



Wellard

MEDIA RELEASE
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Wellard's 30th Anniversary

Over 220 people including guests and staff attended the celebration of Wellard 30th Anniversary of its first shipment from Australia.

The event was held at the Royal Perth Yacht Club on Thursday 24 September, exactly 30 years after the first Wellard voyage took place, when the vessel "El Podrero" sailed from Fremantle with the company's first consignment of sheep. Destination: Libya.

Memories filled the atmosphere, with anecdotes and speeches from people who were with Wellard from those early days, and testimonial clips from those who couldn't make it to the event.

The presentation took place in the River Room, with proceedings brilliantly hosted by MC Paul Downie - who couldn't help but make jokes at the expenses of all and sundry - and was followed by a sumptuous buffet dinner in the beautiful setting of the club lawn area.

The evolution of the Wellard logo was the *fil rouge* of the night and helped retrace the last three decades, from the sharp and straightforward WRE logo, to the more elaborate and meaningful figure eight-shaped logo, similar to the infinity symbol (perhaps anticipating the company's development potential), to the current logo, symbolizing the natural flows of Wellard's activities, from the fields of Australia to the waves of the oceans, a celebration of which was reflected in the green and blue colours that permeated the entire event.



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