

Media Release

Friday April 1

Wine Industry Mentor Program 2022 now open

The Wine Industry Mentor Program, which pairs early career wine sector professionals with respected wine sector leaders as a way of building industry capability and a spirit of collaboration, is now open for applications.

The program is designed to boost both personal and professional development in future generations of wine industry professionals by giving them the opportunity to connect with like-minded, ambitious wine professionals, grow their knowledge from respected wine sector leaders and aspire to be the best they can be.

Over 50 industry leaders are set to take up the mantle as a mentor in 2022. They include Ed Carr (Accolade Wines), Stuart Bourne (Soul Growers), Kate Goodman (Goodman Wines), Huon Hooke (The Real Review) and Amanda Longworth (Barossa Australia) to name just a few.

The program, which will run over a period of six months from June to November 2022, consists of monthly one-on-one sessions with a mentor and access to a range of resources through the program's world-class online mentoring platform, as well as access to a range of industry subject matter experts to help address specific mentoring needs.

Find out more and apply [HERE](#).

The program, which was established by Wine Communicators of Australia (WCA) and the University of Adelaide in 2019, experienced significant expansion in 2021 with both Wine Australia and the Australian Society of Viticulture and Oenology (ASVO) coming on board as partners. As we now move into the fourth year of the program, Wine Industry Suppliers Australia (WISA) is joining the list of partners which will further strengthen the program's whole-of-sector approach to building capability and collaboration.

Dr Vanessa Stockdale, ASVO Chair Membership Subcommittee commented "The 2022 Wine Industry Mentor Program is a unique opportunity to receive guidance and support from highly respected members of the Australian Wine Industry. Benefits include improving workplace skills and building networks which will help progress careers during challenging times."

Jo Hargreaves, Senior Program Manager at Wine Australia, said "This program offers mentees a deeply rewarding opportunity to enhance their professional career development in the wine sector. And the program itself is a leading example of the Australian wine community collaborating to share knowledge regardless of career role and life-stage, as well as recognising and supporting diversity in all its forms across our sector."

Armando Corsi, Associate Professor Wine Business at University of Adelaide, said "At a time when the wine sector is looking for innovative and disruptive solutions along the whole supply chain, it is more important than ever we have the right support in place to help the next generation of wine professionals develop their career trajectories."

Andrew Stark, Executive Officer at Wine Communicators of Australia, said "We're delighted to be involved in this world-class program. Being able to make a positive difference to wine professionals' development, and also to build on that sense of shared success that's so important to our wine community, is a real pleasure."

Shirley Fraser at WISA - Wine Industry Suppliers Australia Inc. Executive Officer commented: "WISA is excited to be involved in the program to bring wine value-chain into the conversation. With the wealth of experienced supplier business professionals, from agtech, viti, wine, marketing and tourism, we see this as a way of connecting the segments of the industry with ideas and support, fostering fraternity across Australia."

Applications are open for the 2022 Wine Industry Mentor Program (1-29 April), [find out more here](#).



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About WCA

Wine Communicators of Australia aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 500 members. WCA's annual program includes networking events, webinars and its prestigious lunches in association with three major capital city wine shows – Sydney, Melbourne and Adelaide. It also runs the annual Wine Communicator Awards and Legend of the Vine Awards. For more information visit www.winecommunicators.com.au

About the University of Adelaide

The University of Adelaide is a world-class research and teaching institution. We are centred on discovering new knowledge, pursuing innovation and preparing the educated leaders of tomorrow. For over 140 years the University of Adelaide has pushed the boundaries in wine education, delivering innovative and transformative courses in viticulture, oenology and wine business, and producing a network of alumni that have gone on to make a real-world impact in the world of wine. With a unique emphasis on both the production and sales aspects of wine, the University's [Viticulture and Oenology](#) and [Wine Business programs](#) are tailored for a career in the industry.

About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RD&A), growing domestic and international markets and protecting the reputation of Australian wine. Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&A investments.

About Australian Society of Viticulture and Oenology

The Australian Society of Viticulture and Oenology was founded in 1980 as a non-political organisation to serve the interests of practicing winemakers and viticulturists by encouraging the exchange of technical information. The Society has held over 40 one-day seminars since it was established and, in conjunction with The Australian Wine Research Institute, organises the Australian Wine Industry Technical Conference every three years. The Society has awarded over 20 scholarships for research and international study visits. Membership now exceeds 700 individuals and affiliated companies.

About Wine Industry Suppliers Australia

WISA – Wine Industry Suppliers Australia, champions wine sector supply chain. As an enabler of amplified engagement, WISA provides a collective voice for businesses to have market access and a strong influence for commercial impact. For producers, across viticulture, wine production, sales and tourism, WISA connects solutions and innovations. Initiatives include WineTech Exhibition (delivered in partnership with AWITC & Expertise Events), WIIC – Wine Industry Impact Conference, WIIA - Wine Industry Impact Awards, FOMENT accelerator program, Regional grower days and seminars, Networking functions, Working Groups, Advocacy and representation at Unified/ AdvanceAg/ EvokeAg/ AGW/ WISPA/ Sustainable Roundtable.