



WA BEER & BREWING CONFERENCE

FRIDAY 9 JUNE, 2023
CONFERENCE PROGRAM



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FRIDAY 9 JUNE, 2023

CLAREMONT SHOWGROUNDS – SILVER JUBILEE PAVILLION

8:00am – 8:45am: Registrations and coffee | 9:00am: Conference starts

BUY
TICKETS
NOW

FULL PROGRAM

HPA STAGE

9:00 – 9:15am
WELCOME TO COUNTRY
Ingrid Cumming

9:15 – 9:30am
**OPENING ADDRESS & INDUSTRY
RECOGNITION AWARD**
Hon. Jackie Jarvis MLC
*Minister for Agriculture and Food;
Forestry; Small Business*

9:30 – 9:45am
WA STATE CRAFT BEER STRATEGY
John Nicolaou - Acil Allen

9:45 – 10:25am
KEYNOTE ADDRESS
Matt Jones - *Four Pillars Gin*

10:30 – 11:10am
**FROM VENUE STAFF
TO BRAND AMBASSADORS**
Turn your staff into your biggest
brand advocates.

Host: Tania Lambson - *Little Creatures*
Steven Blaine - *Decimal*
Brendan Scott Grey - *CCA*
Jess Arnott - *Studio Appetite*

11:20 – 12:00pm
**THE COST OF
MAKING BEER**
A deep dive into total
manufacturing costs for
your products.

Host: Steven Blaine - *Decimal*
Brian Fitzgerald - *Artisan*
Phil McClintock - *Good Drinks*
Phil Meddings - *Bintani*
Jason Credaro - *Shelter*

LUNCH AVAILABLE
12:00 – 1:00pm

1:00 – 1:40pm
AI - IS MY JOB SAFE?
How will AI change the
brewing world?

Host: Sabrina Kunz - *Brews News*
Tania Lambson - *Little Creatures*
Clare Clouting - *Athena Quality*
Brett Shore - *Little Creatures*
Mark Kostner - *That Web Company*

1:50 – 2:30pm
**INCLUSIVITY IN
THE WORKPLACE**
The tangible benefits of having
a diverse and inclusive workplace.

Host: Pia Poynton - *Nowhereman*
Mon Moore - *Monday HR*
Rhys Paddick - *Acknowledge This!*
Jason Credaro - *Shelter*
Reece Wheadon - *Nowhereman*

2:40 – 3:20pm
WORKPLACE CULTURE
How to create passionate
leaders in 2023 and beyond.

Host: Emma Locke - *Beerfarm*
Reece Wheadon - *Nowhereman*
Margarita Wallace - *Eagle Bay*
Nick Boots - *The Business of Beer*
Miles Hull - *Dark Horse Hospitality*

3:30 – 4:10pm
**TO SCALE UP
OR NOT TO SCALE UP?**
Growth paths and business models
in a competitive world.

Host: Guy Southern - *Crafty Pint*
Astrid Delmenico - *Eagle Bay*
Travis Moore - *Phat Brew Club*
Illiya Hastings - *Margaret River Brewhouse*
Aaron Heary - *Good Drinks*

HPA STAGE

WA BREWERS
ASSOCIATION ROOM
(UPSTAIRS)

10:30 – 11:15am
BRAND HEALTH CHECK
When is the right time to rebrand? Should you rebrand?
What should you consider when rebranding?

Host: Pia Poynton - *Nowhereman*
Tom Hill - *Juniper Wine*
Bronte O'Donoghue - *Eagle Bay*
Matt Jones - *Four Pillars Gin*
Jarrod Fuller - *Zendoke*

11:30 – 12:15pm
LIMITED RELEASE FATIGUE
In a crowded market, how do you stand out on the shelf?
This panel will look at consumer trends, the demand of
limited releases and the consequence of everything being
new and limited.

Host: Guy Southern - *Crafty Pint*
Tim Hoskins - *Cellarbrations Carlisle & Vic Park*
Matt Holden - *Grape & Grain*
Ricky Watt - *Fox Friday*
Ashley Allen - *Cheeky Monkey*

LUNCH AVAILABLE
12:15 – 1:15pm

1:20 – 2:00pm
SALES 101
An overview on building the right team, the importance
of training, management and finding the right structure
for your business.

Host: Margaret McCarron - *CBCo*
Matt Holden - *Grape & Grain*
Reece Wheadon - *Nowhereman*
George Green - *Feral*
Nick Boots - *The Business of Beer*

2:10 – 2:50pm
DESIGN BOOTCAMP
From can labels to merchandise. Hot tips on how to
create designs that are onbrand and eye catching
from some of the industry's best designers.

Host: Bronte O'Donoghue - *Eagle Bay*
Steve Paulsen - *Short Batch*
Dipesh Prasad - *Hella Good Studio*
Jarrod Fuller - *Zendoke*

3:00 – 3:40pm
**HOW TO WRITE SOMETHING THAT'S
ACTUALLY NEWSWORTHY**
Writing great copy and engaging with your
audience in the modern world.

Host: Bronte O'Donoghue - *Eagle Bay*
Simon Collins - *The West Australian*
Tori Wilson - *Vanguard Publishing*
Laura Mosley - *Studio Appetite*

WA BREWERS
ASSOCIATION ROOM
(UPSTAIRS)

FERMENTIS ROOM
(UPSTAIRS)

10:30 – 11:10am
RECIPE DEVELOPMENT
Discussing the art and science of creating
and emulating great beer recipes.

Host: Andy Scade - *Brewing Consultant*
Russ Gosling - *Little Creatures*
Sam Bethune - *Bintani*
Charlotte Freeston - *Beerfarm*
Rhys Lopez - *Otherside*

11:20am – 12:00pm
CRYO HOPS® & ADVANCED HOP PRODUCTS
How to maximise efficiencies, lower wastage
and get great hop flavours using new hop
products and techniques.

Host: James Monshing - *Yakima Chief*
Ross Brown - *Good Drinks*
Keegan Steinbacher - *Eagle Bay*
Jackson Purser - *Pirate Life*

LUNCH AVAILABLE
12:00 – 1:00pm

1:00 – 1:40pm
**ADVENTURES INTO
BARREL PROGRAMS**
Down the rabbit hole into wild ferments,
soleras, aging and more.

Host: Jono Outred - *Crafty Pint*
Charlotte Freeston - *Beerfarm*
Keegan Steinbacher - *Eagle Bay*
Brian Fitzgerald - *Artisan*
Luke Hipper - *Wildflower*

1:50 – 2:30pm
**OPTIMISING MICRO TO INCREASE
QUALITY & SAFETY AND REDUCE WASTE**
How to get "bang for your buck" when using microbiology
in your business and getting optimal outcomes for increasing
quality and decreasing waste.

Host: Clare Clouting - *Athena Quality*
Aurelie Jonquet - *Little Creatures*
Cassandra Hogan - *AMSL*

2:40 – 3:10pm
**THE PAST, PRESENT
AND FUTURE OF AUSSIE HOPS**
Hear the latest crop report and all you
need to know about new hop products.

Brad Nolen - *HPA*

3:20 – 4:00pm
**KEEPING YOUR
BREWERY RUNNING**
A discussion on reliability, preventative
maintenance and regulatory compliance.

Host: Sean Symons - *Whitelakes*
Mel Bowater - *Little Creatures*
Brendan O'Brien - *WA SAGE Automation*
Richard Mead - *Good Drinks*
Brett Shore - *Little Creatures*

FERMENTIS ROOM
(UPSTAIRS)



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SENSORY SESSIONS WITH ELLERSLIE HOP
11am: Off Flavour Training | 1pm: Off Flavour Training | 3pm: Beer Judging Process
Tickets must be purchased in advance.

Drink WEST
DRINK Best

Conference drinks at the Konvoy 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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