



# AUSTRALIAN BEER INDUSTRY 2022 DIVERSITY SURVEY RESULTS

IN SEPTEMBER 2022, THE BEER AGENTS FOR CHANGE UNDERTOOK AN INDUSTRY-WIDE DIVERSITY SURVEY. THE PURPOSE OF THIS SURVEY WAS TO ESTABLISH A BASELINE UNDERSTANDING OF THE CLIMATE OF DIVERSITY AND FLOW ON EFFECTS IN THE AUSTRALIAN BREWING INDUSTRY. HERE ARE THE RESULTS.

## WHO ANSWERED?



## ETHNIC DIVERSITY



### THERE IS A LACK OF ETHNIC DIVERSITY WITHIN THE INDUSTRY

PARTICIPANT COMMENTS ON ETHNIC DIVERSITY:

I THINK THE INDUSTRY NEEDS TO HAVE A GOOD LOOK AT HOW WE PROMOTE OUR PRODUCTS, FEATURING A MORE DIVERSE OF PEOPLE ENJOYING BEER

MORE WOMEN AND PEOPLE OF COLOUR SUPPORTED AT GRASSROOTS LEVEL TO HELP THEM ENTER THE INDUSTRY

ETHNICITY IS A BIG ONE - BY RIGHTS WE SHOULD HAVE MORE PEOPLE WITHIN THE INDUSTRY FROM INDIAN/PAKISTANI BACKGROUNDS. WE HAVE ALMOST NO ASIAN DECENT PEOPLE PARTICIPATING IN CRAFT BEER. WOMEN IN BEER IS SLOWLY GETTING THERE, BUT WE'RE NOWHERE NEAR 50/50 AS IT IS IN SOCIETY

## GENDER DIVERSITY



## PERCEIVED BARRIERS TO CAREER PROGRESSION

THE BIGGEST BARRIERS IDENTIFIED WERE:

### LACK OF DIVERSITY & INCLUSION

THE PROBLEM AS I SEE IT IS WITH ATTRACTING PEOPLE WHO AREN'T WHITE MEN IN THE INDUSTRY

OLD STALE MALE SYNDROME - THERE IS STILL VERY MUCH A BOYS CLUB IN THE INDUSTRY AND A LACK OF ACKNOWLEDGMENT OF THIS

FOR PEOPLE WHO ARE SEEN AS 'OTHER' EG. NOT CIS-WHITE MEN, IT IS HARD TO NOT FEEL LIKE YOU ARE THE 'OTHER' AND THERE IS A CONSTANT STRUGGLE TRYING TO PROVE YOU'RE WORTHY OF BEING THERE, WHILE ALSO TRYING TO FIND THE ENERGY TO HAVE THE CONFIDENCE TO COMMAND AUTHORITY

IT'S AN INDUSTRY OF MATES HIRING PEOPLE THAT LOOK AND FEEL LIKE YOU

### LACK OF RESOURCES (SMALL BUSINESSES SET UP)

LACK OF ROLES, LOWER PAY TO OTHER INDUSTRIES, BURN OUT, REDUCTION IN MANUFACTURING BEING SEEN AS IDEAL

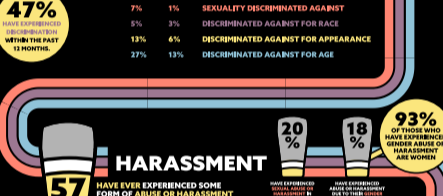
SMALL BUSINESSES WORKING LONG HOURS AND NOT BEING ABLE TO HELP TRAIN AND PROGRESS STAFF

TRAINING OPPORTUNITIES, BUDGET CONSTRAINTS AND INDEPENDENT BREWERIES NOT HAVING ENOUGH STAFF TO ALLOW FOR CAREER PROGRESSION

SMALL BUSINESS DOES NOT GENERALLY HAVE CLEAR PATHS FOR CAREERS (AND WE HAVE LOTS OF SMALL BUSINESSES) THIS INDUSTRY IF YOU WANT A STABLE PROGRESSING CAREER

LOW WAGES IN SMALL SCALE OPERATIONS WERE ALSO NOTED AS A COMMON BARRIER TO CAREER PROGRESSION

## DISCRIMINATION



## HARASSMENT



## BIGGEST PERCEIVED CHALLENGES & CONCERNS IN THE BEER INDUSTRY:

### DIVERSITY & INCLUSION

THAT NOT ENOUGH MEN ARE STANDING UP IN NOISE, IT FEELS LIKE WE HAVE TO FIGHT THE FIGHT MOSTLY ALONE

MAKING SURE OUR WORKPLACE IS A SAFE PLACE TO WORK FOR ALL GENDERS

THE NUMBER OF WOMEN WHO MIGHT BE AFRAID TO GET INTO THE BEER INDUSTRY

LACK OF PEOPLE OF COLOUR

EDUCATING THE INDUSTRY ABOUT A RANGE OF CULTURES AND BEST PRACTICE IN BEHAVIOR

THE OLDER GENERATION OF BREWERS SEEM TO STEREOTYPE PEOPLE AND I'VE PROBABLY EXPERIENCED THE WORST FROM THEM. I'VE BEEN DISMISSED FOR MY AGE, IGNORED AND ASSUMED I'M NOT A "BREWERY" IN FAVOUR OF A RANDOM MAN THAT'S NEVER BREWED AND SEXUALISED FOR BEING GAY. A LOT OF THE YOUNGER PEOPLE COMING THROUGH SEEM KINDER AND MORE OPEN MINDED

FOR ME AS A WHITE MALE MY BIGGEST CONCERN IS TO ENSURE MY TEAMS ISSUES ARE HEARD AND RESPONDED TOO FAIRLY AND EQUALLY WITH NO BIAS

### LACK OF ACCOUNTABILITY & CONSEQUENCES

TOO MUCH LIP SERVICE FROM OWNERS WITHOUT DISTINGUISHABLE ACTION - SAY THEY WANT SAFE SPACES BUT HAVE NO IDEA OR WANT TO CREATE ONE

PERPETRATORS NEVER BEING HELD TO ACCOUNT MEANING PEOPLE LEAVE THE INDUSTRY TO AVOID TRIGGERING SITUATIONS

LACK OF ACCOUNTABILITY FOR WRONG DOERS VIA AN INABILITY TO BRING TO LIGHT THEIR ACTIONS

"WELL I DIDN'T SEE IT, SO IT DIDN'T HAPPEN"

TOO MANY PEOPLE DON'T KNOW WHAT HARASSMENT OR DISCRIMINATION LOOK LIKE, AS THE CASUAL STUFF IS SO COMMON THEY THINK IT IS NORMAL

PEOPLE NOT BEING HEARD AND BELIEVED BECAUSE LEADERS CAN'T PUT OF THE ONE EXPERIENCING THE HARSHIP

## ACTION



## FROM THE COMMENTS SECTIONS

COMMENTS FROM PEOPLE WHO DO IDENTIFY AS A MINORITY IN THE BEER INDUSTRY

LETTING PEOPLE WHO DON'T IDENTIFY AS STRAIGHT, WHITE CIS MEN SPEAK UP, ALLOWING OPPORTUNITIES FOR OTHER COMMUNITIES TO GET INVOLVED

I'M VIEWED AS A SEXUAL OBJECT AT LEAST ONCE A DAY AND IT'S INFURIATING

NO WOMEN LEADERS TO LOOK UP TO IN MY BUSINESS

BOYS CLUB MENTALITY AND MEN IN CHARGE WHO HAVE A SET WAY OF DOING THINGS AND DON'T WANT FEEDBACK OR IMPROVEMENTS BECAUSE IT CHALLENGES THEIR EGOS

THERE SEEMS TO BE A DISCREPANCY BETWEEN MEN AND WOMEN APPLYING FOR WHAT THEY ARE CAPABLE OF. OFTEN WOMEN WHEN APPLYING TO OTHERS WHEN APPLYING FOR ROLES, WE NEED TO HAVE CONFIDENCE IN OURSELVES TO GO OUT FOR ROLES!

COMMENTS FROM PEOPLE WHO DO NOT IDENTIFY AS A MINORITY IN THE BEER INDUSTRY

THIS SURVEY COULD EASILY BE MISUSED. MOST PEOPLE IN AUSTRALIA ARE GETTING A FAIR GO, AND MOST IMMIGRANTS ARE VERY GLAD TO BE HERE, SO DON'T STIR UP TROUBLE WHERE NONE EXISTS

BARRIERS TO ENTRY: NONE, EVERYONE CAN HAVE A CHANCE!

PLEASE DON'T BRING POLICING AND NEGATIVITY TO AN ALREADY FANTASTIC, FRIENDLY AND WELCOMING COMMUNITY

MY EXPERIENCE IS THAT THE BEER WORLD IS VERY INCLUSIVE

BEING KEPT DOWN BECAUSE OF MY SEXUALITY AS THE OF MY INDUSTRY STARTS TO PUT OTHER SEXES TO THE FRONT

A SIGNIFICANT PORTION OF RESPONDENTS WHO HAVEN'T EXPERIENCED DISCRIMINATION DENY ITS EXISTENCE, SHOWING A LACK OF AWARENESS AND EMPATHY TOWARDS THE ISSUE.

## CONCLUSION

THE SECOND SURVEY ON DIVERSITY AND INCLUSION IN THE BEER INDUSTRY SHOWED POSITIVE RESULTS REGARDING BUSINESSES' POLICIES ADDRESSING ETHNIC DIVERSITY, BUT LITTLE PROGRESS IN TERMS OF GENDER AND ETHNIC DIVERSITY WAS NOTED. THE SURVEY RESPONDENTS WERE NOT REPRESENTATIVE OF THE INDUSTRY AND LACKED AWARENESS AND EMPATHY TOWARDS DISCRIMINATION FACED BY MARGINALIZED GROUPS, INDICATING A NEED FOR MORE ACTION AND INCLUSIVITY IN THE BEER INDUSTRY.

ARE YOU OK WITH WHAT YOU SEE HERE? WHAT ARE YOU GOING TO DO? THE RESPONSIBILITY FOR CHANGE RESTS WITH EVERYONE OF US, IF YOU WANT TO BE PART OF THE PROGRESS, JOIN THE MOVEMENT.



WE ARE ROXY BOUBS, JESSIE JUNGALWALLA, JAYNE LEWIS, TIFFANY WALDRON

INFOGRAPHIC DESIGNED BY CRAFT INDUSTRY

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