



WA BEER & BREWING CONFERENCE

FRIDAY 10 JUNE, 2022
CONFERENCE PROGRAM



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CLAREMONT SHOWGROUNDS – SILVER JUBILEE PAVILLION

8:00am – 8:45am: Registrations and coffee

9:00am: Conference starts

BUY
TICKETS
NOW

FULL PROGRAM

PAVILLION HALL

9:00 – 9:15am
WELCOME TO COUNTRY
Phil Walley-Stack

9:15 – 9:30am
OPENING ADDRESS

9:30 – 10:00am
KEYNOTE ADDRESS
Paul Bowker – Managing Director,
Brick Lane Brewing Community

10:15 – 11:00am
**CREATING A WORLD-
CLASS BREWPUB**
It's the vibe, man.

Host: Matt Kirkegaard – *Brews News*
Emma Locke – *Beerfarm*
Venue Manager
Lee Behan –
Gage Roads Head of Hospitality
Caroline Watson – *Little Creatures*

11:15am – 12:00pm
CRAFTING AN ALE TRAIL
How can breweries band together
and work with governments and
associations to bring new visitors to
experience their breweries?

Host: Matt Kirkegaard – *Brews News*
Claire Savage – *Savagely Creative*
Sabrina Kunz – *NZ Ale Trail Founder*
Josh Donohoe – *Sunshine Coast Craft
Beer Tours*

LUNCH AVAILABLE
12:00 – 1:00pm

1:00 – 1:45pm
**MARKETING TO YOUNGER
MILLENNIALS**
As the original supporters of craft beer
'age out' of being evangelists, how can
breweries successfully market to the
younger millennials? (25 – 32 years old).

Host: Matt Kirkegaard – *Brews News*
Bronte O'Donoghue – *Eagle Bay Brewing Co*
Meg Coffey – *Coffey & Tea*
Tom Jockel – *Shelter Brewing Co*

1:45 – 2:15pm
**EVOLUTION OF THE
MODERN BREWHOUSE**
Designing a brewhouse to
keep up to date with modern
production issues.

Justin Fox – *The Grain
Keeper*

2:30 – 3:15pm
IS EVERYTHING OLD NEW AGAIN?
The resurgence of traditional beer styles.

Host: Matt Kirkegaard – *Brews News*
Sean Symons – *White Lakes Brewing*
Brian Fitzgerald – *Artisan Brewing*
Brendan Varis – *Founder, Feral Brewing Co*

3:15 – 4:00pm
BECOMING CARBON NEUTRAL
In the face of climate change and
consumer expectation, how can breweries
focus on becoming more sustainable.

Host: Matt Kirkegaard – *Brews News*
Mel Holland – *Manager, Planning &
Sustainability, Rocky Ridge Brewing Co*
Michaela Hermanova – *Ndevr Carbon
Active Certification Consultants*

PAVILLION HALL

TRADE AREA

10:15 – 10:45am
**CLIMATE CHANGE –
IMPACT ON BARLEY
AND THE NEED FOR
SUSTAINABILITY**

Daniel Baillon – *Joe White
Malting*

11:00 – 11:45am
**AVOIDING YOUR WORST BREWERY
NIGHTMARE – CAN SEAM INTEGRITY,
TESTING AND TROUBLESHOOTING**
Have you ever experienced brewing, cellaring and
packaging the perfect beer, only to find out your
packaged cans are no longer holding pressure and your
beer is now flat and undrinkable? Find out how to avoid
this brewery nightmare.

Dr Ryan Harris – *Production Manager,
Feral Brewing Co*

11:45am – 12:15pm
**MALT CERTIFICATE OF ANALYSIS
AND SPECIFICATIONS:
IMPLICATIONS FOR BREWING**

Chris Marker – *Technical Services
Manager, Barrett Burston Malting Co*

LUNCH AVAILABLE
12:15 – 1:15pm

1:15 – 2:00pm
**INSIGHTS INTO THE
CRAFT BEER MARKET**
What are the current trends, and
how do we see this impacting
the craft beer market?

Dave Rapley – *Cellarbrations*

2:15 – 3:00pm
**BEER AND THE INTERNATIONAL TRADING
ENVIRONMENT – PREPARING FOR EXPORT SUCCESS**
How can breweries pursue sustainable export success overseas and
improve their capability to meet trends in the global beer market?

Host: Claire Donovan – *Konvoy*
Lachlan Evans – *Department of Primary Industries and
Regional Development*
Glenn Hack – *EES Shipping*
Simon Tarmo – *Austrade*

3:15 – 4:00pm
FROM PADDOCK TO PINT IN WA
Why your ingredients and where they
come from matter when making beer.

Host: Glenn Harrison – *Ellerslie*
Aaron Davey – *Preston Valley Hops*
Keegan Steinbacher – *Eagle Bay
Brewing Co.*
Rex Rowles – *Mortlock Malt*
Guy Jeffreys – *Executive Chef Fogarty
Wine Group*

TRADE AREA

SEMINAR ROOM (UPSTAIRS)

10:15 – 11:00am
BREWERY START UP PANEL

Host: Guy Southern – *Crafty Pint*
Steph Howard – *Cryer Malt*
StJohn Hammond – *Flying Foam*
Georgia Moore – *WA Good Food Guide /
Provenance Agency*
Steve Russell – *Blasta Brewing Co*
Ashley Allen – *Cheeky Monkey Brewing Co*
Simon Thai – *Hygge Bar Perth*

11:15am – 12:00pm
GROWING PAINS: LESSONS LEARNT AS BREWERIES SCALE UP
Bringing together perspectives from brewers, government and
business advisors on the new and often unforeseen challenges
breweries face as they grow. The panel will share their war
stories, potential pitfalls to avoid and how developing a clear
strategy can help drive sustainable growth.
Host: Greg Riebe – *Partner, Triangle Equity Partners*
Paul Maley – *Shelter Brewing*
Paul Bowker – *Brick Lane Brewing Community*
Gary Hitch – *Director, Ark Services*
Nick Tsvetkov – *Department of Primary Industries and
Regional Development*

LUNCH AVAILABLE
12:00 – 1:00pm

1:00 – 1:30pm
**USING CROWD-SOURCED FUNDING
TO FUEL BUSINESS GROWTH**
A fireside chat with Al Taylor CEO, Triple
1 Three Group, sharing his experiences
of using crowd-sourced funding to raise
capital to fuel their growth. Hear why he
chose this new method and how they got
more than just money from the process.
Host: Greg Riebe – *Partner, Triangle
Equity Partners*
Guest speaker: Al Taylor – *Triple 1 Three
/ Otherside Brewing CEO*

1:45 – 2:30pm
**THE NOLO MOVEMENT
AND HOW TO GET IT RIGHT**
A technical, legislative and food safety
discussion on no and low alcohol beers.

Host: Clare Clouting – *Operations
Systems Manager, Gage Roads*
Sean Symons – *Whitelakes Brewing*
Diarmaid O'Mordha – *Fermentis*
Harry Hannen – *Gage Roads*
Ross Brown – *Gage Roads*

2:30 – 3:00pm
DROPPING A JUICE BOMB
A panel discussion about pairing
complementary hops and yeast to
optimise the biotransformation process
and maximise fruity flavours in beer.

Host: Michael Capaldo – *HPA*
Richard Chamberlin – *Lallemmand*
Tom Fleay – *Indian Ocean Brewing Company*
Ryan Harris – *Feral Brewing Co*

3:15 – 4:00pm
**BRAND IN HAND AND CRAFTING
GREAT EXPERIENCES**
How to create memorable, successful
events that attract your customers and
build your brand.

Host: Claire Donovan – *Konvoy*
Bronte O'Donoghue – *Eagle Bay Brewing Co*
Donovan MacDonald – *Big Don's Smoked Meats*
Josh Starick – *Neighbourhood Events Co.*
Eamonn Barnes – *South Fremantle Brewing Co*

SEMINAR ROOM (UPSTAIRS)



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Drink WEST
DRINK Best

Conference drinks at the bar from 4pm
For those attending the Perth Royal Beer Show Awards, feel free to use the change rooms to freshen up.



WA BEER & BREWING CONFERENCE

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