



**John Barilaro**

Deputy Premier  
Minister for Regional NSW  
Minister for Industry and Trade

## MEDIA RELEASE

Saturday 29 February 2020

### WHAT'S BREWING IN NEW SOUTH WALES?

Independent breweries in NSW are growing rapidly with the launch of the NSW Government's *Independent Brewers Action Plan* today at the Beers to the Bush Festival in Dubbo.

Deputy Premier and Minister for Regional NSW, Industry and Trade John Barilaro said two-thirds of the independent brewing industry is located in rural and regional areas and employs over 3,300 people – a number that is set to rise to over 6,000 in the next five years with help from the Action Plan.

"Independent beer is a big contributor to the NSW economy and the social fabric of NSW, particularly in small towns across the regions," Mr Barilaro said.

"During a time of unprecedented drought it is amazing to see an industry growing that is able to provide a stimulus to regional economies as well as showcase the innovative and high quality products regional NSW is famous for.

"Independent brewers produce a premium product and we need to support them to succeed domestically as well as crack international markets - that's where the Action Plan comes in – to facilitate food, wine and ale trail experiences as well as export ready tourism experiences.

"We want to give our independent brewers the chance to expand and make their business dreams an ice-cold, refreshing reality," he said.

Chairman of the Independent Brewers Association and founder of Wayward Brewing Company Peter Phillip applauded the NSW Government for getting behind Indie brewers.

"This plan provides real actionable steps to help the industry grow which will create jobs, many of which are in small towns all over NSW."

The Action Plan, which has been developed in collaboration with the Independent Brewers Association, will provide growth pathways for independent brewers and is part of the industry's goal to position NSW as a centre of excellence for craft beer.

The Action Plan will:

- Facilitate development of food, wine and ale trail experiences and market export-ready tourism experiences.
- Identify skills gaps and workforce shortages and provide training opportunities for young people to enter the brewing industry.
- Provide economic analysis to benchmark what the industry is doing and its potential for growth.

For NSW businesses wanting information on exporting their goods and services head to <https://www.business.nsw.gov.au/export-from-nsw>

To read the Action Plan, go to <https://www.business.nsw.gov.au/independentbrewers>

**MEDIA: Jennifer Lugsdin | 0427 930 922**