

Where The Ladies At?

Gender Diversity in the New Zealand and Australian Craft Beer Industries

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Craft beer is a growing industry with significant impact on local economies, tourism, culture and the beer industry more broadly. Much of the popular discourse around craft beer celebrates the industry for diversifying beer's taste, style, branding and consumption as a cultural object, especially compared to mainstream macro-breweries. However, there remains a dearth of knowledge about industry diversity in terms of brewery/brand owners - that is, the people behind the production process who make more than just beer but the cultures and communities that beer promotes. This project attempted to quantify the diversity of craft beer brands across New Zealand and Australia, with an eye towards gender identity, of which no information currently exists. The research involved a demographic survey of craft beer companies, their owners, head brewers and board members (where applicable).

New Zealand Craft Beer Brand Ownership

180
Craft Beer Brands in New Zealand*

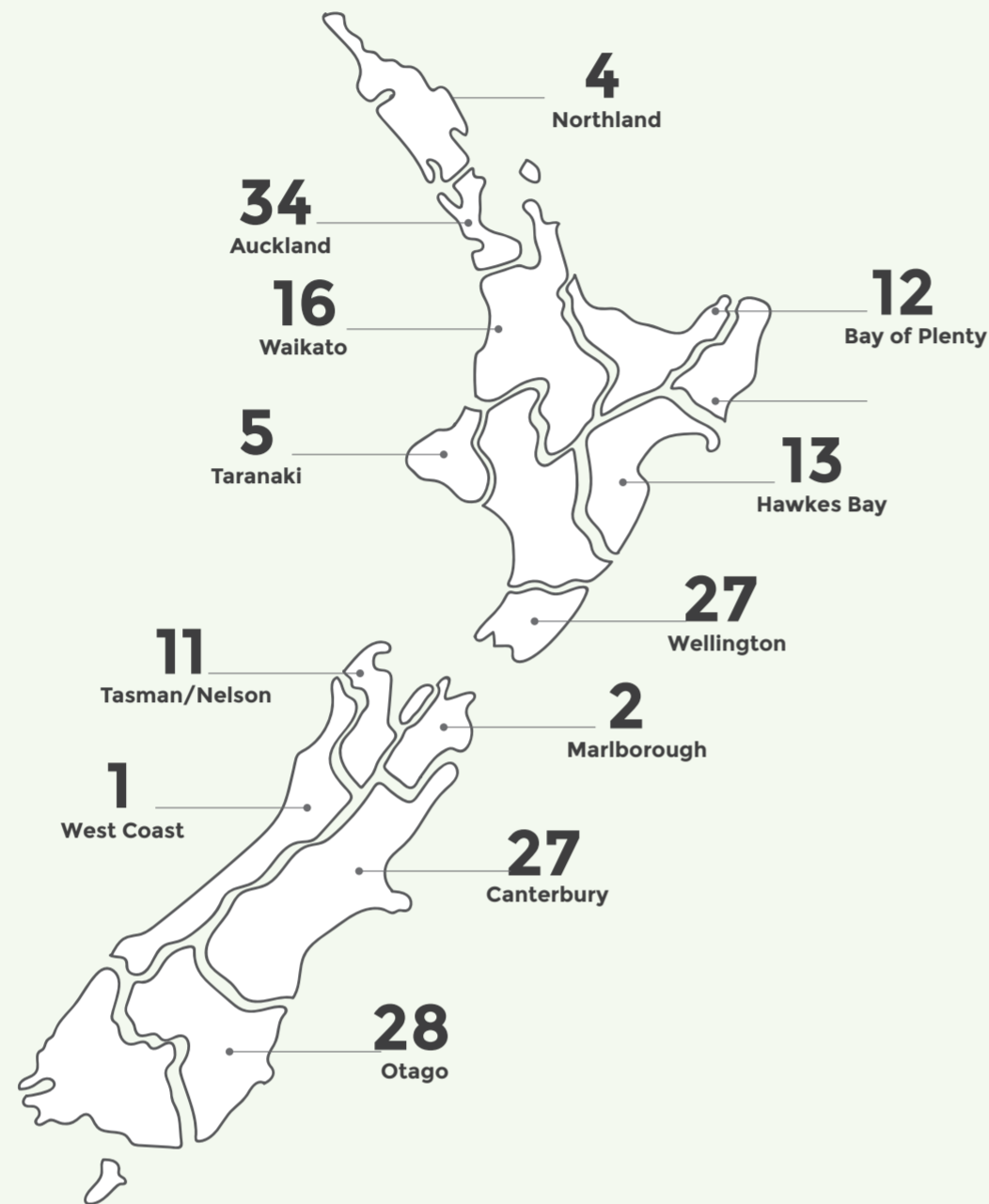
93
100% Male Owned

1
100% Female Owned

71
Mixed Gender Ownership

11
Group/Corporate Ownership

*4 brand owners unconfirmed



New Zealanders consumed **298 million litres** of beer in 2019



The industry is valued at **\$2.3 billion NZD** (grain to glass, more than just brewing)



Craft beer makes up roughly **10 percent** of all beer sales



Brewing contributed **\$645 million NZD** to the NZ GDP in 2018

Industry statistics sourced from: Brewers Association of New Zealand, 2018 Brewing in NZ Report.

New Zealand Craft Beer Brewers in Charge

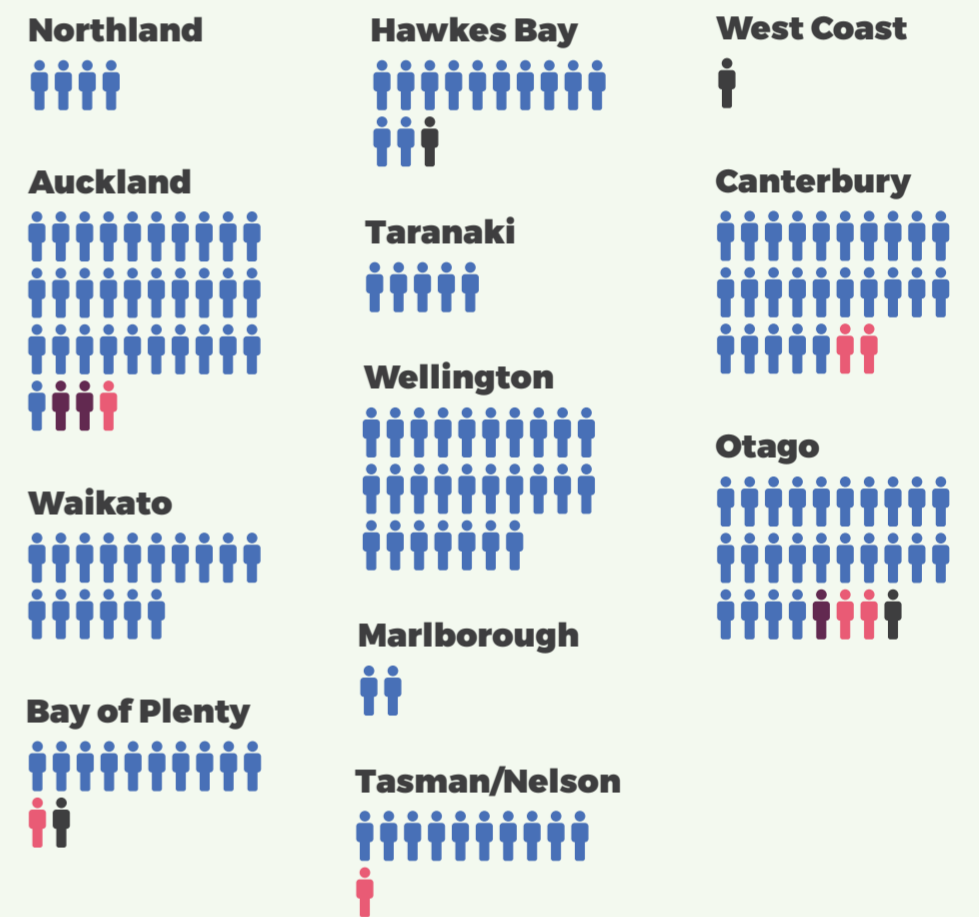
180
Craft Beer Brands in New Zealand**

166
Male Brewer in Charge

7
Female Brewer in Charge

3
Mixed Gender Brewers in Charge

**4 brewers in charge unconfirmed



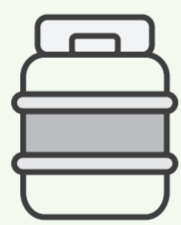
Australians consumed **16.1 million hectolitres** of beer in 2018



The industry is valued at **\$17.68 billion NZD** (grain to glass, more than just brewing)



Craft beer makes up roughly **5 percent** of all beer sales



Craft brewing contributed roughly **\$397 million NZD** to the AUS GDP

Industry statistics sourced from: Australian Brewers Association, Beer in the Economy, 2020



Australian Craft Beer Brewers in Charge

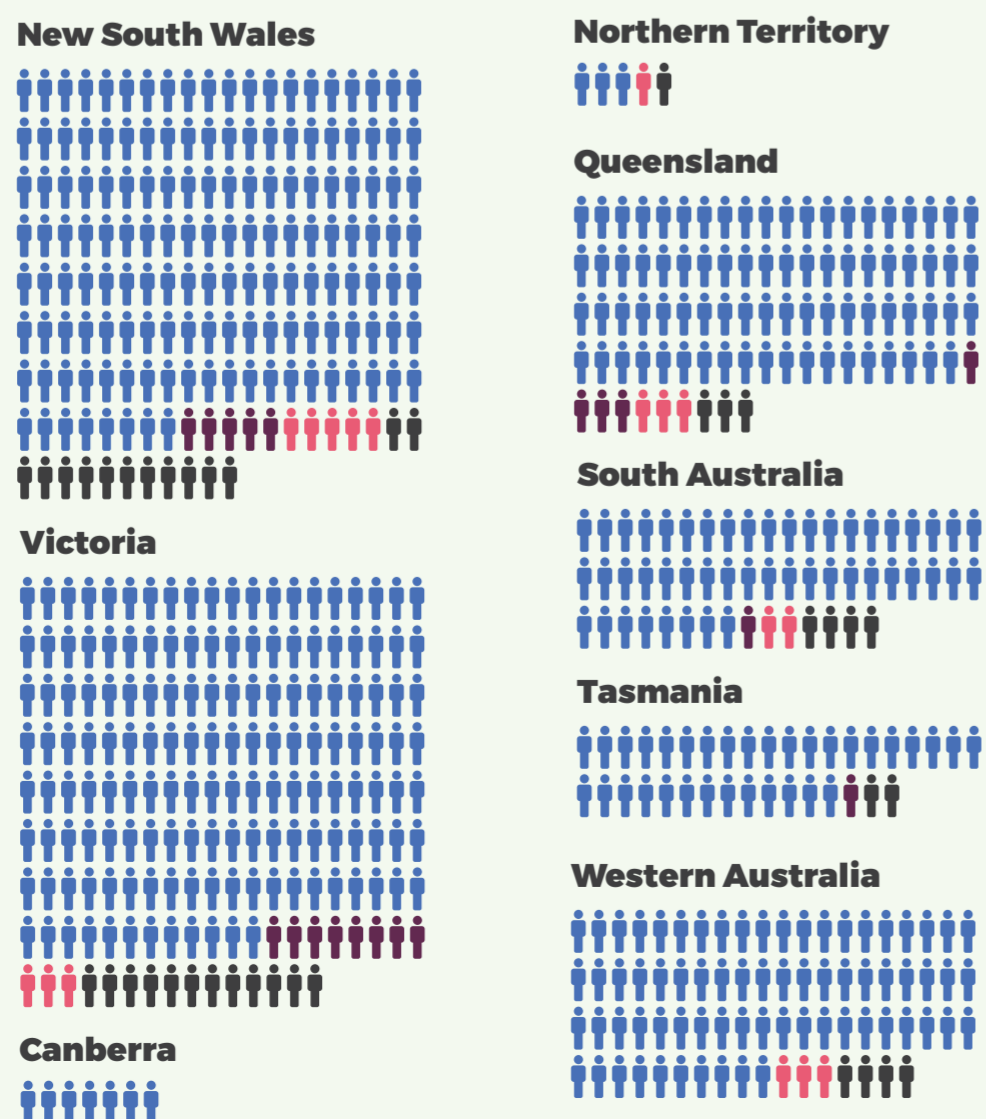
615
Craft Beer Brands in Australia**

540
Male Brewer in Charge

14
Female Brewer in Charge

22
Mixed Gender Brewers in Charge

**39 head brewers unconfirmed



Australian Craft Beer Brand Ownership

615
Craft Beer Brands in Australia*

342
100% Male Owned

6
100% Female Owned

172
Mixed Gender Ownership

80
Group/Corporate Ownership

*15 brand owners unconfirmed

