



MEDIA RELEASE

October 12, 2011

WINE STUDENT SET TO MAKE HER MARK

University of Adelaide wine business student Jessica Henderson will be winging her way to a major international wine event next year, thanks to winning the 2011 Wine Press Club of South Australia Wine Media Cadetship.

Designed to identify a young person with aspirations of working in wine journalism and communication, the cadetship also includes media training workshops, practical media placements in print, radio and/or television, sensory evaluation training, hands-on vintage experience, meetings with Australia wine industry bodies and wine and media mentorship.

Presented with the award at the Royal Adelaide Wine Show, held on October 7 at the Adelaide Showground, Miss Henderson said she was both honoured and excited to have been chosen as an ambassador for the SA Wine Press Club.

"I look forward to honing my communication skills in various media capacities and contributing to future improvements and innovations within the Australian wine industry, particularly in regional wine tourism," she said.

The Clarence Park resident, who is fluent in Spanish and Portuguese following stints as an exchange student in Brazil (2004) and Chile (2008), hopes to pursue a career in regional wine marketing and communication after finishing her degree.

"I am passionate about the development and sustainability of the Australian wine industry and look forward to carving a career where I can be involved in both marketing and increasing the international recognition of Australian wine," she said.

As part of her cadetship, Miss Henderson will also have the opportunity to be part of the stewarding team for the 2012 Royal Adelaide Wine Show.

WPC president Brenton Quirini said the Club was proud to play a role in fostering young talent who will influence future communications and directions for the wine industry.

"The Wine Press Club has been actively supporting the Australian wine industry for more than 30 years. We see our Wine Media Cadetship program as the ideal initiative for bringing new people into the wine world and providing them with skills and experiences that harness the knowledge our members have to offer," he said.

The WPC Wine Media Cadetship is generously supported by the Royal Agricultural and Horticultural Education Foundation of South Australia, The Royal Adelaide Wine Show, Wine Australia, Australian Wine Showcase Magazine and WBM - Australia's Wine Business Magazine.

For more information visit www.sawinepressclub.com.au

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NOTES FOR EDITORS

The WPC Wine Media Cadetship is awarded to a young (18-30 years of age), Australian resident who demonstrates outstanding potential and passion for the wine industry and is available to undertake a range of practical experiences aimed at honing journalism and sensory evaluation skills. The cadetship program is undertaken over 10 weeks throughout the period Oct 2011-Oct 2012.

The successful cadet will:

- Learn from industry mentors via infield work placements
- Work with leading wine and media professionals in a variety of media
- Travel overseas to a major wine event, such as the Hong Kong or London International Wine Shows
- Write a blog diary and published articles documenting their experiences and knowledge gained throughout the cadetship year
- Act as a Show steward at the 2012 Royal Adelaide Wine Show