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FOR IMMEDIATE RELEASE

EDUCATION KEY TO SUCCESS FOR WINE COMMUNICATORS OF AUSTRALIA

Wine Communicators of Australia (WCA) is delighted to welcome Flinders University as their latest Education Partner to coincide with the launch of the Universities new 3-year undergraduate degree for students looking to start a career in the wine, spirits and tourism sectors or existing professionals seeking to upskill.

This new relationship presents some exciting opportunities for the two organisations to collaborate in areas of education for the next generation of industry professionals.

Flinders embeds the WSET Level 2 Award in Wines qualification as part of the degree in partnership with TAFE SA Wine & Spirits School, an approved program provider for the globally recognised WSET courses. Proudly, all three organisations are WCA Education partners.

WCA's role is to support wine communications in all its forms, under two primary pillars; awarding excellence and advancing excellence; education fits well within these pillars.

WCA Executive Officer, Lynda Schenk says "WCA's vision to be the conduit and the "go to" reference source to wine education offered within Australia is taking shape with the exciting addition of the Flinders University.

"Wine Tourism is clearly the future for the Australia Wine sector and the Flinders University new course is a very exciting opportunity for the sector and the state alike."

Flinders University Professor and Director of their MBA and Wine Business programs, Roberta Crouch says this partnership with WCA will raise awareness about the new degree which incorporates wine industry expertise by offering practical, internationally recognised qualifications.

"This exciting partnership with WCA will support our degree designed to maximize graduates' employment opportunities and enhance the sector's global competitiveness, by developing the curriculum in conjunction with leading academics, industry experts and feedback from extensive market research."

"The diversity in the degree, encompassing a sound foundation in international business knowledge along with sector focused wine and wine tourism-oriented courses mean our graduates can apply for many types of exciting jobs domestically and Internationally."

Bachelor of International Business (Wine, Tourism and Spirits):

- Learn from real-life industry experts based in Australia and all over the world.
- Learn how to judge the quality of wine and spirits and understand its history and heritage in a dedicated sensory lab.
- Receive a business education that is ranked number one in Business & Management for learner engagement and overall quality of educational experience
- Leverage the strength of Flinders' international-award-winning New Venture Institute
- Study online

This exciting new partnership will also further support WCA and its members, which continues to grow from strength to strength.

For more details:

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ABOUT WCA

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It 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, Legend of the Vine Awards and the Wine Industry Mentor Program.

ABOUT FLINDERS UNIVERSITY

Flinders University is a globally focused, locally engaged institution that exemplifies teaching, learning and research excellence. Catering to more than 25,000 students, Flinders offers world-class education in a stimulating, friendly environment. 90 per cent of Flinders research is ranked at or above world class by Excellence in Research for Australia.