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20 Feb 2013

Executive Officer
Liquor Act Review Committee
P.O Box 6119
East Perth, WA 6892

Re- Liquor Act Review: Seeking amendment to liquor licencing to allow on-site sale and consumption of the producer's own product in the case of Boutique Breweries (Beer)

I am writing to you on behalf of the Western Australian Brewers Association Inc. (WABA) to seek an amendment to the Liquor Control Act 1988 that would allow holders of a Producers Licence for beer to conduct on-site sales for the consumption of beer brewed at the producers premise. This is a request of amendment to Section 55, Part 1(a) (iii) to allow producers of beer to be in line with producers of wine.

Background: The astonishing growth over the last 10 years of microbreweries in WA has provided additional employment and tax revenue to the state. WA now boasts the highest number of microbreweries per capita in the nation, and WA is regarded as the Australian leader in brewing trends. Boutique microbreweries produce "Craft Beer" which is seen as a super premium, gourmet product that attracts enthusiasts. Craft beer is not usually seen as a sessionable drink but is recognised to be uniquely respected beverage that can be enjoyed with food similar to that of fine wines. In fact, several WA wineries now have breweries within their facilities. Microbreweries are in their greatest numbers in tourism areas, however, pressure from inflation, excise taxes, energy costs, and operational expenses are threatening the viability and livelihood of the microbrewing industry. Therefore, the microbreweries of WA wish to seek the ability to educate consumers and promote their products by making them available for consumption on their premises.

Beaten Track Brewery in Kalgoorlie has written extensively on this topic at this link: <http://www.beatentrackbrewery.com.au/changetoliquorcontrolact.htm>

Key Points:

- Allow microbreweries to provide a standardised presentation to the tourism market
- Provide and grow employment in Western Australia
- Increase the states tourist attractions at little or no cost to Government
- Maintain a cohesive and viable industry in a professional light
- Bring Western Australian breweries and tourism in line with other states in Australia
- Allow the breweries to help promote the states attractions through the more than 40 breweries located from Albany to Broome and east to Kalgoorlie.

The Western Australian Brewers Association would like to assist its members to help to keep local business viable, sustainable, and its people employed. More broadly it would help to boost local and international tourism and the microbrewing industry in the state. Similar operating parameters exist in other Australian states and the benefits are very apparent with a very strong microbrewery tourist attraction.

Thank you for taking time to consider this submission. WABA is available to expand on these points should you wish to better understand our issues or progress this to an operational policy.

Yours sincerely

Clause 3(1)