



Media Release

8 April 2013

SENIOR APPOINTMENT

Wesfarmers has appointed Mr Stuart Machin as Managing Director of Target, one of Australia's biggest retailers. He will replace Mr Dene Rogers, who has decided for personal reasons to leave Target at this time to pursue other opportunities.

Mr Machin (42) has been Stores Development and Operations Director at Coles since August 2008 where he has led various departments including IT, Coles Online, Central & Store Operations and been instrumental in the development and rollout of new stores and new formats. He has also led key strategic programs including the Coles Sustainability plan, the Aboriginal & Torres Strait Islander program and other key cultural and talent development programs.

Wesfarmers' Managing Director Richard Goyder said he was extremely pleased to have someone of Mr Machin's ability assuming the leadership role at Target.

"Stuart has been an important player in the turnaround story which has unfolded at Coles over the last five years. He has impressed everyone with his capacity to develop a successful, enthusiastic team with a strong focus on outstanding execution in stores," he said.

"He has already shown great leadership skills which we believe will equip him well for the new challenge at Target."

Mr Machin said he felt excited and privileged to be taking up the Managing Director's role at Target.

"I am delighted to be appointed to lead Target. It is a privilege to lead such an iconic Australian brand and I look forward to getting started," he said.

Mr Goyder paid tribute to outgoing Managing Director Dene Rogers.

"In a very challenging environment, Dene has initiated a number of important changes in Target, particularly in the online and supply chain areas, which we are confident will increasingly benefit the business.

I would like to thank Dene and wish him and his family well for the future."



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Mr Goyder said Mr Machin would take up his new role this week.

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Biographical details

Stuart Machin (42)

Stuart was born and educated in England and had a 20 year career in retailing at Sainsbury, Tesco and ASDA Walmart, rising from management trainee at Sainsbury to Operations Director at ASDA before being recruited by Wesfarmers to join the turnaround team at Coles in 2008. Stuart has experience in Food, General Merchandise and Clothing and has worked in various functions throughout his career. As Stores Development and Operations Director at Coles, he has helped the transformation of Australia's second biggest retailer, overseeing more than 83,000 store team members during the most profound period of change in the 99 year history of the business. He has won special recognition for his work in Indigenous employment initiatives adopted by Coles, and for his involvement in the company's partnership with not-for-profit Second Bite organisation. Stuart completed the Harvard Business School's advanced management programme in 2012.