



May 2008





OUR ROLE:

To reinforce all AWB marketing initiatives with cost-effective, personalised and localised messaging in a tone and manner that complements the company's corporate affairs objectives.

For the purposes of this brief, below the line marketing initiatives are defined as:

- Media release preparation and distribution
- Relationship marketing
 - Direct mail
- Support to AWB online services
- Corporate Social Responsibility

Media release preparation and distribution National State Local

Relationship marketing

• Direct mail



Support to AWB Online services



Corporate Social Responsibility



WAWB MEDIA RELEASE

5 May 2008

AWB NARROMINE OPENS

AWB's Narromine silos will operate around tl vest as the district's wheat farmers harvest w

Local site supervisor Jon Lake said the round-th and continue until the after the harvest had peak

"We have the capacity to take 30,000 tonnes a c site," he said.

Mr Lake said opening round the clock would b non-stop to take about age to favourable harve

farm pick up seerice that growers can book ov

AWB has also revised its APW estimated poo extra \$10 a tonne to farmers who pre-commit

"We're able to make the extra payment becau storage and shipping.

"So, in many ways it's a reward to growers v of the benefits of pooling work," he said.

For further information:

Jon Lake Site Supervisor AWB Narromine Grain Site Ph: 02 65 78768 Ph: 0456 789200

www.yourgrainHQ.com.au

WAWB MEDIA STATEMENT

5 May 2008

The following statement was released by the head of AV Mitch Morison:

"The revised estimated pool return for APW 2008-09 har

"The new estimate reflects a major shift in northern hem have generated an increased demand for abcd varieties li

"We now estimate the value of the Australian wheat har

"AWB will continue to monitor significant trends and p

We expect to expert about 8 million tonnes or 40 per of this will be the ough our traditional pooling operation

oOo

For further information:

Paul Barrett AWB Media Ph: 03 65 78768 Ph: 0456 789200

www.yourgrainHQ.com.au

WAWB BACKGROUND BRIEFING

December 3, 2008

NEW SOUTH WALES - HARVEST STATUS -

- Estimated at 4.9 million tonnes
- Major areas: (see map)
- Harvest began: 9 October
- Estimated progress: 3.2 million tonnes
- Estimated end of harvest: 4 January
- Estimated pool return: \$430 per tonne APW
- Harvest finance: AWB now advancing far ners up to 80 percent of estimated crop at 11.5%
- New England: minor rains delayed har is squeeks
 Central West: poor per season rainfall estricted geomination with estimated 20 percent crop reduction
- Yass District farmers and Dept Ag preparing for locust invasion. No reduction
- Issues commentary storage and transport
- Wagga Wagga Grong Grong open 24 hours. Estimated 60 percent capacity
- Hunter Valley: harvest is excessively delayed (3 weeks) due to lack of farm labour. Operational commentary:

Farmers are choosing to convert grain into cash flow with about one third opting for farm gate cash payments and the remainder seeking a combination of cash and pool.

Cash payments appear to be between \$295 and \$340 per tonne for grain affected by the Mick

For farmers who are able to withstand cash flow pressures, AWB has provided \$1.6 billion in

MEDIA RELEASE PREPARATION AND DISTRIBUTION

CURRENT MEDIA LANDSCAPE

- on the national scale, AWB media relations is already in danger of being reactive rather than proactive to media comment
- others (direct competitors and banks) are taking the high ground and generating kudos in areas previously accepted as the domain of AWB
- AWB has a proud history of success, heritage and performance – don't relinquish that position of pre-eminence
- in the absence of an effective advertising spend of their own competitors will opt for news media coverage with varying degrees of professionalism, accuracy and success
- local journalists seeking local copy will approach local competitors "because they have a profile, they are new, and they are there"

HOW DO ACTIVITIES IN THIS AREA DIRECTLY SUPPORT THE STRATEGY?

- prominent coverage of AWB activities (good and bad)
- high credibility to statements, announcements and claims
- an opportunity for local AWB representation to be heard
- the unique opportunity to shape opinion in favour of AWB marketing aspirations/aims

SUPPORTING ACTIVITIES

- generate media releases that relate to major national and international issues regarding grains in general and wheat in particular
- adopt a leadership stance on grain/wheat marketing issues
- be prepared to comment on broader "sector" issues
- generate key messages that can be woven into local releases
- create media releases that are tuned for local audiences wherever possible

- create and distribute media releases that support each marketing initiative
- Separate its media engagement pieces into:
 - Media releases
 - Background briefings
 - Media statements

Media

local media coverage

Although it requires considerable expertise and coordination, localising AWB media releases in a way that supports the company's marketing phases and initiatives will add to AWB's 'local' presence and market authority. Media releases will be:

- prepared centrally
- discussed with grain marketers and grainflow site operators
- distributed to corresponding local, state and national media
- supplemented by 'in the field' file photographs of AWB's locals, and
- may necessitate some degree of media awareness training, and
- involve the creation of issues management processes and key messages



Rob and Amy O'Brien Thistle Doo Reserve Road GOODOOGA NSW 2831

> Thistle Doo Reserve Road GOODOOGA 2831

Dear Rob and Amy

I am writing to tell you that AWB will once again offer a pre-h incentive of \$10 tonne if you decide to contribute to our rution

The \$10 a tonne incentive will be made in addition to what w \$420 estimated pool return for APW

you harvest loan, advance payment, an

ention to 123 locals, evar 98 medical clinics for 654 men.

North staff have also nominated the Royal Flying Dector giving program so that we, too, can help reach our \$4 m

I have enclosed a checklist for harvest management and handy in case you need it. You will see it contains info there is also some information about overloading and t which will help you manage your crop beyond the far

Please call me if there is anything I can help with loc

Kind regards

Peter Nolan M 0427 501 592

PS Our Nyngan grain storage site is offering fre the barvest. The site manager is Jon Lake 02 68



Tullamore Road Narromine 2821

Mr John and Mrs Mary Smith Diranville RMB 1012 Mitchell Highway Trangie NSW 2822

Dear John and Mary

You're most likely to have read that AWB's operations have certainly undergone for re-more many to mave rome man of the 2 separation of the security and change over the last 12 months and you may be weedering what effect, sections and strange over the tast to months and you may be assumed in any, that will have on local AWB operations, our grain acquisition operations and

This letter is to assure you that from the perspective of the grower, the commitment that my team and I have to you and your business remains a amount in the running

This year, for example I am still able to peruntil after the harvest and we will once again of well as harvest finance option, and pre hi sick up service as

I know that in the course of the set few material relating to the satisfactions down to the bare minimum. ikely to receive a lot of ip my own correspondence

However, I want you to know that Scan Mooney will continue to provide marketing raphecets, a main you to show the south of Narromine and Sam Ward will service growers advice to growers in to the north of Narromine and Sam Ward will service growers survice to growers in to the north of substantial and some real with solving growers to the south. Their numbers are 0428 500676 (scan) and 0428 833385 (Sam) – I am sure that if you can't get one then feel free to call the other!

I have attached a checklist of forms that you will need for the harvest and these can be downloaded from the AWH website. Please contact me if you would like m send you hard copies or if there are any changes in the forms that

In the meantime, good luck with

PS J

John & Mary Smith Diranville RMB 1012 Mitchell Hay TRANGIE NSW 2822



5 May 2008

INCENTIVE PAYMENTS MADE TODAY wers who delivered wheat through AWB's pre-harvest Incentive Contract will receive owers who delivered wheat through AWB s pre-harvest incentive Contract will receive a radditional \$10 a fonne in the \$351 million made to 2007-08 pool participants today.

ional Pool General Manager David Johnson said the pool comprised 4.35 million tonnes aonai Pool General Manager David Jonnson said the pool comprised 4.33 muthon tonnes peripally from Western Australia and South Australia and with smaller tonnages coming said the biggest proportion of the

said the biggest proportion of the 2007-08 ships no placean would occur in the gest 1 set button planner for July.

cember this year.

onal Pool distributions are calculated using sales recepts, value added from pool management and associated it and is adjusted for a proportion of Asyll Golden Riveards scales and supply chain costs such as storage.

OS AWS No. 1 National Pool distribution schedule (AStronge FOS GST ex)

OB GST ex) schedule								
Apr-08	Estimated P	ool % paid to-date						
74.98								
79.56	441							
73.15	446.0	16%						
78.15	430.0	0 17%						
73.15	435.00	18%						
72.48	430.00	17%						
73.48	426.00	17%						
71.64	432.00	17%						
0.47	421.00	17%						
47	414.00	17%						
8	414.00	17%						
	350.00	17%						
	438.00	17%						
	431.00	17%						

17%

RELATIONSHIP MARKETING

DEFINITION

For the purposes of this strategy, relationship marketing is defined as and therefore restricted to the use of AWB personnel, suppliers, and supporters in direct mail and e-mail. Note that this supports the local media engagement plan.

CURRENT RELATIONSHIP MARKETING LANDSCAPE

Rural marketing, considerably more so than urban marketing, places a great deal of emphasis on:

- personal relationships
- personalised service
- company reputation and profile
- retention of monies within the local economy

Relationship marketing stemming from Latrobe Street, from the AWB CEO or even the head of Australian Commodities management smacks of insincerity and is a serious 'disconnect' from growers.

AWB's competitors are taking the media high ground and, because there operations are 'news' then by default they are attracting coverage.

Despite this, media and growers are looking to AWB to provide leadership because it's perceived as:

- Australia's leading wheat pools operators
- non aligned
- lacking conflicts of commercial interest

HOW DO ACTIVITIES INTHIS AREA DIRECTLY SUPPORT THE STRATEGY?

AWB's competitors will also run with local benefit, local knowledge, local understanding activities and therefore activities in this area will:

- demonstrate AWB's local knowledge
- demonstrate AWB's appreciation of the local market
- provide growers with a local contact
- demonstrate a commitment to personalised service
- provide growers with a surprise
- continue to build and maintain AWB's act local/operate global professionalism
- help mitigate AWB's Melbourne centralisation

SUPPORTING ACTIVITIES

Direct mail

Direct mail requires a sophisticated approach which will require the support of AWB leadership and the Company's grain aquisition task force.

In particular, the direct mail campaign will feature:

- handwritten envelopes,
- letters signed by grain marketers, and GrainFlow site supervisors
- localised and where possible, personalised emails

Wherever possible, this initiative would actively seek to minimise generic marketing collateral.



SUPPORT TO ONLINE SERVICES

DEFINITION

For the purposes of this brief, online services includes e-newsletters, websites, e-marketing, feedback, enquiries and Portable Document Format (PDF) downloads.

CURRENT ONLINE LANDSCAPE

Website

AWB 's current website does not support marketing activities. It does not:

- reflect AWB's new position in the market place
- intuitively (i.e. easily) extend the reach of hard-copy marketing collateral
- in its current form, extend the reach of any proposed advertising because it does not effectively accommodate marketing images or messaging
- is in urgent need of an online marketing operations portal seperate to AWB's corporate site

The website should include information supporting each phase of the marketing program and would include links to the AWB corporate site, media releases etc

Email and e newsletters

We are unaware of the extent to which AWB engages in or measures the effectiveness of its email, e-newsletter activities.

HOW DO ACTIVITIES INTHIS AREA DIRECTLY SUPPORT THE STRATEGY?

Intuitive, marketing focused online portals are:

- convenient
- dynamic
- able to extend the life and effectiveness of media advertising by providing more detailed information
- effective advertising tool on their own
- direct links to instantaneous web enquiries and web based acquisition initiatives
- able to quarantine corporate 'baggage' from commercial messages

SUPPORTING ACTIVITIES

YourgrainHQ.com.au will feature:

- latest marketing offers
- online forms
- product ranges and information (harvest finance, storage, transport)
- PDF files of existing suite of marketing collateral that are 'live' i.e. have live HTML links
- feedback opportunities
- information about any AWB extraordinary promotions (concerts, events)
- FAQ's
- enquiries

E-newsletters, mail traffic and other online initiatives will be reviewed and:

- operated in a way that enables their effectiveness to be tested
- edited in a way that supports current marketing messaging



CORPORATE SOCIAL RESPONSIBILITY PROGRAM

DEFINITION

Corporate social responsibility is where a company considers the interests of society by taking responsibility for the impact of its activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment.

CSR extends beyond any statutory obligations to comply with legislation and sees organisations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large.

AWB'S CURRENT CSR POSTURE

AWB defines its CSR program as 'sponsorship opportunities'. This description discounts the value and restricts the effectiveness of the company's efforts in this area.

The Company reviews its operations in July – August of each year and funding is then allocated for the 1 October – 30 September financial year.

We have provided an assessment, management and KPI measurement tool for AWB's consideration. Leighton Holdings, Thiess Mining and Infrastructure operations and BlueScope Steel also use this tool.

Other benefits traditionally secured from a formalised CSR program are:

- longevity of operation
- employee commitment
- customer satisfaction
- improved reputation
- political and community deposits into AWB's 'bank of goodwill'









AWB COMMODITIES AND CHANNEL 9 PROUD SUPPORTERS OF THE ROYAL FLYING DOCTOR SERVICE



www.yourgrainHQ.com.au



CORPORATE SOCIAL RESPONSIBILITY PROGRAM

HOW DO ACTIVITIES INTHIS AREA DIRECTLY SUPPORT THE STRATEGY?

This initiative is a high profile, high valued local, care-based relationship building activity, which provides AWB with:

- a selling proposition unique to AWB
- a relationship 'hook' to aid in aquiring grain
- a significant deposit into AWB's 'bank of goodwill'
- staff benefits that derive from a proud company-wide CSR program
- a platform from which to work with grain growers to provide a mantle of safety for their families and employees
- a platform to do the wider rural public 'good'
- localised benefits which can be derived from a genuine relationship marketing initiative
- an iconic cause recognised favourably both domestically and abroad
- an initiative that will win high praise from ALL sides of politics

From the corporate compliance perspective support for the RFDS:

- meets not one but FOUR of AWB's five sponsorship objectives, and
- contains three of AWB's five preferred characteristics.

SUPPORTING ACTIVITIES

Create a campaign, within existing advertising collateral that highlights for every tonne of grain delivered provided (pre-committed, pooled TBA) AWB will donate 50 cents and raise an estimated \$4million for the RFDS. Use this message in:

- brochures
- websites
- advertising
- company stationery
- community Service Announcements, and
- all relationship marketing communications including faxes and e-mails

FORMALISING COMMUNITY SERVICE ANNOUNCEMENTS

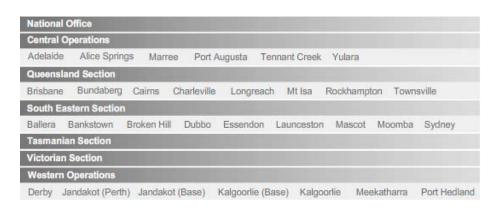
Section 61R of the Broadcasting Services Act requires television networks and individual stations to devote a specific number of hours each week to community service announcements. These are not to be confused with 'bonus spots' relating to advertising media bookings.

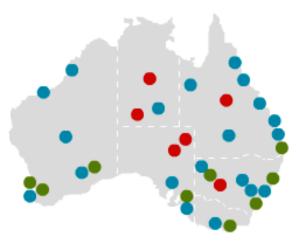
Given that AWB might consider television advertising in its upcoming marketing mix it is highly probable that television media will look favourably on a community service announcement featuring AWB's grain acquisition program and the interrelationship with RFDS funding.

Put another way, AWB's grain acquisition program will benefit from the extended advertising air time inherent in its RFDS support.

AWB AND RFDS OPERATIONS AREAS

RFDS







State	Total Registered	Delivered in 05/06	% of Total	Grain marketers	% of Grain marketers	Tonnes Delivered	% of Tonnes Delivered
WA	6821	4740	20.26	6	30.00	7,347,443.45	44.71
SA	7483	5056	22.23	4	20.00	3,023,218.20	18.40
VIC	6687	3673	19.86	3	15.00	2,403,372.20	14.62
NSW	10,442	4980	31.02	5	25.00	3,023,931.42	18.40
QLD	2232	836	6.63	2	10.00	636,251.99	3.87
TOTAL	33665	19285	100	20	100	16,434,217.26	100

SOME FACTS ABOUT THE RFDS



There is significant correlation between AWB's grain acquisition catchment areas and the operations of AWB Landmark. Australia's internationally renowned Royal Flying Doctor Service:

- has 21 bases located across Australia and four health facilities
- assists over 242,000 patients each year
- flies 47 aircraft
- employs 705 staff including 76 doctors, eight medical specialists, 128 nurses, one dentist, 21 mental health/aboriginal health practitioners, 146 pilots, 53 engineering staff, 11 radio staff, 9 operational coordinators, 174 admin/PR/fundraising staff
- services more than 80% of Australia (7,150,000 km²), an area larger than Western Europe
- provides 3,500 medical chests (like outback pharmacies) to people in remote stations, settlements and mines which are used in conjunction with our 24-hour phone-in GP Service

Patient and Aviation Statistics 2007

- attended 242,547 patients (average 665 patients a day)
- carried out 35,089 aerial evacuations (average 96 patients a day)
- conducted 12,247 health care clinics (average 34 clinics a day)
- conducted 77,135 telehealth consultations (average 211 a day)
- flew 21,714,595 kms (average 59,492 kms a day)
- made 65,074 landings (average 178 a day)

Sponsorship policy and guidelines for AWB October 2007

The following information has been prepared for organisations and/or individuals seeking sponsorship funding from the AWB Group.

AWB reviews sponsorship opportunities annually during July-August and funding is then allocated for the next financial year, 1 October - 30 September. The allocation of sponsorship funding for the 2007-2008 financial year is now complete.

AWB has identified the following areas where commercial sponsorships have the potential to add value commensurate with an associated investment:

- by offering tangible and where possible, sustainable agribusiness returns, through specific activities of a sponsored organisation, such as technical support of growers, agricultural, plant science or environmental research or sales events such as agricultural shows and field days
- 2. by generating significant positive exposure for AWB or Landmark brands or marketing programs to a relevant rural target audience, through paid and non-paid media
- 3. by creating enhanced levels of positive community awareness / credibility of AWB or Landman brands through the activation of sponsorship assets such as personalities, brands, images and
- 4. by providing opportunities to communicate with stakeholders and customers where the sponsorship offers hospitality benefits
- 5. by creating a positive partnership with a sponsored stakeholder organisation and AWB and/o

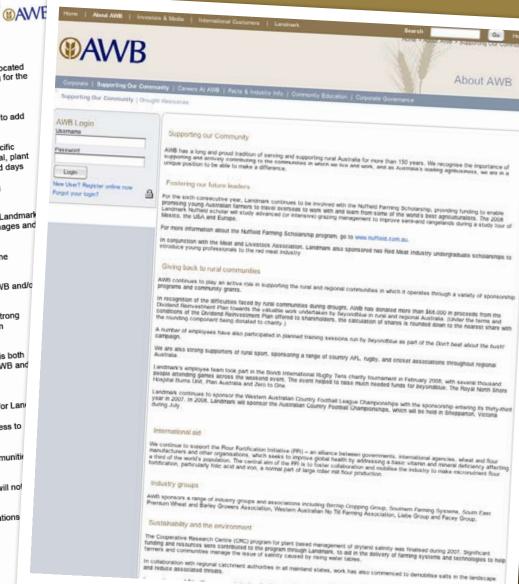
All sponsorships must be capable of achieving at least one of these objectives, with a strong preference for sponsorships that can achieve significant and sustained improvements in commercial outcomes, rather than the simple exposure of a brand message.

There must be evidence that the organisation seeking AWB and/or Landmark support is both capable of and willing to deliver full activation of the sponsorship in cooperation with AWB and Landmark's marketing.

- programs which directly support sales for a particular businesses of AWB and/or Lan Examples of preferred program characteristics are:
 - programs which deliver new or significantly increased brand / product awareness to targeted groups of customers
 - programs which offer valued and relevant hospitality opportunities
 - programs that deal directly with issues faced by customers and the rural communitie

As the AWB Group sponsorship budget for 2007-2008 has been fully allocated, we will no accepting any new requests for sponsorship funding for this financial year.

If you have questions, please contact Julie Billinghurst, AWB Corporate Communications



AWB Limited 2007 | Sponsorship policy and guidelines | Updated October 2007

AWB'S SPONSORSHIP OBJECTIVES

AWB insists that its sponsorships have the potential to add value commensurate with an associated investment and must be capable of achieving at least one of the following:

1. offer tangible and where possible, sustainable agribusiness returns, through specific activities of a sponsored organisation, such as technical support of growers, agricultural, plant science or environmental research or sales events such as agricultural shows and field days



2. generate significant positive exposure for AWB or Landmark brands or marketing programs to a relevant rural target audience, through paid and nonpaid media



3. create enhanced levels of positive community awareness / credibility of AWB or Landmark brands through the activation of sponsorship assets such as personalities, brands, images and intrinsic values



4. provide opportunities to communicate with stakeholders and customers where the sponsorship offers hospitality benefits



5. create a positive partnership with a sponsored stakeholder organisation and AWB and/or Landmark.



AWB'S PREFERRED SPONSORSHIP CHARACTERISTICS

programs which directly support sales for a particular businesses of AWB and/ or Landmark, such as field days and promotional events



 programs which deliver new or significantly increased brand / product awareness to targeted groups of customers



programs which offer valued and relevant hospitality opportunities



programs that deal directly with issues faced by customers and the rural communities in which they live

