

3 February 2009

MEDIA RELEASE

New President to Lead Peak Wine Body

The Winemakers' Federation of Australia (WFA) today announced the appointment of Mr Bruce Kemp as its President, effective immediately.

Mr Kemp is the Chief Executive of Global Wine Advice Pty Ltd and is Chairman of Pipers Brook Vineyards and Anthony Smith & Associates, a producer of synthetic corks and capsules.

Mr Kemp was formerly the Chief Executive of Southcorp Wines from 1992 to 1999, during which time he also served as a Board member of WFA.

"I am honoured to be invited by the Winemakers' Federation of Australia to take on this critical leadership role at a time of great challenge for the Australian wine industry", Mr Kemp said.

"The Australian wine industry has become a global leader in a very short period of time, and with that rapid change has come a range of challenges that must be addressed with considerable urgency."

"The industry's oversupply, policy risks associated with growing community and government concerns about binge drinking and better integration of our key industry bodies will be priorities during my term", Mr Kemp said.

Mr Kemp's term will be until December 2010. He takes over from Mr Philip Laffer from Pernod Ricard Pacific who stood in as interim President following the resignation last year of Mr David Clarke AO due to health concerns.

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Editor's Note:

The Winemakers' Federation of Australia (WFA), established in 1990, is the national peak body for the wine industry, representing Australia's wineries on all national and international issues.

Mr Kemp's Board and related activities include:

- Chief Executive, Global Wine Advice Pty Limited
- Retained by Macquarie Bank to advise on wine industry mergers and acquisitions
- Chairman, Anthony Smith & Associates
- Chairman, Pipers Brook Vineyards, 2002 to present
- Board Member, Tarac Australia, 2005 to present
- Member of the Advisory Board of Rabobank Australia Limited, 1999 to 2007
- Board Member of Chiquita Brands South Pacific Limited, 2000 to 2006
- Former Chief Executive, Southcorp Wines, 1992-1999