



# BREWING INDUSTRY WORKFORCE REPORT

2021



**BREWERS  
GUILD**  
OF NEW ZEALAND



# 2021 BREWING INDUSTRY WORKFORCE REPORT

This is the third year the Brewers Guild has undertaken a salary survey. In addition to the survey, the Guild contacted breweries for whom we had advertised roles to seek feedback on their recruitment experience and the state of the market.

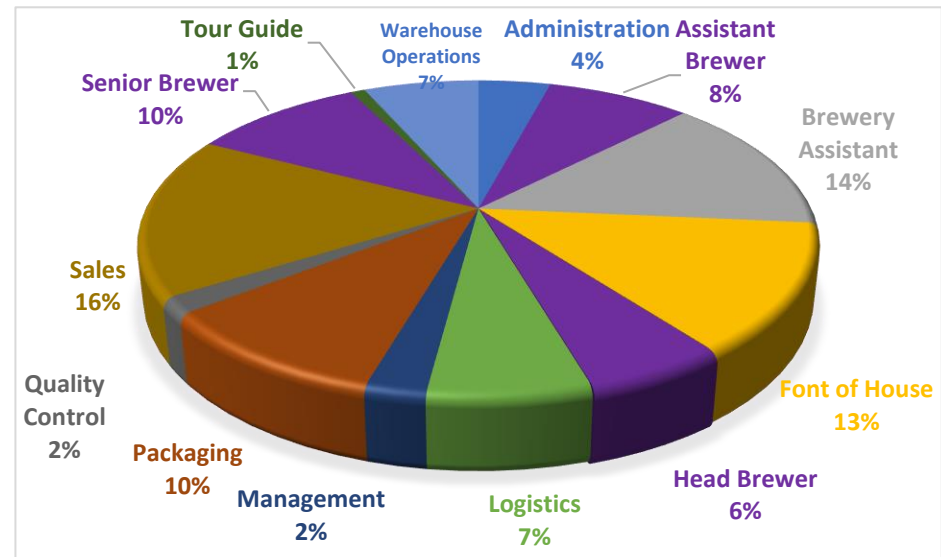
## THE STATE OF RECRUITMENT

In the 2020 Calendar Year the Guild advertised 125 jobs across 40 companies in the brewing industry. The most advertised roles were sales roles followed by Senior/Lead brewer roles with 12 advertised last year. Overall, there were 29 jobs for brewers advertised in 2020.

Overall, there remains opportunity for people to build a career in the brewing industry. Equally, it is clear that investment in skill development needs to be a core focus of any industry workforce strategy. Many respondents advised that while they had received a large number of applications for a diverse range of roles – the skill levels of applicants were low.

Respondents advised that they continued to struggle to fill roles in regional centres with roles remaining unfilled or successful applicants from bigger centres struggling with relocation.

All of our respondents indicated a desire to receive applications from a more diverse range of candidates.





## FEEDBACK FOR APPLICANTS

Overall, our respondents expressed frustration with applicants not doing the basics in terms of job applications. The number 1 recommendation for applicants is to research the business you are applying to so that you can understand and explain why you want to work for that specific company.

## SALARY SURVEY

	LESS THAN 500,000L ANNUAL PRODUCTION		MORE THAN 500,000L ANNUAL PRODUCTION	
<b>Packaging Assistant</b>	\$37,000	\$55,000	\$42,000	\$65,000
<b>Packaging Manager</b>	\$55,000	\$75,000	\$55,000	\$95,000
<b>Brewery Operations Manager</b>	\$40,000	\$115,000	\$40,000	\$115,000
<b>Production Manager</b>	\$60,000	\$140,000	\$60,000	\$140,000
<b>Quality Controller</b>	\$50,000	\$90,000	\$50,000	\$90,000
<b>Brewery Assistant</b>	\$37,000	\$55,000	\$37,000	\$55,000
<b>Assistant Brewer</b>	\$37,000	\$60,000	\$36,500	\$55,000
<b>Senior/ Technical Brewer</b>	\$50,000	\$80,000	\$60,000	\$80,000
<b>Head Brewer</b>	\$60,000	\$100,000	\$70,000	\$120,000



	LESS THAN 500,000L ANNUAL PRODUCTION		MORE THAN 500,000L ANNUAL PRODUCTION	
<b>Sales Representative</b>	\$40,000	\$80,000	\$40,000	\$85,000
<b>Sales Manager</b>	\$60,000	\$120,000	\$75,000	\$120,000

## PACKAGING ROLES

In 2020, the volume of packaged product increased for many breweries due to the impacts of COVID – with packaging roles becoming even more critical to businesses.

For breweries producing up to 500,000L pa the upper salary limit of the Packaging Assistant role increased from \$42,000 to \$55,000. Similarly, for the same sized breweries, the start of the salary band for the Packaging Manager increased from \$44,000 to \$55,000.

At the same time, many of this sized brewery indicated that they do not have a Packaging Manager and so the roles and responsibilities for the Packaging Assistant role may be higher at smaller breweries. Overall, for these roles we are seeing brewery size have less of an impact on the salary bands but the scope of the role having a strong impact.

## BREWING ROLES

For breweries producing up to 500,000L pa the salary band for the Assistant Brewer role shifted slightly upwards with the upper limit of the role increasing from \$55,000 to \$60,000.

For breweries producing over 500,000L pa the start of the salary band for Senior/Technical Brewery shifted upwards from \$50,000 to \$60,000.



## SALES ROLES

The Sales Representative salary band increased across all sized breweries, as did the Sales Manager role. Most notably, the upper limit of the salary band for the Sales Manager increased from \$80,000 to \$120,000 for breweries producing under 500,000L a year.

Sales roles also continued to see a wide variety of total compensation packages that were not salary alone. This includes the provision of a phone, fuel card, computer, and a vehicle. In addition, sales roles were also often structured with a base salary plus commission on the basis of achieving personal and team goals.

Respondents advised that location of the sales roles was also a significant factor in the total compensation package.

There were no changes to the salary bands from 2020 to 2021 for the following roles:

- Brewery Operations Manager
- Production Manager
- Quality Controller
- Brewery Assistant