



## Press Release

Available for immediate distribution

Adelaide: 24 February 2010

### The AWRI announces its new Chair

On behalf of the Board of The Australian Wine Research Institute, Managing Director, Professor Sakkie Pretorius, announced today that Mr Peter Dawson has been appointed as the AWRI's Chair of the Board.

"We are delighted that the Board has appointed Peter as its Chair", said Sakkie. "Peter has over 30 years of experience in winemaking and operations at senior levels, and has twice received the title of International Red Winemaker of the Year at the International Wine Challenge in London."

Notwithstanding his credentials as a winemaker, Peter brings to the AWRI's Board table as its Chair a stable and visionary stewardship. Peter has played a pivotal role in the development of one of Australia's largest wine companies and the industry as a whole, serving on many industry advisory committees, including the Board of the AWRI for the past 10 years.

Peter takes over the role as Chair of the AWRI's board at an interesting time in history of the industry. "Many grape and wine producers are doing it tough right now," said Peter Dawson. "Organisations that service the industry have an obligation to ensure they deliver tangible benefits. Now, more than ever, investment in research is critical. Researchers need to get into the trenches with the producers to work out real solutions. I look forward to working with the AWRI Board to facilitate outcomes which are beneficial, penetrating and long-lasting."

Further information:

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Photograph of Mr Dawson available on request.

#### **Background notes:**

Mr Peter James Dawson, BSc, BAppSc(Wine Science), formerly Senior Vice President Group Operations and Technical, Constellation Wines; Adjunct Professor, Faculty of Science and Technology, Deakin University; National Wine Show Judge; Inspector, Australian Wine and Brandy Corporation Export Approval Panel. Over 30 years technical and winemaking experience in the Australian wine industry.

Since 1955, The Australian Wine Research Institute has been supporting Australian grape and wine producers with the development and adoption of innovative practices. Our aim is for a positive outcome for producers economically, socially and environmentally. To achieve our aims we have developed a fully integrated business model that is unique in the world. This model is supported with a team of dedicated and highly skilled professionals who have joined the AWRI from over a dozen different countries. The AWRI model combines and integrates world-class research and development, information and knowledge extension and commercial services. [www.awri.com.au](http://www.awri.com.au)

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