

THE AGE

PETER FRAY APPOINTED EDITOR OF *THE SUNDAY AGE*

MELBOURNE, December 8, 2005 – Peter Fray, currently deputy editor of *The Sun-Herald*, has been appointed Editor of *The Sunday Age*.

Announcing the appointment Andrew Jaspan, editor-in-chief of *The Age*, said :

“I am delighted that Peter will take over as the next editor of *The Sunday Age*. I know that he will bring undoubted experience, flair and enthusiasm to *The Sunday Age* and help build on its current success while leading the paper into its next stage of development. He spent three years at *The Sunday Age* including being news editor and has a good understanding of weekly journalism and the values of *The Sunday Age*. I look forward to working with him to ensure we can further grow the paper’s journalistic standing and its strong circulation performance”.

Don Churchill, managing director of Fairfax Victoria said : “Peter has an outstanding record of achievement in numerous roles across our key publications. He is passionate about *The Age* and its importance to Melbourne and Victoria as the state’s quality paper and joins a very talented team.

“Peter’s task will be to build on the excellent performance of *The Sunday Age* over the past few years which saw it recently record the strongest circulation growth of any newspaper last year. We look forward to him joining the team in growing circulation and readership and strengthening the paper’s overall commercial performance”.

For the year to September 2005 *The Sunday Age* increased its circulation by 6,500 copies or 3.3% to 201,000.

Peter Fray said : "I am honoured and privileged to be appointed the editor of *The Sunday Age* - and excited to be returning to Melbourne. I am looking forward to working closely with Andrew Jaspan and *The Sunday Age's* staff to build on the great work of former editor Alan Oakley.

"The Sunday Age's recent circulation growth is proof the nay-sayers are wrong: quality newspapers that connect with readers and advertisers have a healthy and prosperous future. My primary goal is to strengthen *The Sunday Age's* editorial and commercial position.

"On a personal note, I am over the moon about the chance to live again in Melbourne and work at Spencer St. Some of my most satisfying years in journalism have been working as *The Sunday Age's* news editor and, more recently, as *The Age's* Europe correspondent. Melbourne is an exciting city to live in, and, with the Commonwealth Games coming, it's going to be a great time for me and my family to be there."

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Peter Fray will be in Melbourne next week to meet *The Sunday Age* staff and his appointment takes immediate effect.

ENDS

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Peter Fray **Biographical note**

Peter Fray has been a journalist for more than 20 years. Following roles as rural writer with *The Sydney Morning Herald* and news editor of Australian Rules Times, he joined *The Sunday Age* in 1991 and became news editor. He subsequently spent two years as *The Bulletin's* political correspondent in Canberra, prior to joining *The Sydney Morning Herald* where he held a number of roles including religious editor, news editor, and deputy editor. In 2001 Fray was appointed Europe correspondent for *The Age* and *The Sydney Morning Herald*, based in London. In February 2005, Fray was appointed deputy editor of *The Sun-Herald*. He is co-author of *The Vanishing Continent* a non-fiction book about Australia's land degradation crisis.