

# BREWING INDUSTRY WORKFORCE REPORT 2023



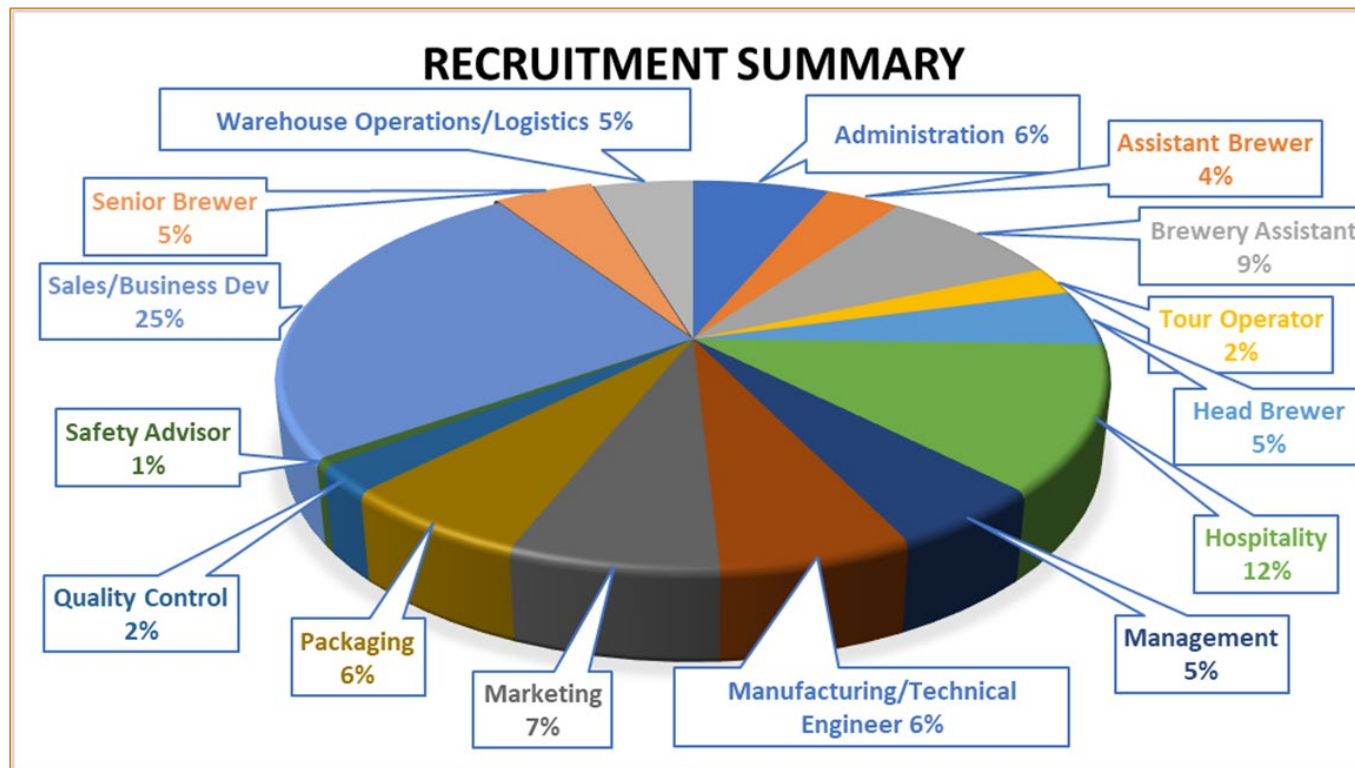
**BREWERS  
GUILD**  
OF NEW ZEALAND

# 2023 BREWING INDUSTRY WORKFORCE REPORT

This is the fourth time the Brewers Guild has undertaken a salary survey. The last Salary Survey and workforce report was produced in 2021. 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 year from August 2022 – August 2023, there were 173 jobs advertised across 42 companies. The total job number advertised is down 23% from the previous year when there were 227 jobs advertised on the Guild website.



As we are only measuring roles advertised via the Guild this is not a clear indication of the total number of jobs available in the industry during this period, however, it is possibly a reflection of post covid times, and hesitance at employing new or replacing staff while the industry is still in recovery mode.

The most advertised roles were sales related roles, taking up a total of 25% of the jobs advertised. These roles included positions like – key account manager, business development, sales manager, merchandiser and area representatives. This is a clear indication of the need to get product to market, the impact the retail sector has on the industry and may also represent the struggle some breweries have had with distribution.

Hospitality based roles were the next highest sought after, this is reflective of the current state of the hospitality market and to be expected.

Roles that required experience in brewing, totalled 14% - these roles included, Head, Senior and Assistant Brewer. In total there were 22 roles for brewers, across all levels of experience advertised throughout the 2022 -23 membership year.

Area of employment/Jobs advertised	Number of jobs advertised
Administration	11
Assistant Brewer	6
Brewery Assistant	15
Tour Operator	4
Head Brewer	8
Hospitality	21
Management	9
Manufacturing/Technical Engineer	11
Marketing	12
Packaging	11
Quality Control	4
Safety Advisor	1
Sales/Business Dev	44
Senior Brewer	8
Warehouse Operations/Logistics	8
<b>Total jobs</b>	<b>173</b>

## SALARY SURVEY

We had added the average salary for each role in this year's salary survey table.

	Less than 600,000L annual production			More than 600,001L annual production		
	Lower range	Higher range	Average	Lower range	Higher range	Average
<b>Packaging Assistant</b>	<b>\$37,000</b>	<b>\$65,000</b>	<b>\$48,000</b>	<b>\$42,000</b>	<b>\$65,000</b>	<b>\$52,000</b>
<b>Packaging Manager</b>	<b>\$44,000</b>	<b>\$75,000</b>	<b>\$63,000</b>	<b>\$65,000</b>	<b>\$95,000</b>	<b>\$77,000</b>
<b>Brewery Operations Manager</b>	<b>\$45,000</b>	<b>\$105,000</b>	<b>\$74,000</b>	<b>\$65,000</b>	<b>\$130,000</b>	<b>\$106,000</b>
<b>Production Manager</b>	<b>\$60,000</b>	<b>\$90,000</b>	<b>\$78,000</b>	<b>\$80,000</b>	<b>\$140,000</b>	<b>\$110,000</b>
<b>Quality Controller</b>	<b>\$50,000</b>	<b>\$90,000</b>	<b>\$72,000</b>	<b>\$60,000</b>	<b>\$90,000</b>	<b>\$80,000</b>
<b>Brewery Assistant</b>	<b>\$37,000</b>	<b>\$55,000</b>	<b>\$50,000</b>	<b>\$37,000</b>	<b>\$70,000</b>	<b>\$53,000</b>
<b>Assistant Brewer</b>	<b>\$45,000</b>	<b>\$55,000</b>	<b>\$51,000</b>	<b>\$45,000</b>	<b>\$70,000</b>	<b>\$56,000</b>
<b>Senior/ Technical Brewer</b>	<b>\$50,000</b>	<b>\$80,000</b>	<b>\$65,000</b>	<b>\$50,000</b>	<b>\$100,000</b>	<b>\$75,000</b>
<b>Head Brewer</b>	<b>\$60,000</b>	<b>\$110,000</b>	<b>\$84,000</b>	<b>\$70,000</b>	<b>\$120,000</b>	<b>\$98,000</b>
<b>Sales Representative</b>	<b>\$50,000</b>	<b>\$70,000</b>	<b>\$62,000</b>	<b>\$60,000</b>	<b>\$94,000</b>	<b>\$70,000</b>
<b>Sales Manager</b>	<b>\$55,000</b>	<b>\$120,000</b>	<b>\$89,000</b>	<b>\$80,000</b>	<b>\$170,000</b>	<b>\$111,000</b>

For all the roles, salaries and averages above it is important to note that geographical location plays an important role in salary expectations of potential employees. It was mentioned when talking to those recruiting for positions, that adding value to the package to help get quality employees over the line was not included in the above salary data, but it was essential, and worthwhile to attract the right candidate, especially into areas that are either expensive to live in or where accommodation is in shortage. Examples of value-added benefits included i.e. paid relocation packages or supporting in finding or providing accommodation for the preferred candidates.

## PACKAGING ROLES

For breweries producing up to 600,000L pa the upper salary limit of the Packaging Assistant role increased from \$55,000 to \$65,000.

For breweries producing over 600,001L pa the Packaging Assistant levels have remained the same. But the Packaging Manager start of salary band has increased from \$55,000 to \$65,000.

## BREWING ROLES

For breweries producing up to 600,000L pa the salary band for the Assistant Brewer role shifted slightly upwards with the upper and lower limit and of the role increasing from \$5,000-7,000 retrospectively. Head brewer has also increased in the upper limit from \$100,000 to \$110,000, whilst Senior/Technical Brewer has remained the same.

For breweries producing over 600,000L pa the upper salary band for Senior/Technical Brewery shifted upwards from \$80,000 to \$100,000. Assistant Brewer has moved slightly upwards with the lower limit from \$36,500 to \$45,000 and upper limit from \$55,000 to \$70,000. Head Brewer has remained the same.

## SALES ROLES

The Sales Representative salary band for breweries producing up to 600,000L pa has increased the lower limit from \$40,000 to \$50,000 but decreased the upper limit from \$80,000 to \$70,000. The Sales Manager Role has decreased the lower limit from \$60,000 to \$55,000.

The Sales Representative salary band for breweries producing over to 600,001L pa has increased significantly, the lower limit from \$40,000 to \$60,000 and the upper limit from \$85,000 to \$94,000. The Sales Manager Role has also seen increases, lower limit from \$75,000 to \$80,000 and upper limit from \$120,000 to \$170,000.

As in previous years expectations of greater total compensation packages are far greater than in other areas of the industry. Sales roles are generally expected to come with provision of a phone, fuel card, computer, and a vehicle. In addition, sales roles were also often structured with a base salary plus commission based on achieving personal and team goals.

## MARKETING ROLES

Marketing as a category is a new addition to the chart this year, because there were several marketing specific roles advertised that could not be classed as sales or business development. This is an increase in marketing type roles than we had seen in previous years. The roles advertised included marketing & events specialist, brand manager, events manager, graphic design intern, e-commerce, and social media specialist. This is a sign that more businesses are choosing to keep marketing and brand development inhouse, rather than outsourcing.

Overall, across the salary bands it is worthwhile noting that while most salary bands saw some change from the 2021 – 2023 survey, there were also some reductions in the higher range of salaries for some roles.

## FEEDBACK FROM RESPONDENTS

Of those respondents who gave individual feedback, a number said they felt lucky that the right person came along at the right time, and their recruitment process was not too challenging. This was generally referring to specialised roles, like Brewer, and while the pool of talent is small, there is natural churn in the market as people move roles. The knock on effect can be a positive for both those looking for brewers and the brewers themselves.

Brewing in New Zealand continues to be a small industry with limited options for qualified locals, and the quality of applicants for some roles is terribly low. The ability to employ from abroad would broaden the choice, however for SME's it is often about weighing up the cost and administration required to deal with immigration, sometimes it is easier to keep advertising in the hope the right person comes along or finding a less qualified person to train on the job.

Respondents also noted that finding people who are genuinely interested in a career in brewing is still challenging, and a few applicants across a variety of roles are 'interested' in beer – not necessarily the brewing industry.

Sales roles continue to be a challenge to find the right person, and for many smaller breweries the cost of a good salesperson, with the expectation of added benefits is a large expense for a small business.

Warehousing and logistics roles, tend to get a lot of applications, however many of those applying do not have the right tickets, or skills as required in the ad, and in several instances it appears to be a 'tick the box' activity to satisfy requirements for Work & Income.

Respondents all agreed that finding someone passionate, keen to learn with the right aptitude and team player characteristics is as important as a person with the right skills. In house training, and promotion is a good option when possible.

## 2023 WORKFORCE SUMMARY

Overall, the market for skilled, qualified, and passionate people for fill roles in the brewing industry continues to be challenging.

There is a natural movement of skilled staff amongst the industry in New Zealand however, there appears to be few highly skilled new people from overseas joining the New Zealand brewing industry workforce.

Geographically there are multiple challenges for members to entice new employees, whether it be rural locations, cost of living or accommodation shortages these are having an impact on recruitment.

Opportunities to join the Brewing industry workforce are still positive, however there is a definite lack in highly skilled individuals and those who see the industry as a positive career move. Roles that span multiple industries i.e. marketing, warehousing, logistics and sales are highly competitive and expectations are high on remuneration.

Investment is needed to help upskill the existing workforce to encourage internal development, promotion and growth across the industry. Promotion of the brewing industry as a career option would also be beneficial.

