

MEDIA RELEASE

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WESTEND ESTATE
ANNOUNCED 3RD GENERATION WINNER OF
THE NSW & ACT FAMILY BUSINESS OF THE YEAR AWARDS

The peak body for family businesses, Family Business Australia (FBA) today announced Griffith-based, **Westend Estate** as the 2009 winner of the *Third Generation category* in the NSW & ACT Family Business of the Year Awards.

NSW FBA Chairman, Terry Rowney, says: "The success of Westend Estate can be attributed to the way in which the Calabria family have continued to modify the company to adapt to changing markets, through sound business practices and enthusiasm for their local area."

Rowney says: "The Calabria's have now created a strong brand in a very different industry to where the company started 80 years ago. This is a testament to the family's tenacity to keep the business as a family operation."

The judges noted the following outstanding aspects of the **Westend Estate** application:

- The use of family meetings to involve family members in the strategic decision making of the business;
- The well balanced Board of Directors and the invitations of special guests for family meetings to learn from outside expertise;
- The use of the family business as a point of difference in its marketing; and
- Its contribution to the community through its annual open day which sees 5,000 people a year visiting the winery and adding to the financial support of terminally ill children.

ABOUT WESTEND ESTATE

The Calabria family migrated from Italy to Australia in 1927 in search of a better life for their large family. In 1945 the family established Westend Estate, a business producing wine for the local European migrants in Griffith.

The family business struggled through difficult times in the 1980s but re-emerged in the premium wine market in the 1990s when a growth in Australian wines brought renewed prosperity to the region.

Currently the business harvests 15,000 tonnes of grapes, exports to 25 countries around the world and employs 30 people, including eight members of the Calabria family.

THE NSW & ACT FBA AWARDS

The FBA Awards were created to celebrate the unique achievements of family businesses and their contribution to the economy and culture of Australia.

Criteria for Entry – is open to all businesses (both public and private) which are substantially owned and operated by a family or group of families and subject to the following criteria:

- A solid record of financial performance and stability;
- Respect within their fields;
- A demonstrated commitment to the ideas of family business; and,
- Demonstrated good corporate citizenship through involvement in the communities in which they operate.

Judging Panel - includes business owners and professional advisers from across NSW.

The NSW & ACT Family Business of the Year Awards consists of four categories in total:

- **First Generation** - founders and owners who manage the business;
- **Second Generation** - children or family relations of the founders who manage the business;
- **Third Generation** - children or family relations of the second generation who manage the business; and,
- **Fourth Generation** - children or family relations of the third generation who manage the business.

Westend Estate will now go on to compete in the Third Generation Award category at the National Family Business of the Year Awards to be held at Darwin in August.

For more information on NSW & ACT FBA go to www.fambiz.org.au

**Released on behalf of NSW FBA by Kardan Consulting
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