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MEDIA RELEASE

2008 Wine Industry Outlook Conference Launched: "Striking a sustainable balance."

The date for the 2008 Wine Industry Outlook Conference has been set for **Thursday 13 November 2008**. The theme of "Striking a sustainable balance" has been chosen to reflect the importance of working towards a future for the industry that is both environmentally and financially sustainable, and balanced in terms of supply and demand.

The day-long conference will return to Sydney this year, where it will be held at the Australian Technology Park at Eveleigh. The date has been chosen to coincide with the Maurice O'Shea dinner, which will take place in Sydney the previous evening.

New to this year's conference is the panel debate session in the afternoon, in which leading representatives of the grape growing, winemaking, finance and environmental fields will be given the opportunity to discuss the optimal size and dynamics of the Australian wine industry from their differing perspectives.

Guest moderator Michael Pascoe has been confirmed to chair what promises to be a lively discussion.

Other sessions throughout the day will investigate such important issues as a macro-economic overview of supply and demand in the sector, and the future challenges for a regional winemaker. The AWBC's Lawrie Stanford will also be returning with this eagerly anticipated annual overview of the wine sector.

Registrations for the 2008 Wine Industry Outlook Conference will open in July through the WFA website. For more information contact Deb Clarke at the Federation on 08 8222 9255 or deb@wfa.org.au

In future years it is intended that the Outlook conference will return to a biennial rotation, and will be timed to coincide with the Maurice O'Shea dinner wherever possible, for the convenience of industry members attending both popular events.

The 14th McWilliam's Wines Maurice O'Shea Award will be held at the Westin Hotel Sydney on Wednesday 12 November 2008. This biennial award is presented to an individual, brand, association, institute or corporation which has made a historically significant contribution to the Australian Wine Industry. For further details contact Carol Hocking at McWilliam's Wines on (02) 9722 1200 or email carolh@mcwilliams.com.au

For further information or comment:

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