

Media Release



EMBARGOED UNTIL 5:45AM MONDAY 25 JULY 2022

Clare Scriven MLC
Minister for Primary Industries and Regional Development

Zoe Bettison MP
Minister for Tourism

Monday 25 July 2022

South Australia to name its best new wine writer

Applications are now open for the 2022 Wine Communicators of Australia wine media cadetship.

The cadetship program, now in its sixth year, fosters emerging talent and promotes excellence in Australian wine media and communications.

Aimed at empowering young people who aspire to be wine writers, the cadetship will enrich the pool of wine communicators and create proud ambassadors to advance the positive promotion of Australia wine on an international stage.

The successful cadet will receive unique opportunities to gain experience and insight in South Australia's wine industry, and to develop their media and communications skills.

Applications are open to South Australian residents with a minimum three years of wine industry experience and will close at 6pm on 19 August 2022. The cadet will be announced in September, with the cadetship to run from September 2022 to February 2023.

The Wine Communicators of Australia wine media cadetship, is made possible through the Adelaide Great Wine Capital initiative funded by the Department of Primary Industries and Regions, the South Australian Wine Industry Association, South Australian Tourism Commission, the University of Adelaide, and the University of South Australia.

To apply, visit <https://winecommunicators.com.au/wine-media-cadetship/>

Quotes attributable to Clare Scriven

This cadetship with Wine Communicators Australia will be a valuable experience for the recipient to be immersed in the South Australian wine community.

The six-month opportunity will expose the cadet to the variety of South Australia's \$2.8 billion-wine industry. They'll be empowered to find the stories behind our wine, and then share those stories with the world.

It's a valuable part of our membership in the Great Wine Capitals Global Network, identifying up-and-coming talent and giving development and networking opportunities in wine media

Quotes attributable to Zoe Bettison

Our state is recognised globally as a Great Wine Capital of the World and has long held the lead as the nation's best for incredible wineries and wine regions.

As we work to recover domestic and international tourism following the pandemic, the successful cadet will be assigned the enviable task of exploring and experiencing the state's world class wine industry.

The aspiring communicator will also be given the once in a lifetime opportunity to bring their own new voice in the marketplace while sharing South Australia's wine story around the country and the globe.

Quotes attributable to Wine Communicators of Australia Executive Officer, Andrew Stark

The successful cadet can expect to undertake varied wine and media experiences during their six-month tenure and will have the chance to shape the cadetship to be their own.

If you've got wine industry experience and want the opportunity to build a career in the exciting world of wine communications, I encourage you to get your application in now.