

MEDIA RELEASE

September 2019

Wine Communicators Wine Industry Mentor Program launched

The Wine Communicators of Australia (WCA) and the Adelaide Business School of the University of Adelaide are proud to announce the recipients of the inaugural, Wine Industry Mentor Program. Having received an impressive 45 high caliber mentee applications to be matched with 20 wine sector leaders, the pairing process was a no easy task for the panel.

The Wine Industry Mentor Program aims to boost both the personal and professional development of career wine communicators, greater career clarity, direction and satisfaction; networking opportunities with like-minded, ambitious wine communicators and advise with career progression.

The program will see participants building a foundation over a period of six-months, commencing with mentor training to be held by the University of Adelaide and a launch event in South Australia, 25th September.

2019 recipients of the program and their respective mentors are listed below:

Mentee	Winery/Business	Mentor
Alexandra Prichard	Wine Academy	Richard Van Ruth
Alexandria Carruthers	Briar Ridge Vineyard	Nick Ryan
Amber Flavell	Howard Vineyard	Toni Carlino
Amy Hayes	Wine Australia	Huon Hooke
Colette Whitton	Vinomofo	Kathleen Quealy
Emily Hay	Barossa Grape & Wine Association	Gill Gordon-Smith
Hayden Lee	www.wine.com.au	Lynda Schenk
Jessica van Dommele	Yalumba	Katie Spain
Jingwen Yang	Gemtree Wines	Jing Cao
Joanna Bloszczyk	Taylors Wines	Ali Lockwood
Kate Bedwell	Pernod Ricard	Rob Hirst
Laura Panarello	Casella Family Brands	Clive Hartley
Louise Way	Pizzini Wines	Alex Gibbs
Natasha Gordon	Patrick of Coonawarra	Peter Bourne
Nicole Bilson	WSET & Mulberry Group	Jenni Port
Nikki Fraser	Bremerton Wine	Marni Cook
Pippa Merrett	Two Hands Wines	Tony Love
Rebecca Cope	Accolade Wines	Marni Cook
Scott Heidrich	Rusty Mutt Wines	Gary Baldwin
Scott McWilliam	McWilliams Wines	Bill Hardy
Stephanie Eyles	Rhone Girl	Judy Sarris
Tanya Little	University of Adelaide	Lynda Schenk

WCA Executive Officer, Lynda Schenk says: “the caliber and number of applications received far surpassed our expectations. We would have loved to be able to accommodate everybody who applied. Sadly, this was not possible.

There is clearly a thirst to learn from the next generation of wine communicators from sector leaders. We encourage the leaders of the wine sector to apply as a mentor so that we can build on this program in 2020. Applications to become a mentor in next years program will remain open throughout the year.”

WCA would like to thank all the applicants for applying for this important program and encourage those who were unsuccessful this year to please apply again in 2020.

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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. 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

About the Adelaide Business School

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 business education, delivering innovative and transformative courses, and producing a network of alumni that have gone on to make a real-world impact in the world of business. With a unique emphasis on both the production and sales aspects of wine, the University's [Wine Business programs](#) are tailored for career in the industry.