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## **MEDIA RELEASE**

### **Outlook 2008: Early-bird registration closes soon!**

Early-bird discounted registration for the Wine Industry Outlook Conference 2008: *Striking a Sustainable Balance* will be closing soon. To take advantage of this discount offer, delegates must register before 22 October 2008.

"This is a unique opportunity for industry members to get to grips with the current situation for the Australian wine sector, and to find out more about what we can expect for the future," commented WFA Chief Executive, Stephen Strachan.

"No-one with an interest in Australia's position in the future of the global wine market should miss this."

"The Australian wine industry is facing challenging times in terms of economic and environmental issues, both domestically and in export markets. Every winemaker in Australia has a responsibility to do their part, not only for their own business but also for the sustainable future of the industry as a whole," concluded Strachan.

The day-long conference will be moderated by Michael Pascoe, one of Australia's most respected finance and economics commentators. The day will present an impressive line-up of industry experts who will be speaking on 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.

Outlook 2008: *Striking a Sustainable Balance* will take place on Thursday 13 November 2008 at the Australian Technology Park at Eveleigh, Sydney. Registrations are now open through the WFA website at [www.wfa.org.au](http://www.wfa.org.au), or by emailing [conference@aomevents.com](mailto:conference@aomevents.com)

The McWilliam's Wines Maurice O'Shea Award Dinner will be held in Sydney the previous evening. For more information about this event, contact Ellen Michael at McWilliams on (02) 9722 1200 or [emichael@mcwilliams.com.au](mailto:emichael@mcwilliams.com.au)

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