

24 September 2008

MEDIA RELEASE

Outlook 2008 Registrations Now Open

Registrations are now open for the Wine Industry Outlook Conference 2008: *Striking a Sustainable Balance*, and an early-bird discount is available for delegates who register before 22 October 2008.

The conference will be moderated by Michael Pascoe, one of Australia's most respected finance and economics commentators. The day, themed *Striking a Sustainable Balance*, will present an inspiring line-up of industry experts and commentators 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.

"The Australian wine industry is facing an unparalleled series of challenges over the coming months and years," commented WFA Chief Executive, Stephen Strachan. "Environmental issues, social responsibility concerns, exchange rates and other economic challenges, not to mention increasing competition in export and domestic markets, are all combining to create turbulent times ahead."

"No-one with an interest in Australia's position in the future of the global wine market should miss this valuable opportunity to get to grips with the current situation and find out more about what we can expect for the future."

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, or by emailing 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

For all media inquiries:

Kelli Orrell
Winemakers' Federation of Australia
Phone: 02 6239 8300 / 0407 274 146

For further information on the Outlook Conference:

Deb Clarke
Winemakers' Federation of Australia
Phone: 08 8222 9255
Email: deb@wfa.org.au