

MEDIA RELEASE

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PROMINENT AUSTRALIAN TO LEAD AUSTRALIAN WINE SECTOR

Outgoing President of the Winemakers' Federation of Australia, Mr Paul Chambers, today announced that Mr David Clarke AO, Chairman of Macquarie Bank, has been appointed President of the Winemakers' Federation of Australia.

"Mr Clarke will lead the Federation in implementing major new initiatives recently announced with the launch of *Wine Australia: Directions to 2025*", he said.

"The Australian wine industry has undergone massive change over the last several years as it has attempted to navigate the surplus of Australian wine in a challenging global environment", he said.

"Mr Clarke's appointment is an inspired choice at a time when the industry is moving through the surplus, launching a major new international marketing campaign and reviewing its national structures", he said. "Mr Clarke has impeccable credentials – in business, with government and within the wine industry."

"The Australian wine sector has an enormous opportunity in front of it and I am very pleased to lead the national peak body during this exciting period of change", Mr Clarke said.

"In particular, I have been asked to lead a process that reviews all of the industry's national bodies to ensure that the *Directions* strategy is delivered against an aligned set of strategic objectives", he said.

"The wine sector has identified a \$4B sales growth opportunity over the next five years and efficient, effective industry structures will be essential to deliver against this objective", he said.

David Clarke has been Chairman of Macquarie Bank Limited since 1984.

Mr Clarke is Chairman of McGuigan Simeon Wines Ltd and owns Poole's Rock Winery, as well as Poole's Rock, Cockfighter's Ghost and Post Office Vineyards in the Hunter Valley region of New South Wales. He is also Chairman of the Wine Committee of the Royal Agricultural Society of New South Wales.

The Winemakers' Federation of Australia is the peak national body representing Australia's wineries. It has 400 members, accounting for more than 90% of Australia's wine production and its almost \$3B in wine exports.

Mr Clarke's term will commence on 1 July 2007 for a period of 18 months.

For Further Information:

Stephen Strachan, Chief Executive
Winemakers' Federation of Australia
Phone: 08 8222 9255 / 0438 847418

The Winemakers' Federation of Australia is the peak industry body representing the interests of winemakers across all national issues

WINEMAKERS' FEDERATION OF AUSTRALIA
INCORPORATED

National Wine Centre, Botanic Road, Adelaide SA 5000 (PO Box 2414, Kent Town SA 5071)
Telephone: 08 8222 9255, Facsimile: 08 8222 9250, Email: wfa@wfa.org.au
ABN 38 359 406 467