

Western Australia introduces strategy to boost craft beer industry

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The Western Australian Government has introduced a new strategy to boost the craft beer industry, generate employment, and promote the 'paddock to pint' tourism experience.

The Western Australian Craft Beer Strategy is a 10-year plan to grow the state's craft beer sector. The strategy, led by the industry, aims to increase production with the ambitious goal of tripling the volume or value of locally produced beer over the next decade.

The WA Craft Beer Strategy seeks to create a collaborative pathway for the industry and government to work together over the next ten years. The vision is to create more opportunities for people to enjoy and experience the unique range of beers crafted in WA breweries.

This industry-led strategy brings together all parts of the craft beer supply chain to drive a unified and sustainable industry.

The craft beer industry is part of WA's vibrant food and beverage sector, which is based on premium ingredients grown in the state's agricultural sector.

WA is considered the birthplace of Australia's craft beer sector, with the establishment of several now-iconic breweries in Perth in the 1980s and 90s.

There are more than 120 breweries across the metropolitan area and in all the state's regions, representing 20 per cent of the national industry. These breweries are supported by a range of locally-based businesses that provide the ingredients and other inputs that make the industry truly Western Australian. These include those that produce barley, hops, and malt, as well as businesses that provide packaging, distribution, and retail services.