



# WA BEER AND BREWING CONFERENCE

## Claremont Showgrounds - Silver Jubilee Pavillion

8am to 8.45am - Delegate registrations

9am - Opening address starts

### Pavillion Hall

#### 9:00 - 9:30am Opening Address

#### 9:30 - 10:00am Keynote Address

Howard Cearns (Brand specialist and entrepreneur)

#### 10:30 - 11:15am How Brand Values and Strategy Provide Clarity and Inspiration

Host: Guy Southern (Crafty Pint)  
Howard Cearns (Braincells), Richard Spicer (Good Drinks), Margarita Wallace (Eagle Bay Brewing)

#### 11:30am - 12:15pm Importance of The On-Boarding Experience, Community and Culture at Work

Host: Margarita Wallace (Eagle Bay Brewing)  
Monica Harvey (HR & onboarding specialist), Helena Freeman (Orgsight), George Scott (Beerfarm)

#### 12:15 - 1:15pm Lunch Available

#### 1:15 - 2:00pm Introduction to Manufacturing Best Practice

Host: Chris Sheehan (Eumundi Brewing)  
Mel Bowater (Little Creatures), Eddie Still (Nowhereman Brewing)

#### 2:15 - 2:45pm Regional Climate Modelling for Southwest Western Australia

Jatin Kala (Murdoch University)

#### 2:45 - 3:15pm Running Brewery Projects

Dirk Penny (Gage Roads), Tom Moultrie (TFG)

#### 3:15 - 4:00pm Technical Troubleshooting

Host: Hugh Dunn (Feral)  
Justin Fox (Bintani), Dan McCulloch (Lallemand), plus guest speakers

### Trade Area

#### 10:00 - 10:45am Industry Associations and How They Can Help

Host: Steven Blaine  
Andy Scade (WABA), Margs McCarron (Pink Boots), Dirk Penny (IBD) and Kylie Lethbridge (IBA)

#### 10:45 - 11:15am High Density Hop Charge

Host: Brad Nolan (HPA)  
Paul Gasmier (Running with Thieves), Rhys Lopez (Otherside)

#### 11:30am - 12:00pm The Latest Updates in Sour Beer Bacteria

Ruth Leary (Fermentis)

#### 12:00 - 1:00pm Lunch Available Lunch Time Chat

Three Degrees of Separation from Little Creatures and Gage Roads  
Host: Pete Mitcham (Radio Brews News)

#### 1:30 - 2:00pm Climate Change

Impact on Barley and the Need For Sustainability  
Simon Robertson (Joe White Malting)

#### 2:00 - 2:30pm Hear No, See No, Taste No Evil

A Sensory Insight Into Tasting Beer  
Mal Secourable (Liquidbred)

#### 2:45 - 3:15pm The Perfect Pour

Liam Baron (Barons Beverage Services)

#### 3:15 - 4:00pm WA's Vibrant Beer Scene, Past, Present and Future

Host: Simon Collins (The West Australian)  
Roger Bussell, Miles Hull (Dark Horse Hospitality), Pete Mitcham (Radio Brews News)

### Seminar Room (upstairs)

#### 10:00 - 10:45am Systems for Avoiding Product Recalls

Host: Hugh Dunn (Feral)  
Charlotte Freeston (Beerfarm), Flo Jourdain (Little Creatures), Clare Clouting (Gage Roads), Ivan Hodgson (Eurofins Promicro), Diarmaid O'Mordha (Endeavour Group)

#### 10:45 - 11:30am Executing Product Recalls

Host: Hugh Dunn (Feral)  
Clare Clouting (Gage Roads), Anthea Rodoreda (Eurofins Promicro), Diarmaid O'Mordha (Endeavour Group), Martin Michael (Funk Cider)

#### 11:45am - 12:30pm Retail Roundtable

Host: Steven Blaine  
Steve Di Conza (Lion), Brendan Day (Cheeky Monkey), Brendan Grima (Nail Brewing), Adam O'Brian (Cellarbrations), Shawn Holloway (BWS), Chris O'Brien (Liquor Barons)

#### 12:30 - 1:30pm Lunch Available

#### 1:30 - 2:15pm On Premise Panel

Host: Steven Blaine  
Jenny Kollman (Lion), Steve Finney (Found), Pia Poynton (Nowhereman), Craig Dobbs (Sail & Anchor), Matt Marinich (Locals Co), Elliot Moore (Besk)

#### 2:15 - 3:00pm Creating Hospitality Experiences

Host: Steven Blaine  
Miles Hull (Dark Horse Hospitality), Graeme Dick (Hesperia), Matt Marinich (Locals Co)

#### 3:00 - 4:00pm Brewery Start-Up Panel

Host: Guy Southern (Crafty Pint)  
Scott Bristow (Cryer Malt), Bronte O'Donoghue (Feral), Danielle Allen (Two Birds Brewing), Elliot Moore (Besk), Steve Russell (Blasta Brewing), Marcus Taylor (Studio Papa)

Drink WEST  
DRINK Best

## Conference drinks at the bar

From 4pm

For those attending the Perth Royal Beer Show Awards, feel free to use the change rooms to freshen up.



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