

Adviser: Amy Hills

Department: State Growth

Ministerial RM Ref: MR23/874/2

DPAC RM Ref: MIN23/5112

Meeting Brief for the Premier

Lion Co to discuss James Boag Brewery

8.30am to 8.50am, Friday 21 April 2023**Level 2 Board Room, Launceston and Webex Video Conference, Hobart**

Order of proceedings: 8.30am Meeting commences (20 minute meeting)
8.50am Meeting concludes

In attendance: s.36, Out of scope External Relations Director, Lion Co
Brewery Manager, Boags Brewery

Department contact: Ben Marquis s.36, Out of scope

On-site contact: s.36, Out of scope

Advisor: s.36, Out of scope

GUIDANCE NOTES FOR THE PREMIER

- The purpose of this meeting is for Lion Co to discuss key business challenges for James Boag Brewery including energy, water and freight, and for Lion Co to provide an update on the Boags tour experience.
- Lion Co is likely seeking government assistance with key business challenges.

s.27

KEY POINTS

s.27

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BACKGROUND

Key Business Challenges

- The broader business community is experiencing rising input costs associated with energy and freight. Additionally, the COVID-19 pandemic resulted in significant decline in volume and value across Australia's brewing industry. This impact has been compounded by long term declines in overall beer consumption nationally.

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Visitor Centre

- On 19 January 2023 Lion announced the closure of James Boag Brewery Visitor Centre effective 30 January 2023 due to decline in consumer demand, rising input costs and the impact of the COVID-19 pandemic. The Visitor Centre comprises brewery tours, bar and function hire and represents a key visitor attraction in Launceston. The decision was likely to result in the loss of 13 employees.
- On 26 January 2023 Government announced the establishment of an in-principle agreement whereby the Tasmanian Government will provide a financial support package of up to \$1 million to improve and expand the James Boag Brewery Visitor Centre experience, and Lion will commit to keeping its visitor centre open indefinitely and retain all employees.
- On 10 February 2023 State Growth facilitated a meeting between Lion, Boags and key tourism industry stakeholders to finalise the support package.

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James Boags Brewery

- The James Boag Brewery was established in 1881 on the banks of the North Esk River in Launceston and was originally known as the Esk Brewery.
- In 1883 James Boag and his son, also named James, took over the brewery. The brewery has continuously brewed beer onsite for 140 years and now boasts a world-class advanced manufacturing facility including state-of-the-art brewhouse, bottling, canning and keg production lines.
- In 2000, San Miguel Corporation acquired James Boag Brewery for \$92 million and significantly invested in the production facilities to increase capacity and capability. San Miguel Corporation sold James Boag Brewery to Lion Co. in 2007 for \$325 million. Lion Co. invested a further \$25 million to double brewery capacity to over 100 million litres annually at the end of 2009.
- In 2016, Lion Co. announced its decision to shift the brewing of 20 million litres of Lion brands back to the mainland, returning James Boag Brewery to its traditional focus on production of a portfolio of Tasmanian beers, with the downsize resulting in the reduction of the workforce at the brewery.
- In 2017, James Boag Brewery announced a \$8.2 million upgrade on plant equipment and wastewater operations. Approximately half the expenditure contributed to a trade waste management facility to comply with TasWater regulations.
- James Boag Brewery is a wholly owned subsidiary of Lion Co., which in turn is a wholly owned subsidiary of the Japanese company Kirin Holding.
- In February 2021, the Brewery undertook further technical upgrades and Lion Co. continues to support the brewery with ongoing capital investment of approximately \$1 million per year to maintain the heritage buildings.
- It currently has a workforce of 60 full time equivalent employees. The Visitor and Function Centre, hosts up to 17,000 visitors a year.
- The brewery has capacity to produce approximately 60 million litres of beer annually but is currently producing 25 million per year compared to 100 million in 2009.
- The current production is predominantly James Boag brands which are distributed within Tasmania and across Australia but there is an increasing focus on licensed production, under Lion Australia and Kirin Holdings Company to supply both the domestic market and internationally into Japan.

Premier

Adviser: Lara Hendriks

Department: State Growth

Ministerial RM Ref: MR23/1944
MIN23/11078

DPAC RM Ref:

Event Brief for the Premier

Visit Boags Visitor Centre

1.00pm to 1.45pm, Friday 17 November 2023

James Boag's Brewery, 39 William Street
Launceston

Order of proceedings: 1.00 pm Premier arrives
1.45 pm Premier departs

In attendance (for acknowledgement): s.36, Out of scope Brewery Manager
s.36, Out of scope External and Government Relations Director

Department contact: Ben Marquis, Regional Economic Development Coordinator, s.36
Out of scope

On-site event contact: s.36, Out of scope External and Government Relations Director, s.36
Out of scope

Adviser: Lara Hendriks advisor (not attending) - Brett Whiteley (attending).

GUIDANCE NOTES FOR THE PREMIER

- No media – just a walk-through site visitation. Opportunity for a photo for a social media post.
- Lion Co (Lion) has invited you to tour the visitor centre in its current form and be briefed on the forward plan of works financially supported by the Government.

- Your role is to receive the briefing. Lion and Boags representatives will be in attendance, media will not be present.
- Note Lion may also raise key business challenges for James Boag's Brewery, as have been raised in previous meetings with you.
- Opportunity for a first media announcement on concept design delivery in first quarter 2024.

BACKGROUND

Visitor Centre

- On 19 January 2023, Lion announced the closure of James Boag's Brewery Visitor Centre, effective 30 January 2023, due to decline in consumer demand, rising input costs and the impact of the COVID-19 pandemic. The Visitor Centre comprises brewery tours, bar and function hire and represents a key visitor attraction in Launceston. The decision was likely to result in the loss of 13 employees.
- On 26 January 2023, Government announced the establishment of an in-principle agreement whereby the Tasmanian Government will provide a financial support package of up to \$1 million to improve and expand the Visitor Centre experience, and Lion will commit to keeping its visitor centre open indefinitely and retain all employees.
- On 10 February 2023, State Growth facilitated a meeting between Lion, Boags and key tourism industry stakeholders to finalise the support package. Following some delays associated with key staff changes in Lion, a grant deed was executed in June 2023.



Key Business Challenges

- On 21 April 2023, Lion met with you to discuss key business challenges for James Boag's Brewery as well as providing an update on the Visitor Centre.

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- The broader business community is experiencing rising input costs associated with energy and freight. Additionally, the COVID-19 pandemic resulted in significant decline in volume and value across Australia's brewing industry. This impact has been compounded by long term declines in overall beer consumption nationally.

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- In 2000, San Miguel Corporation acquired James Boag Brewery for \$92 million and significantly invested in the production facilities to increase capacity and capability. San Miguel Corporation sold James Boag Brewery to Lion Co. in 2007 for \$325 million. Lion Co. invested a further \$25 million to double brewery capacity to over 100 million litres annually at the end of 2009.
- In 2016, Lion Co. announced its decision to shift the brewing of 20 million litres of Lion brands back to the mainland, returning James Boag Brewery to its traditional focus on production of a portfolio of Tasmanian beers, with the downsize resulting in the reduction of the workforce at the brewery.
- In 2017, James Boag Brewery announced a \$8.2 million upgrade on plant equipment and wastewater operations. Approximately half the expenditure contributed to a trade waste management facility to comply with TasWater regulations.
- James Boag Brewery is a wholly owned subsidiary of Lion Co., which in turn is a wholly owned subsidiary of the Japanese company Kirin Holding.
- In February 2021, the Brewery undertook further technical upgrades and Lion Co. continues to support the brewery with ongoing capital investment of approximately \$1 million per year to maintain the heritage buildings.

- It currently has a workforce of 60 full time equivalent employees. The Visitor and Function Centre, hosts up to 17,000 visitors a year.
- The brewery has capacity to produce approximately 60 million litres of beer annually but is currently producing 25 million per year compared to 100 million in 2009.
- The current production is predominantly James Boag brands which are distributed within Tasmania and across Australia but there is an increasing focus on licensed production, under Lion Australia and Kirin Holdings Company to supply both the domestic market and internationally into Japan.

BACKGROUND FOR SOCIAL MEDIA POINTS

- It is fantastic news that in January this year Lion committed to keeping the James Boag's Brewery Visitor Centre open for the foreseeable future.
- Importantly, Boags has given assurance it will retain all workers for the foreseeable future.
- We recognise how important the Boag's Brewery Visitor Centre is, not only as a local cultural icon, but as a tourism attraction and important part of the Launceston economy.
- In January earlier this year I met with Lion representatives and offered \$1 million worth of support to enhance and expand the Visitor Centre.
- In February earlier this year the Tasmanian Government facilitated a meeting between Lion, Boags and key tourism industry stakeholders to consider how the Visitor Centre can best be utilised to add to Northern Tasmania's tourism assets to attract visitors and support our regional economy.
- Boags is actively working with the Tasmanian Government and local stakeholders to carefully determine priorities for the upgrade.
- Today I met with Lion and Boags representatives to receive an update. It is pleasing to hear the project is on track with a grant agreement signed and the planning and design phase to commence shortly.
- The Boags Assistance Package is an example of the Tasmanian Government partnering with industry to support the growth of tourism in the state.

King, Gemma

From: Shadbolt, Stephanie
Sent: Thursday, 7 December 2023 4:20 PM
To: The Premier
Subject: FW: Exciting update from Boag's

Categories: SH

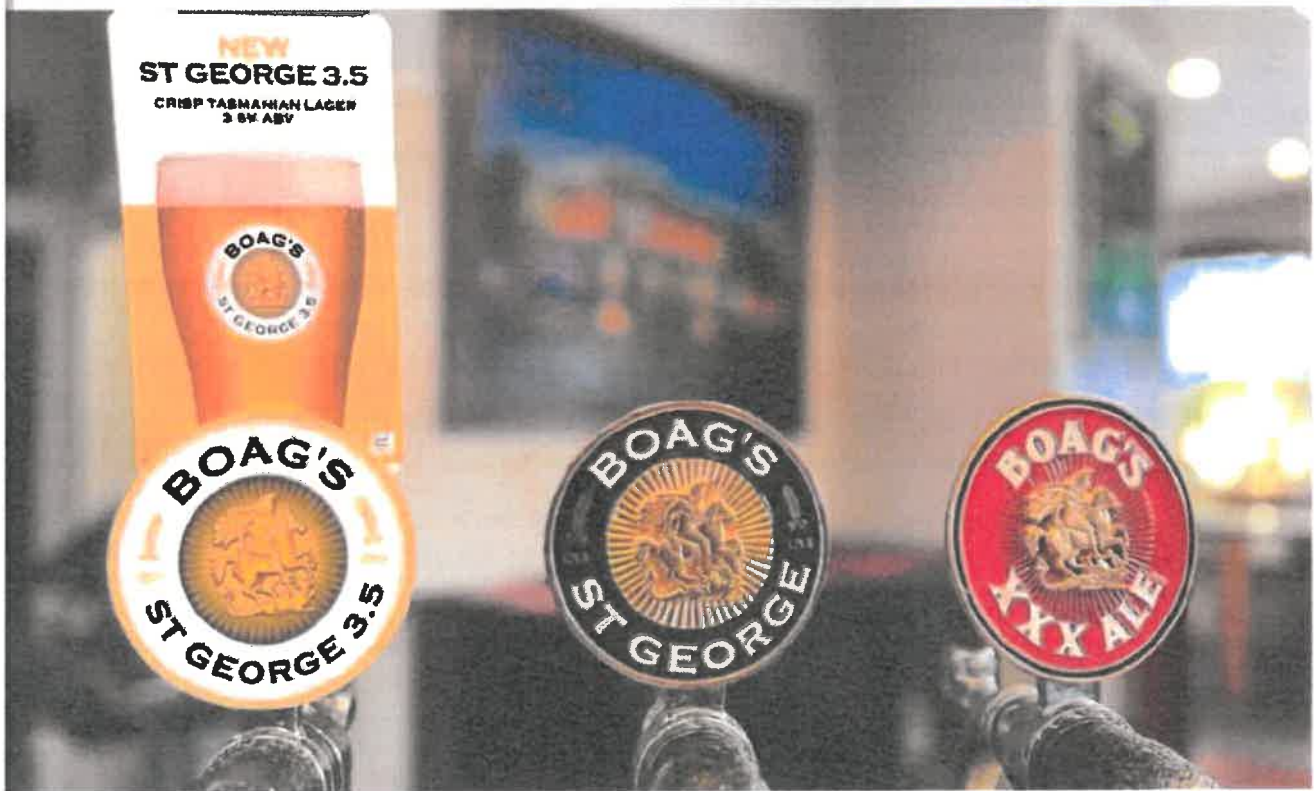
From: s 36
Sent: Thursday, 7 December 2023 3:55 PM

To: Rockliff, Jeremy s 36

Cc: Hendriks, Lara s 36 s 36 s 36

Subject: Exciting update from Boag's

Some people who received this message don't often get email from s 36 [Learn why this is important](#)



Dear Premier,

Thank you for your ongoing support for Boag's Brewery, Launceston.

As a friend of Boag's, I also wanted to give you a heads up that the Brewery has just launched the highly anticipated Boag's St George 3.5.

This contemporary mid-strength lager marks a fresh chapter in the brewery's history. James Boag's St George 3.5 is a distinctive mid-strength variant of the original full-strength St George, delivering a modern and refreshing new flavour profile.

Every drop of James Boag's St George 3.5 will be brewed in our brewery in Launceston and the introduction underscores our commitment to answering the evolving preferences of beer drinkers and to our Tasmanian heritage. Boag's St George 3.5 is available on tap at select establishments across Tasmania.

Please don't hesitate to contact the Lion Team if you would like any further information about St George 3.5 - we'd love to shout you a pint when you next drop by the Brewery!

We look forward to updating you on future Boag's announcements.

Thanks, s 36



s 36
Government & External Relations Director
s 36
68 York St Sydney NSW 2000 Australia
 

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Thank you.



Commercial in confidence

29 February 2024

The Honourable Jeremy Rockliff MP
Premier
Minister for State Development, Trade and the Antarctic
Minister for Tourism and Hospitality
Minister for Mental Health and Wellbeing

Dear Premier,

I write seeking a meeting to discuss a range of matters relating to our James Boag's Brewery in Launceston (the Brewery), including a developing issue which has the potential to increase costs for the Brewery, and undermine its ongoing viability.

As you are aware, the Brewery was established in Launceston more than 140 years ago, and remains one of the primary visitor attractions to the City of Launceston. It is a significant local employer and generates considerable broader economic benefits, including through payments to local suppliers. The Brewery also continues to be an important part of Lion's strategic network of breweries more broadly.

We welcome your strong support for our ongoing viability and operations, and we were particularly grateful for the grant that was provided, which has supported the continuation of, and will support significant improvements to, the James Boag Visitor Centre and Brewery Tours. We are currently finalising development of concepts as to how the Tasmanian Government support can be leveraged to deliver a world-class visitor attraction for Launceston, which we look forward to sharing soon.

However, as outlined in correspondence to the Premier on 1 May 2023, there are overarching challenges that face the brewing industry in Australia, including inflationary costs, long-term decline in beer consumption in Australia, continuing impacts of COVID-19 on our customers (particularly on-premises customers) and high interest rates, limiting what consumers can spend.

These challenges are exacerbated in Tasmania – with significantly higher utilities costs (gas and electricity rates have remained at elevated levels);

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The Brewery understands and is strongly supportive of the need to ensure that our brewery is as environmentally sustainable as possible,

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We have met with the City of Launceston

s.37

s.37

I request with you to discuss these developments. I can be contacted on s.36 to arrange that meeting.

Yours sincerely,

s.36

Brewery Director
James Boag's Brewery



22 March 2024

The Honourable Jeremy Rockliff MP
Premier
Minister for State Development, Trade and the Antarctic
Minister for Tourism and Hospitality
Minister for Mental Health and Wellbeing

Dear Premier,

Thank you for making the time during the busy campaign period to drop into the Boag's Brewery last week. It was great to show you through our operations and to highlight some of the ongoing challenges that we face, which were outlined in my letter to you from 29 February 2024.

I was grateful for the meeting you facilitated with the Treasurer to discuss those matters, s.37

s.37

Please don't hesitate to reach out should you require any further information, and I wish you well for this weekend's election. I can be contacted on s.36 if you require anything at all.

Yours sincerely,

s.36

Brewery Director
James Boag's Brewery

Adviser: Sean Hollick

Department: Premier and Cabinet

Ministerial CM Ref: MR24/1531

DPAC CM Ref:

Event Brief for the Premier

MEDIA - Unveiling plans for the new James Boag's Brewery Tours and Visitor Centre
11:15am to 12.15pm, Wednesday 4 September 2024

James Boag's Brewery, 39 William Street, Launceston

Order of proceedings: 11:15am Premier arrives
12:15pm Premier departs

In attendance: To be advised by Lion

On-site event contact: s.36. Out of scope Policy and Industry Manager, Lion, s.36

Adviser: Sean Hollick

GUIDANCE NOTES FOR THE MINISTER

Lion is hosting a media event to unveil plans for the new James Boag's Brewery Tours and Visitor Centre. The Minister will be attending and will be required to deliver a five-minute speech.

Audience make-up is currently unknown but likely to include senior representatives of Boag's Brewery's parent company Lion and employees of Boag's Brewery.

BACKGROUND

- James Boag's Brewery was established in 1881 on the banks of the North Esk River in Launceston. The brewery has continuously brewed beer onsite for 140 years and boasts a world-class advanced manufacturing facility including a state-of-the-art

brewhouse, bottling, canning and keg production lines. It currently has a workforce of 60 full time equivalent employees. The brewery is a wholly owned subsidiary of Lion, a global beverage company that is a wholly owned subsidiary of Japanese company Kirin Holdings.

Visitor Centre

- On 19 January 2023, Lion announced the closure of James Boag's Brewery Visitor Centre, effective 30 January 2023, due to decline in consumer demand, rising input costs and the impact of the COVID-19 pandemic. The decision was likely to result in the loss of 13 employees.
- The James Boag's Brewery Visitor Centre comprises brewery tours, bar and function hire. It is a key visitor attraction in Launceston.

s.27

- On 26 January 2023, the Tasmanian Government announced an in-principle agreement with Lion whereby the Tasmanian Government will provide a financial support package of up to \$1 million to improve and expand the James Boag's Brewery Visitor Centre experience, and Lion will commit to keeping its visitor centre open for the foreseeable future and retain all employees for the foreseeable future.
- The project is currently in the second of three stages. Stage 1 (experience design and demand forecasting) has been completed. Stage 2 (conceptual design and construction documentation) is on track to be completed by December 2024. Stage 3 (construction delivery) is scheduled for completion by August 2025.
- The Visitor Centre is an example of Government partnering with industry to support the growth of tourism in Tasmania. Lion has worked with key tourism industry stakeholders to consider how the Visitor Centre can best be utilised to add to Northern Tasmania's tourism assets to attract visitors and support the northern economy.

Job losses

- On 25 June 2024, Lion announced its decision to move production of a small number of products destined for the mainland to their breweries there and proposed to transition from a two to one shift operation at Boag's Brewery.
- This decision is anticipated to affect 13 team member roles and a further two vacant roles. Jobs Tasmania immediately engaged with Lion to offer support for transitional arrangements for staff to assist with accessing training or finding new work. The Visitor Centre is isolated from these changes.
- Lion advised this decision was based on commercial and operational factors. The broader business community is similarly experiencing rising input costs associated with energy and freight. Additionally, the COVID-19 pandemic resulted in significant decline in volume and value across Australia's brewing industry, compounded by long term decline in overall beer consumption nationally.

Support to the tourism and hospitality industry

- The tourism sector is a major employer in Tasmania. It directly and indirectly provides over 42,900 Tasmanian jobs, representing 13.1 per cent of total Tasmanian employment.
- Recent Tasmanian Government financial programs include Tourism Innovation Grant Program, Tourism Development Loan Scheme, Tourism Emissions Reduction Initiative, and West Coast Wilderness Support package.

- Collectively this has amounted to \$60 million in loans and grants to operators and organisations in the visitor economy. This investment provides a foundation to support the collective long-term vision for Tasmania's visitor economy established through the 2030 Visitor Economy Strategy.

Adviser: Sean Hollic

Department: Premier and Cabinet

Ministerial CM Ref: MIN25/4110

DPAC CM Ref: MR25/486/1

Event Brief for the Premier

THA / Lion Launceston Cup Eve @ Boags
5.30 pm to 7.00pm, Tuesday 25 February 2025
James Boag Brewery, 39 William Street,
Launceston

Order of proceedings: 5.30pm Guests arrive + Premier arrives
 6.00pm Speeches (TBC)
 7.00pm Premier departs
 8.30pm Event concludes

In attendance: See separate guest list

On-site event contact: **Out of scope, s.36** THA Event Manager – **Out of scope, s.36**

Adviser: Sean Hollick **Out of scope, s.36**

GUIDANCE NOTES FOR THE PREMIER

- You have been invited to attend the THA / Lion Launceston Cup Eve @ Boags at James Boag Brewery, Launceston on 25 February 2025.
- The event is an informal cocktail party for pre-Launceston Cup celebrations. The dress code is business casual.
- You have been invited to make a short speech regarding support for the hospitality industry, particularly in the north of the state. It is noted that funding is distributed statewide and not region specific.

Not relevant

Not relevant

Not relevant

James Boag Brewery funding

- In September 2024, plans for the \$1.8 million redevelopment of James Boag's Brewery Tours and Visitor Centre were unveiled.
- The Tasmanian Government has provided up to \$1 million to assist Lion to expand the James Boag's Brewery Tours and Visitor Centre at Launceston and enhance the visitor experience.
- The redevelopment will involve expanding the existing building and adding a new extension at the rear of the centre. Plans also show the site's beer garden will relocate around the heritage-listed walnut tree and the museum display will be modernised and moved to the

King, Gemma

From: Scott, Libby
Sent: Thursday, 4 September 2025 5:33 PM
To: s.36, Out of scope
Cc: Aquilina, Sarah
Subject: RE: Saved to CM: Re: [External] FW: SAVE THE DATE | Boags Brewhouse Official Opening | 17 December 2025 Ref#MIN25/32861

Dear [REDACTED]

Thank you for your email and [REDACTED] nice to e-meet you.

I have added a media call to the Premier's diary on Wednesday 17 December, 11am and also invited Minister Jane Howett MP, Minister for Tourism, Hospitality and Events. I presume that the media call will also be held at Boags Brewhouse, at James Boags Brewery, 39 William Street, Launceston.

Copied in this email is the Premier's Senior Media Adviser, Sarah Aquilina. Please may I ask you to liaise directly with Sarah regarding the details for the media call.

Please let me know if I can assist you further.

Kind regards

Libby Scott
Executive Officer

Office of the Hon Jeremy Rockliff MP
 Premier of Tasmania
 Liberal Member for Braddon

Level 11, 15 Murray Street, Hobart 7000

Phone: s.36, Out of scope

www.premier.tas.gov.au

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From: s.36, Out of scope

Sent: Thursday, 4 September 2025 4:35 PM

To: Scott, Libby s.36, Out of scope

Cc: s.36, Out of scope

Subject: Re: Saved to CM: Re: [External] FW: SAVE THE DATE | Boags Brewhouse Official Opening | 17 December 2025 Ref#MIN25/32861

Hey Libby,

Seeking the possibility of the Premier attending an earlier media call if available on the day of the launch? We can work to your timing but before 12:00pm would be preferable in order to hit the TV News bulletins. If your media / comms team would like to schedule something or discuss further, could you please loop them in with s.36, Out of scope (Head of Brand and Communications) (CCd).

Thanks

s.36, Out of scope

Policy and Industry Affairs Leader

s.36, Out of scope

From: Scott, Libby s.36

Sent: Wednesday, September 3, 2025 5:43 PM

To: s.36

Subject: RE: Saved to CM: Re: [External] FW: SAVE THE DATE | Boags Brewhouse Official Opening | 17 December 2025 Ref#MIN25/32861

Dear s.36

Thank you for your email and additional information – it is appreciated. We look forward to receiving more finalised information closer to the function date.

Please contact me if I can be of further assistance.

Kind regards

Libby Scott
Executive Officer

Office of the Hon Guy Barnett MP

Deputy Premier

Treasurer

Attorney-General

Minister for Justice

Level 10, The Executive Building

15 Murray Street, Hobart 7000

Phone: s.36, Out of scope



www.dpac.tas.gov.au



From: s.36, Out of scope
Sent: Wednesday, 3 September 2025 2:14 PM
To: Scott, Libby s.36, Out of scope
Subject: Saved to CM: Re: [External] FW: SAVE THE DATE | Boags Brewhouse Official Opening | 17 December 2025 Ref#MIN25/32861

Hi Libby,

Please find attached the event checklist.

As discussed we are in the process of organising the event, so I have put quite a few TBAs in the document. I will keep yourself and the office updated as the plans begin to take shape.

Cheers

s.36, Out of scope

s.36, Out of scope
Policy and Industry Affairs Leader
s.36, Out of scope

From: Scott, Libby s.36, Out of scope
Sent: Friday, August 29, 2025 3:52 PM
To: s.36, Out of scope
Subject: [External] FW: SAVE THE DATE | Boags Brewhouse Official Opening | 17 December 2025 Ref#MIN25/32861

External Email

Good afternoon [REDACTED]

Thank you for taking my call today, it was lovely to chat.

I am pleased to confirm attendance of the Premier, the Hon Jeremy Rockliff MP, at the following event:

- **Event:** Official Opening of the Boags Brewhouse
- **Venue:** TBA, Launceston
- **Date:** Wednesday 17 December 2025
- Premier to arrive at 5pm and depart at 5.45pm.

EVENT PLANNING

To assist with the Premier's attendance and requirements for your event, please provide the following:

- Within 48 hours from receipt of this email – provide the attached event checklist – noting that while some sections may not yet be able to be completed, please provide as much information as possible to ensure we understand the Premier's role on the day. If we do not receive the event checklist back within 48 hours we cannot guarantee the Premier's attendance at your event. We request that you please **do not** publicly promote the Premier's attendance unless approved by the Office of the Premier.
- Four days prior to the event:
 - A copy of the completed event checklist;
 - A copy of your organisation's event run sheet;
 - A copy of the confirmed guest list/table sitting; and
 - Anything else that may assist on the day – ie map.

The Premier's media team may be in contact with you regarding the event – our Forward Planner, Jess Barnett, can be contacted on [REDACTED] if you have any queries.

Please note: The Premier will be accompanied by an Adviser on the day and closer to your event, I will confirm the name/s of attendees travelling with the Premier.

Please do not hesitate to contact me if I can be of further assistance.

Kind regards

Libby Scott
Executive Officer

Office of the Hon Jeremy Rockliff MP

Premier of Tasmania

Liberal Member for Braddon

Level 11, 15 Murray Street, Hobart 7000

Phone: s.36, Out of scope

www.premier.tas.gov.au

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From: s.36, Out of scope
Sent: Thursday, August 28, 2025 6:55:22 PM
To: Aquilina, Sarah s.36, Out of scope
Cc: s.36, Out of scope
Subject: SAVE THE DATE | Boags Brewhouse Official Opening | 17 December 2025

You don't often get email from s.36, Out of scope [Learn why this is important](#)

Hi Sarah,

I have been referred to you as I understand you are looking after s.36, Out of scope role while she is on leave.

I am reaching out to provide an update on the progress of the Boags' Visitor Centre redevelopment project and to coordinate the official opening.

'Boags Brewhouse' will be completed in early December and we propose holding the grand opening on **Wednesday 17 December from 5:30pm.**

I realise this is a very busy time however we would be delighted if the Premier would be available to open the new Brewhouse. He has been a huge supporter of the facility and of course was instrumental in providing the grant to help fund the redevelopment. An official invitation will be sent, however we wanted to make sure you were able to lock in this date. The Lion comms team will also be in touch to coordinate media collateral with your office closer to the event.

I have also CC'd our Head of Brand and Communications, s.36, Out of scope

Please don't hesitate to give me a call if you have any questions.

Kind regards

s.36, Out of scope



s.36, Out of scope

Policy and Industry Affairs Leader

s.36, Out of scope

Canberra ACT 2603 Australia



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Thank you.

Adviser: Chris Gatenby

Department: Premier and Cabinet

Ministerial CM Ref: MIN25/32861

DPAC CM Ref:

Event Brief for the Premier

ATTEND | Boags Brewhouse Official Opening 5.00pm to 6.30pm, Wednesday 17 December 2025 Boags Brewhouse at James Boag Brewery, 39 William Street, Launceston

Order of proceedings: 5:00 pm Premier arrives
TBC Official opening ceremony starts
TBC Premier's speech
5:45 pm Premier departs

In attendance:

Out of scope, s.36 CEO, Lion ANZ

On-site event contact:

Out of scope, s.36 Brewery Manager – **Out of scope, s.36**

Adviser:

Chris Gatenby – **Out of scope, s.36**

GUIDANCE NOTES

- You have been invited to attend the official opening of the new Boags Brewhouse development.
- The upgrade was funded by a \$1 million grant provided by the Department of State Government, with Lion contributing \$800,000.
- You have been asked to make a speech to open the new venue.
- You will be introduced by **Out of scope, s.36** CEO, Lion ANZ.

BACKGROUND

- The James Boag Brewery was established in 1881 on the banks of the North Esk River in Launceston.
- The brewery has continuously brewed beer onsite for 140 years and now boasts a world-class advanced manufacturing facility, including a state-of-the-art brewhouse, bottling, canning and keg production lines. It currently has a workforce of 60 full-time equivalent employees.

- James Boag Brewery is a wholly owned subsidiary of Lion Co., which, in turn, is a wholly owned subsidiary of the Japanese company Kirin Holding.
- In 2016, Lion Co. announced its decision to shift the brewing of 20 million litres of Lion brands back to the mainland, returning James Boag's Brewery to its traditional focus on production of a portfolio of Tasmanian beers, with the downsize resulting in the reduction of the workforce at the brewery.

Visitor centre grant

- In January 2023, Lion announced that it was planning to close the James Boag Brewery Tours and Visitor Centre, citing the closure due to a decline in beer consumption, rising costs and the impact of the COVID-19 pandemic. The decision was likely to result in the loss of 13 employees.
- The James Boag Brewery Visitor Centre comprises brewery tours, bar and function hire. It is a key visitor attraction in Launceston.
- **s.27**
- On 26 January 2023, the Tasmanian Government subsequently announced a grant of up to \$1 million to assist Lion to expand and enhance the James Boag's Brewery Tours and Visitor Centre at Launceston.
- This financial support package is part of an agreement whereby Lion has committed to keeping its visitor centre open for the foreseeable future and retain all employees for the foreseeable future.
- Funding was delivered through \$500,000 in 2022-23 and \$500,000 in 2023-24.
- Lion also announced its commitment to contribute \$800,000 towards the project, which is currently in its final stages and scheduled for completion in December 2025.
- In addition to the existing brewery tour, the newly named Boag's Brewhouse will include a new branded entryway in between the current visitor's centre and house, a feature wall of past James Boag's bottles and cans, a brewhouse hall containing two tap banks, a tasting area and merchandise stand, a larger beer garden, and a newly located Boag's museum highlighting the 143-year history of the iconic Australian brewery.

Job losses

- On 25 June 2024, Lion announced its decision to move production of a small number of products destined for the mainland to their breweries and proposed to transition from a two to one shift operation at James Boag Brewery.
- This decision was anticipated to affect 13 team member roles and a further two vacant roles. Jobs Tasmania immediately engaged with Lion to offer support for transitional arrangements for staff to assist with accessing training or finding new work.
- The Visitor Centre is isolated from these changes.



Adviser: Chris Gatenby

Department:

Ministerial CM Ref: MIN26/2466

DPAC CM Ref:

Event Brief for the Premier

ATTEND | Hospitality Tasmania 2026 Launceston Cup Eve Event

5:30pm to 7:30pm, Tuesday 24 February 2026

Boags Brewhouse, 39 William Street, Launceston

Order of proceedings: 2 hour event

In attendance: Refer to provided guest list.

On-site event contact: **Out of scope, s.36** Hospitality Tasmania Events Manager

Adviser: Chris Gatenby **Out of scope, s.36**

BACKGROUND

Not relevant

Not relevant

Not relevant

Not relevant

James Boag Brewery funding

- In September 2024, plans for the \$1.8 million redevelopment of James Boag's Brewery Tours and Visitor Centre were unveiled.
- The Tasmanian Government has provided up to \$1 million to assist Lion to expand the James Boag's Brewery Tours and Visitor Centre at Launceston and enhance the visitor experience.