



Media Release April 2019

SA wine media cadetship offers unique career opportunity

The 2019 Wine Communicators of Australia (WCA) wine media cadetship, aimed at aspiring journalists with an ambition for specialising in the wine sector, is now open for applications.

Now in its third year under the new format, the cadetship presents a platform for young wine media to take the next step in their budding communication careers.

The cadetship is run by Wine Communicators of Australia – a national organisation for wine industry professionals – and is sponsored through the Adelaide a Great Wine Capital initiative funded by Primary Industries and Regions South Australia (PIRSA), the South Australian Wine Industry Association, South Australian Tourism Commission and Brand South Australia.

The six-month program involves opportunities to participate in a range of practical experiences including media development workshops, attendance at international and domestic wine events, media placements and mentorship within the wine industry and an opportunity to meet key wine influencers as part of the activities within the Great Wine Capitals program.

WCA Chair, Angus Barnes said, 'We are delighted to have the support of Adelaide a Great Wine Capitals and the SA wine industry to offer this unique experience to the next generation of wine media for the third year running. This year's program will provide the cadet with a range of exceptional wine experiences, both locally and overseas.

Minister for Primary Industries and Regional Development Tim Whetstone said South Australia's \$2.15 billion wine industry has many important stories to share.

"South Australia is known as a premium wine producing state and home to many internationally renowned wineries," he said.

"Through this cadetship there is not only promotion of South Australian wines abroad but also the inspiring stories of regional communities supporting the industry.

"This initiative is another element of the Great Wine Capital Global Network, providing opportunities for the next generation of wine leaders."

About the WCA Wine Media Cadetship Program

In 2019, the South Australian WCA wine media cadet program will be awarded to a single recipient and will provide them with the opportunity to work with leading wine and media professionals. The program will take place between July and December 2019.

Applications are open to professionals with an interest in wine media aged between 25-40 years of age that reside in South Australia and have a current passport.

Registrations are open until Friday 17 May 2019.

To apply: <https://winecommunicators.com.au/wine-media-cadetship/>

For more information please contact:

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WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

About Great Wine Capitals of the World initiative - Adelaide

In July 2016, Adelaide / South Australia officially became a part of the prestigious Great Wine Capitals Global Network, joining the network's nine other members, and marking its place as the Australian home of premium food and wine.

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. In addition to its regular schedule, in 2019 WCA will be hosting two major international wine conference events.. For more information visit www.winecommunicators.com.au.