

Media Release

Wednesday 1 March 2023

Wine Industry Mentor Program 2023 now open

The Wine Industry Mentor Program is back in 2023 and seeking applications from individuals who are ready to build long-lasting connections in their careers across the grape and wine sector.

Applications opened today, 1 March, and will close on 31 March 2023.

The structured mentoring program pairs early career professionals from across the grape and wine community – from viticulture to winemaking, research to logistics, marketing, and media, and more – with respected wine sector leaders and provides an opportunity to connect with like-minded people as a way of building industry capability and a spirit of collaboration.

Benefits for participants are varied, and have included career progression, opportunities to expand networks, developing confidence, and taking on leadership or other professional development pathways, as well as fostering a renewed commitment amongst participants to their region, role, and opportunities for future success.

As Emily Fitzgerald commented on her experience in 2022, 'I will be starting a new job in export marketing within my company in the new year. I can thank my mentor for that!'

Since the program's commencement in 2019, more than 160 mentees have received one-on-one mentoring, with many continuing their relationship following the program, recognising the sense of shared success that is so important to the wine sector.

More than 50 well-known wine industry experts have volunteered to mentor participants in 2023, including Max Allen (wine writer), Samantha Connew (Stargazer Wines), Tony Robinson (AWRI) and Angus Hughson (Winepilot).

Third-time mentor in 2022, Gary Baldwin said 'I have gained greater insight into how the younger generation sees itself and their particular issues and concerns, and I'm learning to be a better listener'.

The program, which will run over a period of six months from June to November 2023, consists of monthly one-on-one sessions with a mentor and access to a range of resources through the program's world-class online mentoring platform, as well as access to a range of industry subject matter experts to help address specific mentoring needs.

The whole-of-sector program is jointly supported and managed by the Australian Society of Viticulture and Oenology, the University of Adelaide, Wine Australia, Wine Communicators of Australia and the Wine Industry Suppliers Association.

Applications can be made through the Wine Communicators of Australia [website](#).

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About Wine Communicators of Australia

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 University of Adelaide

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

About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RD&A), growing domestic and international markets and protecting the reputation of Australian wine. Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&A investments.

About Australian Society of Viticulture and Oenology

The Australian Society of Viticulture and Oenology was founded in 1980 as a non-political organisation to serve the interests of practicing winemakers and viticulturists by encouraging the exchange of technical information. The Society has held over 40 one-day seminars since it was established and, in conjunction with The Australian Wine Research Institute, organises the Australian Wine Industry Technical Conference every three years. The Society has awarded over 20 scholarships for research and international study visits. Membership now exceeds 700 individuals and affiliated companies.

About Wine Industry Suppliers Association

WISA – Wine Industry Suppliers Association, champions the wine sector supply chain. As an enabler of amplified engagement, WISA provides a collective voice for businesses to have market access and a strong influence for commercial impact. For producers, across viticulture, wine production, sales and tourism, WISA connects solutions and innovations. Initiatives include WineTech Exhibition (delivered in partnership with AWITC & Expertise Events), WIIC – Wine Industry Impact Conference, WIIA - Wine Industry Impact Awards, FOMENT accelerator program, Regional grower days and seminars, Networking functions, Working Groups, Advocacy and representation at Unified/ AdvanceAg/ EvokeAg/ AGW/ WISPA/ Sustainable Roundtable.