



Media Release

Issued Monday 22nd June, 2009

New AWBC Chief Executive Appointed

The Board of the Australian Wine and Brandy Corporation announced today the appointment of Andrew Cheesman as the AWBC's new chief executive.

"Andrew's appointment comes at a critical time for the Australian wine sector," said AWBC Chairman, the Hon John Moore AO.

"As a highly experienced wine industry executive, Andrew has been tasked with forging closer links with the other wine sector organisations to provide coordinated strategic direction and leadership as the sector adjusts to a rapidly changing global wine environment," continued Mr Moore.

Commenting on his new appointment, Andrew Cheesman said: "I look forward to working closely with the new AWBC board and the other industry organisations, to provide leadership to our stakeholders as we implement a consistent and credible industry strategy. I am committed to the AWBC providing an efficient, agile, stakeholder orientated service and being genuinely accountable for implementation."

"The appointment of the new chief executive has taken longer than normal as, since the previous chief executive's departure, a new Board has been appointed and a review of the structure of the national wine sector organisations has been undertaken," commented Mr Moore.

"We are delighted to welcome an executive of Andrew's calibre" said Mr Moore.

Andrew practised as a Chartered Accountant before joining South Australian listed wine company Petaluma Limited as group accountant in 1998. Following the company's takeover by Lion Nathan Limited in 2001, he was appointed general manager of Petaluma Wines. He was appointed winery operations director for the Lion Nathan Wine Group in 2004 and then served as strategy manager from 2006.

Andrew Cheesman will commence as chief executive on 24 June 2009.

ENDS

FURTHER ENQUIRIES:

James March
Executive Officer Communications
Australian Wine and Brandy Corporation
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Notes for editors

- Andrew Cheesman's Biography is attached
- A high-resolution photograph of Andrew Cheesman is available on request
- The Australian Wine and Brandy Corporation is the Australian Government statutory authority responsible for the global *Wine Australia* marketing program, regulating Australian wine exports, collating and analysing Australian wine sector statistics, assisting Australian wine producers and exporters with trade access issues, and defining and protecting Australia's wine regions.



ANDREW CHEESMAN

Personal: Married with two children

Education: Sacred Heart College – Matriculation
Flinders University – Bachelor of Economics (Accounting)

Professional Qualification: Chartered Accountant

Career Summary: ADC Consulting – Commercial and Operating Strategies

- 2008 – 2009

Lion Nathan Limited

- 2006 – 2008 Strategy Manager – Lion Nathan Wine Group
- 2004 – 2006 Winery Operations Director – Lion Nathan Wine Group
- 2002 – 2004 General Manager – Petaluma Wines

Petaluma Limited

- 1998 – 2002 Group Accountant

BDO Chartered Accountants

- 1996 – 1998 Wine Focus Group Consultant
- 1986 – 1996 Insolvency Assistant/Supervisor
Audit Senior
Audit Manager

Biography

Andrew has over 15 years' experience in the wine industry. A Chartered Accountant, with a Bachelor of Economics, he began his career in 1988 in the Audit division of BDO in South Australia. Developing his understanding of the wine industry through the audit client base, Andrew went on to develop the BDO Wine Industry Focus Group in 1995, which evolved into a national advisory group within the firm.

Recruited to Petaluma Wines in 1998 as Financial Accountant, Andrew led the finance and administration function, including managing the financial accounting requirements of the publicly listed group, including statutory reporting obligations, management accounting requirements, budgeting and forecasting, treasury, inventory costing and provided commercial support to merger and acquisition activity.

Following the acquisition of Petaluma Limited by Lion Nathan in 2001, Andrew was appointed General Manager Petaluma Wines. This role, with full profit and loss responsibility, also included regional leadership, integration of the business into the broader group, alignment of teams and structure, transitioning the business to new route to market partners in all core markets and general management of financial performance, brand health and growth.



In 2004 Andrew was appointed Operations Director of Lion Nathan Wine, with responsibility for line management of regional winery, vineyard and packaging operations for Petaluma Wines in the Adelaide Hills, St Hallett in the Barossa Valley, Knappstein in the Clare Valley, Stonier Wines in Mornington Peninsula, Smithbrook Wines in Pemberton and Mitchelton in Central Victoria. A member of the leadership team during this period, Andrew re-structured operations in alignment to the strategic intent of the business, with an emphasis on driving efficiencies in operations and procurement whilst protecting brand quality and brand health.

Andrew was promoted to the role of Strategy Manager in 2006. In this role Andrew developed and implemented strategies to enhance earnings and build brand value. He was key in providing operations and business insights for the development of growth strategies, developing long term operations plans that maximised efficiency of capital and operational performance and was involved in route to market and portfolio and brand development strategies and initiatives. Andrew led environmental and sustainability initiatives and was a member of the Sustainability Leadership Group in the Lion Nathan Australia business. He was also a key consult for merger, divestment and acquisition strategies and due diligence activities.

A member of the Adelaide Hills Wine Region Executive, Andrew has championed the cause of ensuring the wine business in Lion Nathan remained steadfastly focused on premium regional wine propositions. He has an unwavering commitment and enthusiasm to work with industry participants and associated bodies to stay true to the course of building value in the Australian wine industry.

