

Craft Beer Limited

Q&A.

How can my business benefit from being a member?

Having a bigger, stronger and more sustainable craft beer category will benefit all craft brewers. By becoming an CBL member you will have the opportunity to be involved and work together to ensure that craft beer is promoted and protected and the category grown in a way that benefits all.

Members will also have access to events and education seminars, such as the Craft Brewers Conference, at discounted rates.

How do we ensure that all members get their say and that the association is not dominated by a few?

For the association to be successful the membership base must be representative of the whole industry, and each member must have an equal voice regardless of their size so its one member = one vote.

The fees seem a little on the high side, why are they set so high?

Yes, they may seem to be a stretch for all levels of membership, but there is a big job ahead and the association needs to be well funded to achieve its objectives. The association will be relying on the support and involvement of the members, and therefore the fees need to be at a level where the members are actively involved to ensure that they are receiving value for their investment.

How will the board be appointed?

The board of seven directors will be elected by a poll of all members of the association. The current steering committee will stay in place until the inaugural board is elected to finalise the establishment of the association and maintain momentum.

How will it be representative of the total industry?

The board will have a minimum of one representative from each of the four brewer categories.

How will the other seats on the board be filled?

The first four spots on the board will be filled by the highest polling candidate in each of the brewer categories, and the final three spots will be filled by the highest polling candidates (regardless of category) after the votes of the first four positions are removed.

When will the board election take place?

The election will take place within seven months of the association being open for membership. All paid up members at that time will eligible to vote. The inaugural board should be in place by 31st May 2012.

How will the CBL go about achieving its goals?

After election of the inaugural board, an action plan will be developed. The board will then form specialist sub-committees (e.g Technical and Education, Communications, Events etc) that will be headed up by at least one board member and volunteers from the membership. These sub-committees will be charged with implementing aspects of the action plan.

What is meant by “strengthening the equity in craft beer in terms of the credentials and clarity around the offer...”?

The association will be focused on improving the equity and value in the term “craft beer”. There is currently confusion inside and outside the industry as to what is meant by craft beer. CBL will work to clarify the term within the industry and the current engaged stakeholders and craft beer drinkers whilst also increasing the awareness and understanding of the category amongst non-drinkers.

Can the association cut a deal with the breweries or the trade to open up distribution?

It is not within the scope of the association to be involved in any deals with its members, or any breweries, that impact on competition in the marketplace. The association's scope is contained to pre-competitive collaboration amongst its members. The association should be focused on trade education programs that are designed to engage the retail trade and encourage them to embrace and promote craft beer from the CBL's members.

Will the association's marketing of the craft beer category stifle my ability to position my brand / business?

The association will be more focused on positioning and awareness of the craft category, which will provide a foundation and framework for stakeholders to engage with and leverage. The member's brands and businesses will continue to provide their own individuality, which creates a diverse layer over and above the category framework. However it will be in the interest of the association and its members to ensure that the member's marketing strategies are not working against the goals of the association or diluting the equity in craft beer.

How will the money be spent?

The action plan developed by the board will contain an annual budget based on forecast income and the expected costs for each initiative within the plan.

How much of the money will spent on overheads or day to day running costs?

As a new body we expect the majority of initial funds to be directed to driving the initiatives related to the objectives and goals. With board and sub-committee positions being un-paid, and external suppliers providing pro bono support where possible, we hope to keep the operational costs to a minimum. Providing the association reaches the necessary level of income, it will look to appoint a General Manager to run the office, provide support to the board and members and assist in the co-ordination of the action plan.

How does my business or I get involved?

The knowledge and skills required to achieve CBL's objectives will be within our membership base, so the association will be looking for members to get involved through nominating for a spot on the board, or volunteering to have a role on one of the sub-committees.

Express your interest now on the membership form!

How will the state chapters work?

State Chapters will be made up of state based members. There will be a state sub-committee formed where required, to undertake represent and co-ordinate the activities that are aligned to the objectives in the state market. The state chapters also provide an opportunity for state based members to provide geographic input directly to the board and also be active in developing the local craft beer community.

Will members need to pay fees to the state chapter as well as the national body?

No. There is only one set of fees required. These will be payable for membership of CBL.

I would like to be involved as a sponsor of the association, can I do that now and how do I go about that?

Yes, you can get involved as a foundation sponsor right away. Until the appointment of a sub-committee to handle sponsorships you can contact the members of the steering committee for more information.

Why do we need a definition?

The industry needs to identify the size of the craft beer category so that we can measure our success in growing the market. Having a definition provides meaning and understanding to the industry's key stakeholders in the retail and on-premise liquor trade, and key influencers including media and consumers.

Why does the definition appear so broad?

We have taken an inclusive approach to the membership base because we believe an industry association should be representative of the broader industry and if all members are proactive and engaged in the association it will be focused on protecting, promoting and growing the craft beer market in way that benefits all.

The craft beer movement is made up of a broad spectrum of brewers, some providing the colour and diversity required to stimulate and interest consumers, and some providing scale and reach. Together they can provide the breadth and depth necessary for sustainable growth.

How will the size of the category be measured?

The Association will appoint an independent party to accumulate the sales data from all members and produce reports that show total craft beer sales, cut nationally, by state pack type and by style. Members will provide their sales data direct to the independent party and the subsequent reported volumes will not divulge individual brewers volumes.

Why are sales to “another brewer” not counted?

This process is to ensure that contract brewing volumes are not double counted. A member may have beer produced at another brewery. This means that a brewery like Mildura would only count their Mildura branded sales in the segment volume, not their contract sales to other brewers.

One of the areas within the scope is “Government Liaison and advocacy”. What do CBL intend to advocate specifically?

The appointed Board will decide what to advocate.

Who are the main individuals that have been involved in establishing the CBL? Who do they work for?

Steering Committee is: Brad Rogers & Jamie Cook (Stone & Wood), Brendan Varis (Feral), Dave Bonighton (Mountain Goat), Miles Hull (Little Creatures), Owen Johnston (Moo Brew), Bruce Peachey and Adam Trippe-Smith (McLaren Vale)

Are any of these members going to be paid for their efforts through CBL?

No. The Board will not be paid and will be voted by members. The Board will not be the current steering committee although some members of committee may get voted to the initial Board. That's up to the initial members to decide and vote on.