



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE

## Media Release

March 2020

### Mentee application extended for WCA Wine Industry Mentor Program

At this unprecedented time there are a lot of elements that businesses and individuals are grappling with. It is on this basis that WCA have received a number of requests from individuals to be granted an extension in order to complete their applications to become a Mentee in our 2020 Wine Industry Mentor Program. Therefore, in order to be fair to all we have decided to extend the closing date for the Wine Industry Mentor Program to Friday 27<sup>th</sup> March 2020.

In the current environment we are aware that many people are not thinking of their longer-term careers and understandably, people are more concerned about the today. However, WCA believe that in a time when people are self-isolating, we see the Wine Industry Mentor Program as an excellent opportunity for people to embark on self-improvements programs as well as maintain social isolation.

Please be assured this program will proceed as planned as it is perfectly placed for people to meet in an online capacity should they be concerned about face-to-face.

Building strong communities such as the Wine Industry Mentor Program will help to break down the toll that social distancing may impact on individuals. The Wine Industry Mentor Program is a perfect opportunity to ensure you have someone and something to look forward to over the next 6 months.

We have an amazing list of Mentors for the 2020 program with a number of new people joining only recently. Our current mentors are:

- [Max Allen](#), Independent Wine Writer
- [Gary Baldwin](#), Principal Consultant & Director, Wine Network Consulting Pty Ltd
- [Amelia Ball](#), Editor, Halliday Wine Companion
- [Angie Bradbury](#), Board Chair, Wine Victoria
- [Jing Cao](#), Managing Director, CLCA
- [Toni Carlino](#), Marketing and Customer Experience Manager, Singlefile Wines
- [Marni Cook](#), WCA Interim Chair of Board, McLaren Vale Grape and Wine Association Chair of Board
- [Armando Maria Corsi](#), Associate Professor, University of South Australia - Business School
- [Dan Coward](#), National Sales & Marketing Manager – Shaw + Smith
- [Shirley Fraser](#), Independent Consultant, Wine Collaborators
- [Alex Gibbs](#), CEO, Smile Marketing and WCA Board Member
- [Gill Gordon-Smith](#), Co-ordinator Wine & Spirit School TAFE SA, Winemaker/Owner Fall from Grace
- [Rob Hirst](#), Chairman, House of Fine Wines, Tucker Seabrook and WCA Board Member
- [Geoff Krieger](#), General Manager, Brokenwood Wines
- [Ali Lockwood](#), Manager Stakeholder Engagement, Wine Australia and WCA Board Member
- [Tony Love](#), Freelance wine writer, presenter, consultant
- [David Lowe](#), Managing Director, Lowe Family Wine Co
- [Annabel Mugford](#), Food & Beverage Export Hub Manager – Food South Australia and Strategic Projects Adviser – Barossa Grape & Wine Association
- [Nick Ryan](#), Wine Writer, Speaker, Wine Judge, Nick Ryan Wines
- [Judy Sarris](#), Editor, Gourmet Traveller WINE
- [Robin Shaw](#), Founder and Lead Consultant, Wine Tourism Australia
- [Katie Spain](#), Journalist, Wine Writer and Author
- [Michael van Der Sommen](#), Direct Sales and Brand Manager, Torbreck
- [Richard van Ruth](#), Business Development Manager, Wine Depot
- [Catherine Wansink](#), Commercial Business Advisor, NZ Trade & Enterprise
- [Milton Wordley](#), Photographer, Image management and Archiving

We look forward to receiving your application and helping to boost both the personal and professional development in our future generation of wine communicators

Applications to become a mentees in the 2020 [Wine Industry Mentor Program](#) are available online. Applicants are expected to be Australian residents and to have gained a minimum of two years' experience in their careers in the wine industry. Eligibility criteria are available on the WCA website (<https://winecommunicators.com.au/education/wine-industry-mentor-program-2/>).

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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](http://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.

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