



PRIME MINISTER

PRESS STATEMENT NO. 248

23 May 1974

APPOINTMENT OF DR P.S. LANG AND MR A.D. BRETT TO INDUSTRIES ASSISTANCE COMMISSION

The Prime Minister, Mr Whitlam, announced today that Dr P.S. Lang and Mr A.D. Brett have been appointed Associates of the Industries Assistance Commission, for the inquiry relating to assistance for the promotion of rural products.

Dr Lang is a well known Victorian Grazier who has been a member of the executive of C.S.I.R.O., President of the Victorian Graziers Association and a Member of the executive of the Australian Woolgrowers and Graziers Council.

Mr Brett has life long experience in market research and promotion. He was until recently Managing Director of Beacon Research Company (a market research organisation), a director of Lintas Australia and N.Z. (an advertising agency) and Market Research adviser to Unilever Pty Ltd in Australia and New Zealand.

CANBERRA. A.C.T