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MEDIA RELEASE

Countdown to Outlook 2008

The Australian wine sector is gearing up for the 14th Wine Industry Outlook Conference, *Striking a Sustainable Balance*, which will take place on Thursday 13 November 2008 at the Australian Technology Park at Eveleigh, Sydney.

The conference will be moderated by Michael Pascoe and speakers will cover a range of topics relevant to all sectors of the industry. Throughout the day delegates will be offered valuable insight into the economic situation of the industry, as well as details of the present supply and demand challenge. Speakers will also explore the future prospects for regional winemakers of different sizes.

The afternoon session will take the form of an "on the couch" discussion in which a panel of industry experts will debate the optimal harvest size for the Australian wine industry from their diverse perspectives.

Attendees will hear presentations from the following speakers:

Saul Eslake, Chief Economist, ANZ Banking Group
Lawrie Stanford, Manager of Information and Analysis, Australian Wine and Brandy Corporation
Phil Sexton, Owner, Giant Steps/Innocent Bystander
Eliza Brown, CEO, Peter R. Brown Family Vineyards
Christina Tulloch, General Manager, Tulloch Wines
Christopher Findlay, Head of the School of Economics, University of Adelaide
John Grant, President, Hardy Wine Company
Amy Russell, Director Natural Resources, Winemakers' Federation of Australia
Alister Purbrick, CEO, Tahbilk
Andrew Weeks, Jubilee Park Vineyards

Outlook 2008: *Striking a Sustainable Balance* will take place on Thursday 13 November 2008 at the Australian Technology Park at Eveleigh, Sydney. Registrations can be made through the WFA website at www.wfa.org.au, or by emailing conference@aomevents.com.

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