

Board announced for FREE Eyre Ltd

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Eyre Peninsula business cooperative FREE Eyre Ltd this week announced the appointment of its inaugural board.

The announcement furthers FREE Eyre's development as an unlisted company designed to "create new business opportunities for the Eyre Peninsula community".

"Following public meetings in November 2006, the steering committee has been working to progress the 'take control and add value' vision for Eyre Peninsula into the most appropriate business structure capable of achieving these goals," interim executive officer Cecilia Woolford said.

"With a diverse range of value-add project opportunities identified, and the need to assess the business environment FREE Eyre would operate in, a strategic planning process was undertaken and professional advice sought on how to structure a company which could explore, develop and facilitate individual projects as well as integrating them.

"Six months after the concept of FREE Eyre was so well supported by contributors pledging seed capital, FREE Eyre Ltd - a public unlisted company - has been formed, the strategic plan has been finalised, projects are being assessed and the inaugural board has been selected."

Board members are:

Sue Chase managed the financial affairs of a private company so successfully that it is now a national operation with a turnover growing at an exponential rate. Sue, a Churchill Fellowship recipient, brings high-level business analytical skills, including from business start-up, to the FREE Eyre Board.

Adrian Glover is a farmer and company director who has served the grains industry in a number of important capacities. Adrian's commitment to best practice corporate governance will be an asset to FREE Eyre. He also brings hard-won experience in, and knowledge of, agribusiness, including its politics.

Kerry Hanel, a qualified accountant, loves numbers. He understands how and why entrepreneurs succeed. He helped set up one of the most successful financial planning businesses in Australia, then took on the massive expansion of a well-known franchise chain. Kerry has come out of retirement for FREE Eyre.

Chris Lehmann was part of FREE Eyre's beginning. Her commitment to the concept of value-adding 'from the farm gate to the plate' cannot be questioned. Christine also brings experience as a hands-on entrepreneur. While her expertise is in grain-trading, she has a fundamental understanding of farm and business cycles.

Ben Ranford is an Eyre Peninsula farmer who understands the challenges and wants to tackle them. To FREE Eyre he brings a deep knowledge of local issues and a commitment to entrepreneurial - but sound - business practices. Ben is best known as a successful advocate for no-till farming.

Susie Teagan's experience - and an MBA - gives her excellent grasp of what makes a successful Board. An award-winning manager, Susie has a reputation for strong, entrepreneurial leadership. She can also demonstrate skills in leveraging funds from both the private and public sectors. Her community links are extensive.

Mike Tilley has been advising businesses on strategies, capital raising, and mergers and acquisitions for nearly 20 years. A qualified accountant, Mike brings practical and strategic knowledge about successful business management in both public and private sectors. He is also runs vineyards and a wheat farm.

Mike Wake is the quintessential entrepreneur. A farmer - with a Roseworthy degree - and company director, Mike has lived the rollercoaster of successful business life and is now prepared to apply his knowledge and experience to make the FREE Eyre concept work.

FREE Eyre Ltd will continue to recruit for a CEO.

For more information about FREE Eyre, log onto www.free-eyre.com.au