

## **Craft Beer Limited**

Craft Beer Limited (CBL) is a national body, which represents the craft brewing industry and harnesses the broader community of craft beer to maximise the impact and potential of craft brewers.

Our purpose is to promote, protect and grow the Australian craft beer segment.

The association is working across the following areas that within our scope;

- Consumer awareness and education
- Trade awareness and education
- Developing and celebrating the quality and diversity of craft beer
- Professional development within the industry
- Government Liaison and advocacy

Over the next five years the association will be focused on achieving the following goals:

- Creating and maintaining a unified craft beer community where at least 75% of the craft brewers are CBL members.
- Strengthening the equity in craft beer in terms of the credentials and clarity around the offer, and an improvement in quality.
- Growing the size of the category in the next five years from 2% to 5% of total beer volume.
- Ensuring that the microbrewers and regional craft brewers grow in line with the category (i.e. more than double their share of volume).
- Increasing penetration and frequency of craft beer consumption amongst alcohol drinkers.
- Increasing the on-premise access for craft beer resulting in increased ranging / distribution.

### **Structure and Membership.**

The Association is a national industry body for craft brewers in Australia, and membership is open to all Australian Craft Brewers\*.

The Association is incorporated as a not for profit organisation and will be governed by an appointed Board with specialist sub-committees. The Board will be comprised of at least one representative of each category, have seven members, and be appointed periodically by members with a fiduciary responsibility to act in the best interests of the association and its members.

The members are Australian Craft Brewers who fall into the following categories.

#### **National Craft Brewers**

#### **Regional Craft Brewers**

#### **Micro-brewers**

#### **Nano and Pub Brewers**

## State Chapters

To ensure that the body has the broadest reach possible, and to ensure that the national body remains relevant to all geographies, the CBL will have State chapters or offices that will provide 'local' representation and focus.

## Other Members

By expanding the membership base, the CBL will engage and develop a broader community that is wider than the commercial brewing membership base. Whilst these members will pay fees and receive some of the benefits of membership, they will have no voting rights.

## Associate Members

Associate Memberships are open to broader industry members who are not brewers. These will be suppliers to the industry and members of the liquor trade (hotels, bars and retailers etc), and media. These members would typically have a commercial interest in the development of craft beer.

## Individual Members

These members are individuals who are keenly interested in beer, as home brewers, beer writers, bloggers, bar staff, sommeliers and bottle shop staff etc.

## Membership Fees

Category	Annual Fees
National Craft Brewers	\$20,000 (note: 3 tiers*)
Regional Craft Brewers	\$5,000
Micro-brewers	\$1,000
Nano & Pub-brewers	\$500
Associate Members	\$500
Individual Members	\$150

\*3 tier scale (1 – 5m = \$10k : 5 – 15m = \$20k : 15 – 25m = \$30k)

## Sponsorship

The Association is also seeking sponsorship from parties interested in accessing the membership base or in supporting the Association in achieving it's goals.

## Milestones

In the first year of operation, the association is focused on achieving the following:

- Establishing a membership base – min 100 members
- Bedding down both the National and State structures and roles.
- Holding the inaugural Craft Brewers Conference
- Establishing / supporting craft beer events in each capital city
- Establishing / confirming State, National and International Beer Awards structures.
- Putting a communications platform in place (inc website, newsletter, etc)
- Developing a trade education program ready for launch
- Establishing a category measurement and reporting system for brewers volumes

## Definitions.

*What is an Australian Craft Brewer?*

**A brewer based in Australia producing less than 25 million litres of beer per annum.**

## Brewer Categories

Note: Volumes are related to sales not production and are attributable to the producer not the actual brewery per financial year.

### 1. National Craft Brewers:

Australian Craft brewers that have a strong presence in all markets. Volume 1 – 25 million litres

### 2. Regional Craft Brewers:

Australian Craft brewers that have a strong regional base and are developing a presence outside their home market. 300,000 – 999,999 litres

### 3. Micro-brewers:

Australian Craft brewers that produce between 100,000 - 299,999 litres, they may have an on-site bar, but the majority of sales are off-site.

### 4. Nano and Pub Brewers:

Australian Craft brewers that produce up to 99,999 litres and may be attached to a hospitality venue where the majority of their sales ( $\geq 70\%$ ) are on-site.

## Estimated potential brewers membership base

Category	Volume	Estimated number of brewers
<b>National Craft Brewers</b>	1 – 25m	3
<b>Regional Craft Brewers</b>	300k – 999k	12
<b>Micro-brewers</b>	100k – 299k	120
<b>Nano &amp; Pub-brewers</b>	0 – 99,999	30
<b>Total</b>		<b>165</b>