



April 29, 2010

Outback Stores announces new CEO

Media release

Outback Stores has appointed a highly-experienced Regional Manager from Coles Supermarkets in Western Australia as its new Chief Executive Officer.

Rod Mainard will take up the position on July 19, 2010.



"The Board of Outback Stores is delighted to announce that Rod Mainard has been appointed the new Chief Executive Officer of Outback Stores after a rigorous selection process," Chairman Steve Bradley said.

"Rod brings a wealth of retailing experience to the role, much of it in remote parts of Australia.

"He has demonstrated excellent leadership qualities throughout his career and has a strong commitment to Aboriginal people.

"We are confident Outback Stores under Rod's leadership will provide an increasingly valuable service to remote Indigenous communities."

Mr Mainard has 37 years' experience in the retail sector. He was Coles Supermarkets' Regional Manager for the Northern Territory in 2006-2007 and has managed up to 31 supermarkets across regional Western Australia.

"I have an appreciation of the challenges presented in remote regions having worked in the Pilbara and in the Northern Territory as a manager and a regional manager," he said.

"Although challenging I found it very rewarding.

"I am looking forward to continuing the great work Outback Stores has undertaken in developing initiatives that deliver quality, sustainable stores to Indigenous communities.

"We will continue to make the promotion of good nutrition a priority, working with store teams to deliver fresh food and educate our customers on its value."

Creating healthier communities

Outback Stores 67 Pruen Rd Berrimah NT 0801 **P:** (08) 8982 1900 **F:** (08) 8982 1901 **E:** info@outbackstores.com.au

Mr Bradley expressed thanks to Alastair King, who stepped into the role of Chief Executive Officer in late 2009.

Mr King will return to his position as General Manager of the Arnhem Land Progress Aboriginal Corporation (ALPA), but will remain on the Outback Stores board.

“The Board would like to thank both ALPA and Alastair King for their support in the past year,” Mr Bradley said.

“Alastair has led the company superbly during his 12 month assignment and will return to ALPA at the end of August as originally planned.

“We look forward to ALPA and Outback Stores continuing to work closely together.”

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Outback Stores is a company that manages remote stores on behalf of remote Indigenous communities. It was set up in 2006 in response to a growing need for functional and viable shops that were able to meet the health and nutritional requirements of Indigenous populations. It has been successful because it builds strong relationships with the communities it works with, resulting in stores that people can take pride in and feel part of. Outback Stores is a government initiative with an independent board. www.outbackstores.com.au

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