



Australian Wool Growers Ltd

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AWGA welcomes new director Robert McBride

Robert McBride is a fifth generation woolgrower operating three properties, Tolarno, Peppora and Wyoming stations, in the western division of New South Wales. Totalling 250,000 hectares, the properties run a combination of sheep, cattle and Australian bush goats. Having lived on these properties for a number of years, he now manages them from his home base in Adelaide, where he resides with his two children.

Robert is a Director in AJ & PA McBride, a family-run rural business in South Australia that holds ten properties throughout the State. The company's assets include sheep and wool, cattle, wines, and orchards. He has held this position since 2006.

Holding a Bachelor of Economics (Accounting) at the University of Adelaide, Robert has gained expertise in this field. He also holds a Graduate Diploma in Applied Finance and Investment through the Securities Institute of Australia and is an Associate of the Australian Society of Certified Practising Accountants (CPA). He has gained over 12 years experience in banking and finance in Australia and the UK. Before, investing the last 20 years working on his own properties , and later on the Mc Bride Board .

Robert has a wide range of experience working on South Australian and New South Wales properties, in all areas of the business. He is also committed to gaining a greater knowledge of the processing and promotion of wool, having travelled extensively.

With a commitment to returning Australian wool to its prominent position, Robert is concerned with the whole production chain. This goes from ensuring that there is a strong labour force of shearers and shedhands, to investment in marketing. As a member of the Wool Carbon Alliance, Robert is committed to seeing the industry prosper for future generations.

Good decisions now must be made in a number of areas to benefit future generations of woolgrowers in Australia. Research and developing a good growth of shearers and shedhands together with focused marketing are keys to our long term success.



Robert McBride
B.Ec(Acc.), ASIA ASA.
Director