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MEDIA RELEASE

New Appointments at Winemakers' Federation of Australia

The Winemakers' Federation of Australia (WFA) is pleased to announce the appointment of Paul van der Lee as Manager, Economics and Policy.

Prior to joining WFA, Paul was Principal of the strategy consulting business VAN DER LEE & ASSOCIATES established in 2000.

Paul has considerable wine industry experience in commercial, strategy and policy roles, including:

- A former Board member of the Australian Wine and Brandy Corporation (1999-2003)
- Chief Executive of Mitchelton Winery (1996-2000)
- Export Manager of the South Australian Wine Industry Association
- Project Manager and Author of Strategy 2025 (1996) and The Marketing Decade (2000)

Manager, Economics and Policy is a key role in WFA. Paul's extensive experience will provide direction for WFA in the areas of taxation, economic policy and grapegrower policy initiatives.

WFA is also pleased to announce that Robin Shaw has been appointed to the role of Director, Tourism & Member Services.

Robin has been employed at WFA since December 2003 and adds Membership to her other roles which include Winery Tourism and the successful WineSkills program.

Robin's experience in the wine industry over the last 15 years includes:

- Manager, Jacob's Creek Visitor Centre, Barossa
- Manager/Licensee of boutique wineries
- Wine & Food Project Officer, South Australian Tourism Commission

The WFA, established in 1990, is the national peak body for the wine industry, representing Australia's wineries on all national and international issues. WFA operates by voluntary membership with specific representation for small, medium and large producers. Current WFA membership collectively accounts for over 90% of wine production in Australia.

For media inquiries:

Kelli Orrell
Winemakers' Federation of Australia
Phone: 02 6239 8300 / 0407 274 1446