

MEDIA RELEASE

April 2020

Wine Communicators Wine Industry Mentor Program for 2020 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 2020 Wine Industry Mentor Program. Having received a number of high calibre mentee applications to be matched with 26 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 wine sector, like many others around the world are doing it tough right now. People are feeling lost and somewhat alone during these uncertain times. WCA are very proud that we are able to continue to offer the Wine Industry Mentor Program, in its second year, as an online offering. Once the social distancing restrictions are lifted, we hope that Mentors and Mentee's manage to share some time together in person but until that time meetings between 2020 recipients will be held online or over the phone.

The program will see participants building a foundation and a genuine connection over a period of six-months, which will commence 1 May and go through to end of October. WCA will be hosting a graduation ceremony to co-inside with the rescheduled China-Australia Wine Marketing Summit and the Wine Communicator of the Year Awards, 18 November 2020.

2020 recipients of the program and their respective mentors are listed below:

| Mentee | Winery/Business | Mentor |
|-------------------|---------------------------------------|---------------------|
| Amber Flavell | Howard Vineyards | Toni Carlino |
| Andrew Schwilk | Cellar Cru | Rob Hirst |
| Angharad Davies | Fowles Wines | Angie Bradbury |
| Ben McMahon | Macmahon Images | Milton Wordley |
| Caitlin Tiller | Student - Southern Cross University | Annabel Mugford |
| Cameron Smith | Hugh Hamilton Wines | Nick Ryan |
| Ellen Davey | Joval Wine Group | Gary Baldwin |
| Emilee Nicholai | Stockland Group | Geoff Krieger |
| Emily Palmer | Graduate – The University of Adelaide | Katie Spain |
| Georgia Maddern | Domaine Chandon | Amelia Ball |
| Jenny Polack | Bacchus Enterprises | Alex Gibbs |
| Jonathan Froggatt | Endeavour Drinks | David Lowe |
| Kati Vainionpaa | Wine Australia | Marni Cook |
| Laetitia Touyeras | Denomination | Shirley Fraser |
| Leigh Woodrow | Langmeil Winery | Dan Coward |
| Lynn Doyle | Patrick of Coonawarra | Ali Lockwood |
| Marcell Kustos | Penfolds Magill Estate | Armando Maria Corsi |
| Markus Patz | Wine, Food & Stories/ Dan Murphy's | Rob Hirst |
| Mavis Zhang | Wine Network Consulting | Catherine Wansink |
| Melanie Gilcrist | Rob Dolan Wines | Max Allen |

| | | |
|-------------------|---------------------------|------------------------|
| Monique Smith | Stanton & Killeen Wines | Robin Shaw |
| Nicholas Williams | Tamburlaine Organic Wines | Richard van Ruth |
| Olivia Evans | Fleet Restaurant | Michael van der Sommen |
| Pip Anderson | Mona | Gill Gordon-Smith |
| Susan Coyler | Wine Australia | Tony Love |
| Tanya Zhong | Byrne Vineyards | Jing Cao |

WCA Executive Officer, Lynda Schenk says: "I am delighted to see the second year of the Wine Industry Mentor program grow from its first year in 2019. The calibre of Mentors are outstanding and the number of applications received far surpassed our expectations. WCA are passionate about fostering educational within the wine sector and the Wine Industry Program is an important pillar within our strategic plan. There is clearly a thirst to learn from the next generation of wine communicators from sector leaders, particularly through these very difficult times."

WCA would like to thank all the applicants for applying for this important program, we would have liked to been able to accommodate everybody who applied, however sadly this was not the case. We encourage those who were unsuccessful this year to please apply again in 2021.

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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 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.