



Industry-nominated awards recognise individual excellence in our industry. The IBA welcomes submissions for the following categories from the industry. The IBA Board then assesses the nominees against the Award Criteria to determine the winner.

IBA SERVICES TO THE INDUSTRY AWARD

The IBA Services to the Industry Award is presented each year to honour an individual who has made an outstanding contribution to the Australian beer industry. The award recipient may have been an early pioneer, spent a lifetime in the industry, or be a more recent contributor, however in each case their efforts align with the IBA's goals of supporting the industry and reach more broadly than the recipient's own core role/business.

Those efforts may include:

- Showing inspiration, enthusiasm and support that has fundamentally advanced the industry, whether in a particular region or throughout the country;
- Actively encouraging and driving a unified approach to issues affecting the industry;
- Working to better the industry, through idea generation and/or knowledge sharing; or
- Driving consumer education and awareness of Australian Independent beer in a manner that further enhances the market for Australian Independent brewers.

The Award is not limited by industry role and recipients may include brewers, brewery owners or employees, suppliers, journalists, regulators, venue operators and more.

IBA YOUNG GUN OF THE YEAR

Someone who is an employee of an IBA member and is under 35, who is a high achiever and displays behaviours and attitudes of indie beer – excellence in their field, a great team worker, strong promoter of indie beer, collaborative nature, and community minded.

Those efforts may include:

- Showing inspirational Leadership and motivation as a potential future industry leader
- Actively encouraging and driving a unified approach to issues affecting the industry;
- Takes pro-active, progressive, creative actions within and beyond their role
- Working to better the industry, through idea generation and/or knowledge sharing;
- Driving consumer education and awareness of Australian Independent beer in a manner that further enhances the market for Australian Independent brewers

IBA COMMUNITY INITIATIVE OF THE YEAR

An activity or program run by an IBA member that provided support to their community – targeted at a worthy cause that created real value (financial and other) which truly engaged their drinkers in supporting the cause.

The initiative should have:

- Fostered a stronger sense of community in their market place
- Raised awareness and or funding for a cause which provides a positive impact
- Engaged the broader communities (suppliers, customers, drinkers and team)
- Highlighted and built upon the role Independent Brewers can play in society

2020 NOMINATIONS SCHEDULE

1st July 2020: Nominations Open.
1st August 2020: Nominations Close.

Nominations reviewed by the IBA board.

23rd Sept 2020: Winners announced at the Indie Awards Presentation Ceremony.



INDIES
INDEPENDENT
BEER AWARDS AUS.

INDUSTRY NOMINATED AWARDS FACTSHEET

TRUE INDIE BEER SUPPORTER

Awarded to a retailer, publican or bar operator that strongly supports Indie Beer through representation of ranging and allocated space, but also in advocacy and promotion.

Those efforts may include:

- Showing inspiration, enthusiasm and support for Independent Beer
- Dedicating a significant proportion of range to Independent Beer
- Working with the industry to promote Independent Beer
- Driving consumer education and awareness of Australian Independent beer in a manner that further enhances the market for Australian Independent brewers.