



**T** +61 8 8228 2000  
**F** +61 8 8228 2022  
**E** [awbc@awbc.com.au](mailto:awbc@awbc.com.au)  
**W** [www.awbc.com.au](http://www.awbc.com.au)

**Australian Wine and Brandy Corporation**  
ABN 59 728 300 326  
Industry House – National Wine Centre  
Cnr Hackney & Botanic Roads, Adelaide SA 5000  
PO Box 2733, Kent Town SA 5071, Australia  
Compliance Centre  
Level 2, 18 Dequetteville Terrace, Kent Town SA 5067  
**T** +61 8 8228 2050 **F** +61 8 8228 2066

12 February 2010

### **New Structure to Focus on Industry Priorities**

The AWBC, together with the other wine industry national organisations, recently called on the industry to take radical steps to tackle its challenges and get back on a path to sustainable growth.

As part of this process, the AWBC is undertaking significant structural change, so that a greater proportion of industry levies can be directed towards increasing demand for Australian wine and improving our image in both domestic and international markets. It is imperative that at this time, we reignite global interest and trust in Australian wine, promote our natural advantages, our regions, diversity and dedicated wine community. With a backdrop of structural adjustment, our focus will be an all out promotion of our fine wine community and credentials.

Over recent months we have made seven roles within our Adelaide office redundant (45 to 38), and reduced expenditure on variable and discretionary items. The process has been fully consistent with the strategy *Directions to 2025* and the recently released WRAA statement, and responds to the industry's most relevant and urgent priorities. The contribution the people that are leaving our organisation have made, both to AWBC and to the Australian wine industry is acknowledged. In particular we recognise Lawrie Stanford and Jock Osborne whose contributions have been significant. The changes we have made do not reflect performance in any way. Neither are these changes about making short term cost savings. Where savings are captured, they will be applied to boost funding behind our strategic priorities. It's all about putting resources behind those activities that will make the biggest difference to improving industry fortunes. Specifically, we are boosting our investment in market development activities, particularly in key emerging market and channel opportunities in Asia, Australia and the US.

It is also our intention that business support functions be pooled and shared between the four national organisations (AWBC, GWRDC, WFA, WGGA). This is consistent with the intent behind the NOS review, and delivers a number of benefits without the complexity of more extensive reform. The due diligence for this shared service entity is being conducted at present. We will continue to explore all further opportunities for cooperation and integration at a national, state and regional level to capture efficiencies and boost impact.

Our new structure reflects our determination to build a commercially aware and customer focused culture at the AWBC, where industry needs are at the very centre of our business. It also signals that as an organisation, we are open to change and will continue to evolve over time to stay in step with industry needs.



This is a difficult time, as we farewell our respected colleagues who have served the Corporation with dedication over many years. We will also be challenged to bed down the new structure and working arrangements quickly and seamlessly. It is however critical that the AWBC plays our part to support the industry's rebuilding process: not only through words but through action. All our people are energized by the opportunity to be part of a successful and exciting turnaround story as we strive to make a real difference for the benefit of the industry, the Corporation and all of our stakeholders.

A handwritten signature in blue ink, appearing to read "Andrew Cheesman". The signature is fluid and cursive, with a small dot at the end.

Andrew Cheesman  
Chief Executive