



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

MEDIA RELEASE

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Adelaide Marketing & Sales Consultant chosen as 2024 WCA Wine Media Cadet

Aldinga Beach based small-business owner of *Wine Not? By Teri*, **Teri van Aalst**, has been awarded this year's Wine Communicators of Australia (WCA) Wine Media Cadetship.

The WCA Wine Media Cadetship provides a young person who is passionate about South Australia's wine industry a valuable opportunity to develop their wine communication and media skills. The program not only enriches the pool of Australian wine media personnel but also creates proud ambassadors to advance the positive promotion of Australia wine on an international stage.

In its seventh year, the successful cadet program is made possible through Great Wine Capitals, a partnership between the Department of Primary Industries and Regions, the South Australian Wine Industry Association, the South Australian Tourism Commission, and the University of Adelaide.

The Hon Clare Scriven MLC, SA Minister for Primary Industries and Regional Development, Minister for Forest Industries said, "The State Government is proud to support WCA's Wine Media Cadetship as it fosters talent and provides an incredible opportunity for a young wine communicator to develop their skills and ultimately play an important role in sharing South Australia's wine story.

The significance of a cadetship solely for the wine industry should not be underestimated, it is a real asset which helps increase exposure of the state's wine industry and of Adelaide's membership in the Great Wine Capitals Global Network.

The program has been tailored to ensure the cadet will gain the best industry exposure and experience by being involved in a number of key wine industry events where they can learn from and network with highly respected wine industry members. We look forward to seeing Teri become a familiar name in the wine community."

WCA Executive Chair Angus Barnes said, "Teri is a very worth recipient due to both her South Australian and also her international experience. She is enthusiastic, credentialled through the WSET (Wine and Spirit Education Trust), and looking to gain exposure and knowledge through this opportunity."

Teri van Aalst said, "I am honoured to have been selected as the 2024 Wine Media Cadet. I'm excited to embrace the opportunities this experience will provide, learning from the industry's top experts and honing my skills in wine media and communications on both a national and international stage. My ultimate goal is to promote South Australia's outstanding wine industry!"

Over the next 6 months, Teri will be able to gain unique experiences and insights into South Australia's wine industry as part of a tailored program. Starting with a trip to Verona, Italy, where she will accompany the Adelaide contingent to the Great Wine Capitals Annual Conference. She will then have the opportunity to attend many more key industry events to develop her writing skills, meet high profile wine industry contacts and be published on the Adelaide, Great Wine Capital blog.

For more information please contact:

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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 600 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 Industry Mentor Program and Legend of the Vine Awards.