



AUSTRALIAN BEER INDUSTRY DIVERSITY SURVEY RESULTS

IN JULY 2021, THE BEER AGENTS FOR CHANGE UNDERTOOK AN INDUSTRY-WIDE DIVERSITY SURVEY. THE PURPOSE OF THIS SURVEY WAS TO ESTABLISH A BASELINE UNDERSTANDING OF THE CLIMATE OF DIVERSITY AND FLOW ON EFFECTS IN THE AUSTRALIAN BEER DRINKING INDUSTRY. HERE ARE THE RESULTS.

WHO ANSWERED?



65% IN BEER INDUSTRY FOR LONGER THAN 5 YEARS

87% WHITE OR EUROPEAN DESCENT

60% IN SENIOR ROLES

88% UNDER 45 YEARS OF AGE



PLEASE NOTE THE GENDER SPLIT IS NOT REPRESENTATIVE OF THE INDUSTRY

ETHNIC DIVERSITY

90%

OF RESPONDENTS ESTIMATE THAT LESS THAN 10% OF THEIR WORKPLACES OF INDIGENOUS AUSTRALIAN/PACIFIC ISLANDER OR MAORE DESCENT

1/4

OF BUSINESSES OFFER MARKETING OR EMPLOYEE INFORMATION IN ANY OTHER ALTERNATE LANGUAGES

LESS THAN 1/4

OF BUSINESSES ACKNOWLEDGE INDIGENOUS AS CUSTOMERS OF LAND AND NAMES AT KEY SITES

LESS THAN 1/3

OF BUSINESSES HAVE A POLICY ADDRESSING ETHNIC DIVERSITY

THERE IS A LACK OF ETHNIC DIVERSITY WITHIN THE INDUSTRY

GENDER DIVERSITY

LESS THAN 10% ●
10-25% ●
25-50% ●
50-75% ●
MORE THAN 75% ●



50% OF RESPONDENTS HAVE LESS THAN 10% OF WOMEN OR NON-BINARY IN SENIOR ROLES

75%

OF RESPONDENTS BELIEVE THERE IS NOT A GOOD LEVEL OF REPRESENTATION OF ALL COMMUNITIES AND WALKS OF LIFE IN SENIOR ROLES IN THE BEER INDUSTRY

PERCEIVED BARRIERS TO CAREER PROGRESSION

GENERALLY, ALL SENIOR ROLES ARE FILLED BY STRAIGHT WHITE MALES

GENDER EQUALITY, WOMEN ARE CONSISTENTLY TREATED WORSE, PAID LESS AND EXPECTED TO PROVE THEMSELVES MORE THAN MEN IN BREWING/HOSPITALITY ROLES.

LACK OF PROMOTION OPPORTUNITIES AND ENCOURAGEMENT

INSTITUTIONALIZED SEXISM/RACISM

FLEXIBLE HOURS AROUND CHILDCARE AND SCHOOL HOURS, SHIFT WORK EXPECTATIONS, MATERNITY AND PATERNITY LEAVES, LANGUAGE BARRIERS FOR ETHNIC GROUPS

THE TOP IS 40+ MALE COMMUNITY ALTHOUGH THEY APPEAR IN ALL THE MARKETING CAMPAIGNS SEEN LOCKED OUT - THE KINGDOM IS WHO IS A BIT DIFFERENT.

NONE, THE BEER INDUSTRY IS ALREADY SO PROGRESSIVE IT DOESN'T NEED TO BE ANY MORE

'BOYS CLUB' WAS MENTIONED 32 TIMES IN COMMENTS SECTIONS THROUGHOUT SURVEY

50% OF RESPONDENTS HAVE EXPERIENCED DISCRIMINATION WITHIN THE BEER INDUSTRY.

DISCRIMINATION

36% DISCRIMINATED AGAINST FOR GENDER

25% DISCRIMINATED AGAINST FOR AGE

14% DISCRIMINATED AGAINST FOR APPEARANCE

7% DISCRIMINATED AGAINST FOR SEXUALITY

4% DISCRIMINATED AGAINST FOR RACE

THE AREA OF DISCRIMINATION DOES NOT APPEAR TO DISCRIMINATE...

OF THOSE RESPONDERS WHO STATED THAT THEY HAVE NEVER BEEN DISCRIMINATED AGAINST 80% WERE MALE

38%

HARASSMENT

HAVE EXPERIENCED SOME FORM OF ABUSE OR HARASSMENT

20%

HAVE EXPERIENCED SEXUAL ABUSE OR HARASSMENT

20%

HAVE EXPERIENCED ABUSE OR HARASSMENT DUE TO THEIR GENDER

90% OF THOSE WHO HAVE EXPERIENCED GENDER ABUSE OR HARASSMENT ARE FEMALE

1 IN 10 RESPONDENTS HAVE FILED A HARASSMENT CLAIM AT WORK

IT WOULD APPEAR THAT IT'S NOT ALWAYS AS EASY AS IT SHOULD BE...

RAISED IT WITH MANAGER, BUT HE WAS A WHITE MALE WHO SUPPORTED THE OTHER WHITE MALE, THEN HE SUPPORTED MY MANAGER.

TRIED TO, BUT WAS INTIMIDATED AND HAD MY PERSONAL BELONGINGS STOLEN. I WAS THEN PAID TO STAY QUIET.

YES BUT IT WASN'T TAKEN SERIOUSLY SO ABSOLUTELY NOTHING HAPPENED. COMPLAINT WASN'T EVEN PROPERLY FILED.

I TRIED BUT MY BOSS WAS NOT RECEPTIVE

OVER 50% WOULD USE AN EXTERNAL WHISTLEBLOWER SERVICE

OVER 2/3

OF RESPONDENTS WOULD LIKE TO BE INVOLVED IN:

MENTORSHIP PROGRAMS

EDUCATION AND LEARNING OPPORTUNITIES SUCH AS SCHOLARSHIPS

COMMUNITY OUTREACH SUCH AS OPEN DAYS

IDENTIFYING SUITABLE INDUSTRY BODIES TO PARTNER WITH

FROM THE COMMENTS SECTIONS

THANKS FOR ASKING THE HARD QUESTIONS

SOMETHING NEEDS TO BE DONE ABOUT THE BOYS CLUB ATTITUDE WITHIN THE BEER INDUSTRY OR WE WILL NEVER SEE IT BECOME REPRESENTATIVE OF THE WIDER BEER COMMUNITY. IT'S THE 1980s BACK HERE!

GREAT TO SEE THE CONVERSATIONS BEING HAD IN THE OPEN

WE NEED TO STOP IGNORING THIS PROBLEM. CALLING OUT THIS BEHAVIOUR MAKES IT UNCOMFORTABLE & LESS ACCEPTABLE. THANK YOU FOR DOING THIS SURVEY & GIVING US A VOICE.

A SAFE THIRD PARTY REPORTING SERVICE WOULD HAVE BEEN VERY HELPFUL. I HAVE BEEN HARASSED BY MEN WHO ARE 35+ YEARS IN THE INDUSTRY EVERYONE MAKES YOU FEEL AND NO ONE TO GO TO WITHOUT MAKING IT LEGAL AND BIG IMMEDIATELY.

THESE ISSUES ARE DEEP AND HONESTLY I AM NOT GOING TO STICK AROUND THE INDUSTRY TO SEE THINGS CHANGE.

MEN NEED TO STEP UP TO SUPPORT DIVERSITY & INCLUSION, IT SHOULDN'T HAVE TO BE JUST A WOMEN'S ISSUE. BUT WHY WOULD THEY, THEY DON'T SEE ANY ISSUE WITH HOW THINGS ARE AS THEY ARE NOT IMPACTED AT ALL.

THIS IS A GREAT INITIATIVE AND I'M INCREDIBLY SURPRISED THAT THIS IS THE FIRST TIME A SURVEY LIKE THIS HAS BEEN OFFERED TO ME

ALTHOUGH I HAVEN'T BEEN HARASSED I'VE BEEN WITNESS TO MOST OF THE HARASSMENT LISTED. I'VE HAD TO RUN AND HIDE PEOPLE OUT OF CALL FESTIVAL SECURITY ON PEOPLE WHO ARE HARASSING PEOPLE.

CONCLUSION

BEER AGENTS FOR CHANGE IS USING THIS SURVEY TO START COURAGEOUS CONVERSATION WHILE CREATING MEANINGFUL CHANGE IN THE BEER INDUSTRY. IN ORDER TO CREATE A DIVERSE AND INSPIRATIONAL THRIVING BEER COMMUNITY, THE INDUSTRY MUST ACKNOWLEDGE THAT CHANGE NEEDS TO BE ACTIONED. THIS SURVEY WILL BE COMPLETED AT THE BEGINNING OF EVERY FINANCIAL YEAR TO ILLUSTRATE AND TRACK PROGRESS. BEER AGENTS FOR CHANGE WILL BE EMBARKING ON A JOURNEY OF IMPACTFUL ACTIONS, INCLUDING A PLEDGE FOR DIVERSITY AND INCLUSION, RESOURCES, WORKSHOPS AND TEMPLATES FOR CONTINUED IMPROVEMENT AND A NUMBER OF OTHER PROJECTS.

ARE YOU OK WITH WHAT YOU SEE HERE? WHAT ARE YOU GOING TO DO? THE RESPONSIBILITY FOR CHANGE RESTS WITH EVERYONE OF US, IF YOU WANT TO BE PART OF THE PROGRESS, JOIN THE MOVEMENT.



WE ARE ROXY BOUËS
JESSE JUNGALWALLA
JAYNE LEWIS
KIRRLY WALDHORN
TIFFANY WALDRON

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