responses	
Not open yet	8.82%	3
1 year or under	8.82%	3
2-4 years	23.53%	8
5 years+	58.82%	20

# APPENDICES

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## Appendix 4.

Brewery	Grant Type	Amount
Whalebone Brewing Company	RED	\$216,470
Lucky Bay Brewing	RED/VAAIAF	\$323,442
Dune Brewery	RED	\$150,000
Bremer Bay Brewing Company	RED	\$80,000
Southerly's Lobster & Brewhouse	RED	\$110,000
Cape Bouvard Brewing Company	RED	\$49,860
North West Brewing Company	RED	\$185,000
Shelter Brewing Company	RED	\$250,000
Brugan Brewing	RED	\$150,000
Tall Timbers Brewing Co.	RED	\$92,714
Beaten Track Brewery	VAAIAF	\$112,230
Cowaramup Brewing Co	VAAIAF	\$72,530
Rocky Ridge Brewing Co.	VAAIAF	\$210,000
Manjimup Cider Company	VAAIAF	\$125,000
Cheeky Monkey Brewing Co.	VAIG	\$350,000
Running With Thieves Brewery	VAIG	\$703,000

RED: Regional Economic Development Grant

VAAIAF: Value Add Agribusiness Investment Attraction Fund

VAIG: Value Add Investment Grant

# APPENDICES

Appendix 5.

Question	QLD	Vic	NSW	Tas	NT	WA	SA	ACT
<b>Licensing</b>								
Does the state have a licence specifically for breweries?	0	0	2	0	0	0	0	0
Does the state have a licence specifically for craft/small scale producers?	1	1	2	0	0	2	1	1
<b>Planning/Development</b>								
Have councils been given any direction on how to deal with breweries from a state level?	1	0	0	0	0	0	0	1
<b>Government Support</b>								
Is there a specific craft beer strategy/plan in place?	1	0	2	0	0	1	0	0
Has the state government supported any beer tourism initiatives?	0	1	0	1	0	1	1	1
Has the government supported any export initiatives?	2	1	0	0	0	0	0	0
<b>Funding</b>								
Has the state given a brewery funding in the past year? (specifically for business growth, innovation purposes, rather than related to COVID-19)	0	2	2	0	1	2	2	1
Did breweries receive more than \$1 million in funding during the past year - not related to COVID?	0	2	2	0	0	2	2	0
<b>Skills</b>								
Does the state have a TAFE brewing course?	2	2	2	0	0	1	2	0
Does the state have any university-level brewing courses?	0	2	0	1	0	0	0	0
<b>Total Score</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>2</b>	<b>1</b>	<b>9</b>	<b>8</b>	<b>4</b>