**Hon Tim Whetstone MP**Minister for Primary Industries and Regional Development

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**Passionate wine writing to flow for new Wine Media Cadet**

Young wine advocate Mariette Morris has been named the 2019 Wine Communicators of Australia (WCA) Wine Media Cadet.

The State Government sponsored WCA Wine Media Cadetship aims to empower young people who are passionate about South Australia’s wine industry and are keen to build their careers.

Minister for Primary Industries and Regional Development Tim Whetstone said the successful Wine Media Cadet program helps young people develop key skills in wine communication.

“Each year a cadet gains unique experiences and insights into South Australia’s wine industry as part of a tailored program,” said Minister Whetstone.

“Ms Morris will have the opportunity to travel overseas and attend key industry events to develop her writing skills, meet high profile wine industry contacts and be published on the Adelaide, Great Wine Capital blog.”

With an impressive education history of Law and Biomedical Science, Ms Morris discovered her passion for wine while working in the hospitality industry as an 18-year-old.

Ms Morris grew up and resides in the Adelaide Hills, and credits living in the area as a factor behind her decision to seek a career in the industry. Although, she admits it took leaving the state to study at Queensland’s Bond University after receiving a scholarship, to fully appreciate South Australia’s wine heritage.

“I am truly honoured and grateful for the opportunity,” said Ms Morris.

“I was involved in an extracurricular club called Winemakers during high school which involved making a 2009 Shiraz from start to finish. I really enjoyed it at the time, but at that age I hadn't really thought about working in the industry. On my return from Queensland, I wanted to find out more about wine, so I started working at a cellar door and it has just progressed from there.

“I love South Australian wine and have always had an interest in writing. I am so proud to be representing my state, and I can’t wait to start writing about our wonderful wine industry.”

As part of the extensive program, Ms Morris will participate in quality industry experiences to gain skills in wine sensory evaluation, wine media writing, and engagement with wine industry bodies, including:

* Royal Adelaide Wine Show steward;
* Wine Marketing Course – Regional Tours, Ehrenberg Bass Institute;
* 2020 Best of Wine Tourism Awards as part of Adelaide / South Australia’s membership to the Great Wine Capitals Global Network;
* 2019 Wine Media Conference, Hunter Valley;
* Hot 100 Wines judging; and
* Great Wine Capitals AGM, Bordeaux, France.

Wine Communicators Australia Chair Toni Carlino said Ms Morris was chosen from an outstanding field of applicants.

“Mariette has both a clear passion for wine and a logical approach to her career to date,” Ms Carlino said.

“Ms Morris is well placed to add learnings from her cadetship to her breadth of experience and knowledge of the wine sector – she has made her own wine, is currently studying Level 3 Wine & Spirit Education Trust, and spends much of her weekends in the cellar doors of South Australian wineries, while working for a supplier to the wine industry.

“We look forward with interest to watching her tenure as the 2019 Wine Media Cadet.”

The State Government’s sponsorship of the 2019 WCA Wine Media Cadet is supported by Adelaide/South Australia’s membership of the Great Wine Capitals Global Network, through Primary Industries and Regions SA, the South Australian Tourism Commission, the South Australian Wine Industry Association, the University of Adelaide and the University of South Australia.