



SA Wine Industry Career Guide



Map a career pathway in the South Australian Wine industry.

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Why plan a career in the South Australian Wine industry?

The SA Wine Industry is important to Australia...

Australia is the world's seventh largest wine producer, yet almost half of the nation's wine is produced in South Australia. More than half of all wine exported by Australia (to 100 countries throughout the world) is produced by South Australian vineyards and wineries. These companies are therefore a critical contributor to Australia's positioning as the largest exporter of wine outside France, Italy and Spain.





...it's vital to the South Australian economy...

In 2007 the wine industry contributed approximately \$2.4 billion annually to the South Australian economy. There are almost 3,000 vineyards and more than 500 wine producers in our State – and, although many operations are small, almost one third of the Australian wineries that annually crush more than 50 tonne of grapes are based in South Australia. Compared to other Australian States, we have almost double the number of large wineries crushing more than 400 tonne of grapes every year. More than 12,000 people are employed in the industry – divided almost evenly between production and processing. Jobs are located in exciting regional areas, cities and even overseas.

...and it offers excellent opportunities for you!

A career in the South Australian Wine Industry can take a number of different pathways – all with in-built learning opportunities, challenges and rewards. For example, if your interest is in the outdoor production side of the industry, there's so much more than planting and pruning! Your path can take you from operating machinery and dealing with plant diseases and pests to managing irrigation and environmental performance or business planning.

If it's wine processing that appeals, there's opportunity to learn about classic grape varieties; wine grape production; sensory evaluation of wine; and basic winemaking.

But the South Australian wine industry is more than growing grapes and making wine. The industry also employs engineers, coopers, tank manufacturers, printers, research and development people, bottling, packaging and warehousing staff. Then there are accountants, human resource specialists, administration and management support – and exciting careers in export, cellar door sales and marketing. Tourism and Hospitality add yet another dimension to the wine industry, with huge interest from both domestic and international travellers! You can choose a career pathway to match your own personal skills, life role needs and ambitions!

You can choose an academic pathway for some roles – or 'earn while you learn' in others...

There are so many options to gain qualifications in the South Australian Wine Industry. Depending on your chosen field, you could study for a Bachelors or Masters Degree or even a Doctorate at University or an Agricultural College – or you could progressively work through various Certificates in Viticulture or Food Processing (Wine) at TAFE or other Registered Training Organisations while 'on-the-job'.

You don't have to be 'an academic' to be successful in these vocational courses. They take account of the work you do – the practical experience you gain at work and the skills you use – and often they're done during work time with financial support from your employer! Either way, you'll be nationally accredited. That means, if you choose to travel, you take your qualifications with you!

...in an industry that welcomes people from many backgrounds...

People who work in the South Australian Wine Industry come from all walks of life and all stages of their life cycle – including:

- Young people with passion who travel to Europe for the northern vintage or map out exciting careers in Australia
- Dual career couples who thrive on the technological growth in the industry and the opportunity to use their IT skills and knowledge
- Mums and Dads raising young children who appreciate the flexibility the industry can offer
- People planning their retirement who welcome opportunities for work/life balance.

...and current employees who have good things to say!

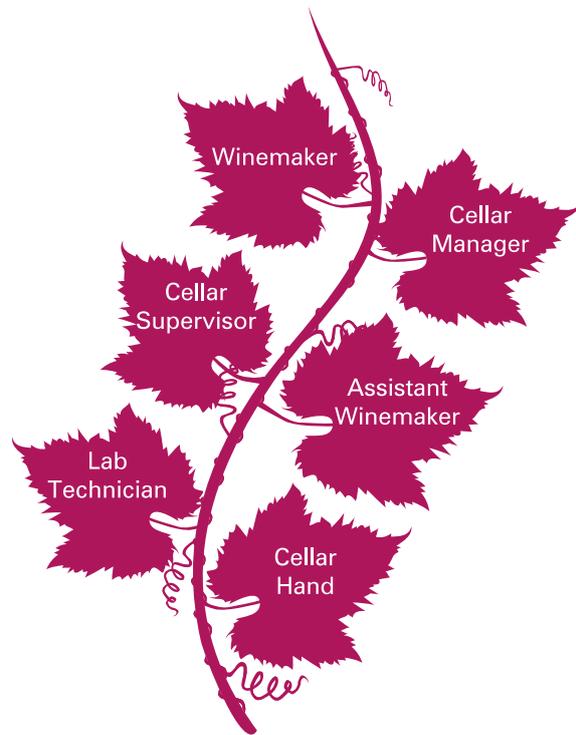
An employee survey conducted by the Food, Tourism and Hospitality Industry Skills Advisory Council in June 2007 asked what people especially liked about the South Australian Wine Industry. The most common responses talked about a friendly work environment, which provided them with opportunities to learn and employer support for education and training. Others mentioned their salary packages or pay conditions and the work flexibility which gave them time for personal matters.

So, planning a career in the South Australian Wine Industry is simply about taking the pathway to what you want in life!

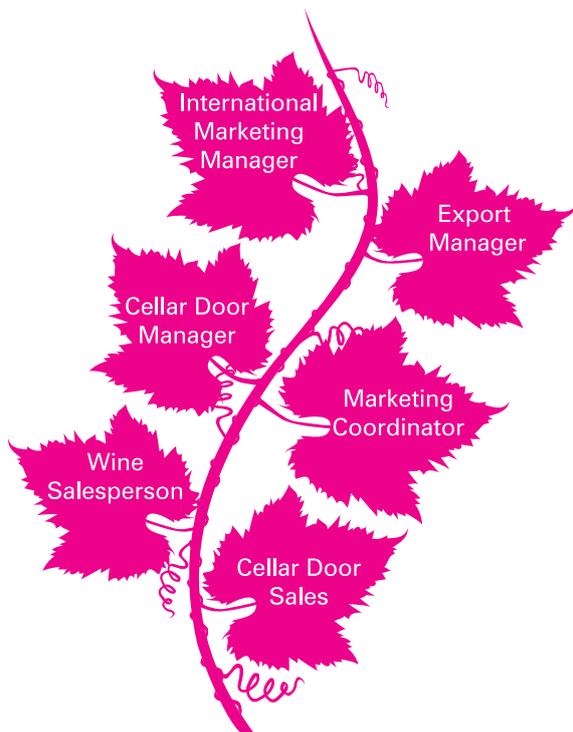
Wine industry career pathways can be grouped into four main branches: growing vines and grapes, making wine, marketing and selling wine and storing and distributing wine. The pathways shown below are not necessarily linear and there are some opportunities for movement between different branches.



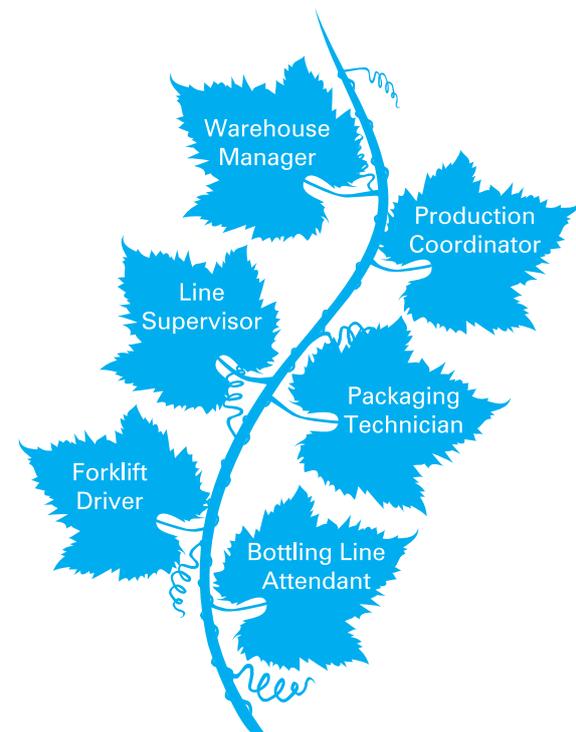
GROW



MAKE



MARKET & SELL



STORE & DISTRIBUTE

Administration & Management



Usual entry point

- Office Assistant

Main Jobs in administration and management area

- Office Assistant
- Administration Assistant
- Clerk
- Administration Manager
- Accountant
- Assistant Manager
- Quality Assurance Manager
- Human Resources Manager
- Training Coordinator
- Grower Liaison
- Production Officer
- Payroll Officer/Manager
- Commercial or Finance Manager
- Export Manager

What would help get a job

- Written and verbal communication skills
- Good keyboard skills, particularly Excel & MYOB
- Mathematical aptitude
- IT knowledge and skills
- Accountancy and bookkeeping skills are highly valued

What type of work

- Administration or management tasks to support the operation of wine and grape businesses
- Tasks vary widely depending upon role and size of company

Opportunities for promotion

- Assistant Manager
- Administration Manager

What would help you succeed

- VET certificates - Wine Business specific
- Leadership or Frontline Management certificates

Additional benefits in the work

- Many of these jobs don't require wine specific knowledge to enter the industry, however there may be a need for specific professional qualifications for example an accountancy qualification for accountants.



Bottling & Packaging

Usual entry point

- Bottling Line Attendant

What would help get a job

- Previous experience in bottling or packaging operations
- Certificate in Food Processing – Wine
- Written and verbal communication skills
- Mathematical aptitude
- Forklift Licence
- First Aid Certificate
- Demonstrated ability to 'stick at' manual tasks

What type of work

- Operating and maintaining bottling and packaging equipment and machinery
- Implementing company quality assurance practices
- Identifying and reporting problems and hazards

What type of training

- Certificates in Food Processing (Wine)
- Certificate in Competitive Manufacturing
- Forklift Licence

Opportunities for promotion

- Packaging Supervisor
- Assistant Manager
- Packaging Manager

What would help you succeed

- Experience in bottling or packaging industry
- Certificate III in Food Processing, Process Manufacturing or Engineering
- Leadership or Frontline Management Certificates

Related jobs in the field

- Logistics / Warehouse
- Maintenance / Engineering

Additional benefits in the work

- Transferable skills to other industries for example soft drinks, bottled waters, beer, and other food manufacturing environments.

Cellar Door



Usual entry point

- Cellar Door Sales

What would help get a job

- Written and verbal communication skills
- Mathematical aptitude
- Previous sales/customer service/cash handling experience
- 'Outgoing' personality and good personal presentation
- Product presentation skills
- Knowledge of the wine industry
- Wine Tasting workshops
- Wine Appreciation courses
- 'Food & Beverage' Certificates

What type of work

- Presenting, selling and informing about wines
- Conducting wine tasting promotions

What type of training

- Wine Appreciation/Sensory Analysis
- Wine Marketing

Opportunities for promotion

- Supervisor
- Cellar Door Manager

What would help you succeed

- Experience in Cellar Door
- Leadership or Frontline Certificates
- Specific qualifications if you want to move into wine marketing

Related jobs in the field

- Wine Marketing
- Sales Manager
- Domestic Distribution
- Wine Writer
- Wine Export Marketing
- Brand Marketing

Additional benefits in the work

- Opportunity for overseas travel especially if move to marketing
- Cellar Door staff can move to high level wine service in top restaurants/hotels
- Opportunity for travel

Cellar Operations

Usual entry point

- Cellar Hand

What would help get a job

- Any previous experience in a winery
- Written and verbal communication skills
- Mathematical aptitude
- Certificate 1 in Food Processing (Wine)
- Forklift Licence
- Understanding of how pumps work
- Understanding of how fermentation works
- Any OHS&W or food handling training or experience
- Work in Confined Spaces certificate

What type of work

- Cleaning and sanitising tanks, pumps, hoses, barrels and other equipment
- Operating equipment to crush grapes and to clarify, filter wine crushers, centrifuges, filters and presses
- Operating pumping equipment
- Making additions to wine on instruction from winemaker to aid blending and fermentation
- Wine transfers

What type of training

- Forklift Licence
- Work in Confined Spaces certificate
- OHS&W certificates
- Certificates in Food Processing (Wine)

Opportunities for promotion

- Cellar Supervisor
- Leading Hand Winery
- Production Manager
- Cellar Manager

Related jobs in the field

- Laboratory Technician
- Assistant Winemaker
- Winemaker

What would help you succeed

- Experience as a Cellar Hand and completing certificates in Food Processing (Wine)
- Leadership or Frontline Management Certificates
- HACCP and ISO accreditation

Additional benefits in the work

- Opportunity to travel
- Becoming a Winemaker could lead to own wine business

Export



Usual entry point

- Export Clerk

What would help get a job

- Good appreciation of wine and understanding of the wine industry
- Mathematical aptitude
- Sales representative experience in a different industry
- Administration experience

What type of work

- Oversee and ensure all export orders are processed and despatched to the requirement of our customers
- Review customer contracts periodically
- Liaise with overseas customers, shipping companies, air and local transport companies, printing companies, Australian Wine & Brandy Corporation, banks, customs and excise, government authorities
- General planning and communication with overseas customers and agents
- Reconcile and approve for payment all export creditors accounts

What type of training

- Export Documentation
- Wine and Brandy Export
- Wine Appreciation
- Communication skills
- Selling skills
- Business management

Opportunities for promotion

- Export Administration Manager

What would help you succeed

- Could move from administration, sales or account management experience in the consumer goods environment
- Tertiary qualifications in marketing, economics or business; certificate, diploma or degree

Additional benefits in the work

- Opportunities for overseas travel



Laboratory Operations

Usual entry point

- Laboratory Assistant

What would help get a job

- Written and verbal communication skills
- Mathematical aptitude
- Interest in science
- Certificate 1 in Food Processing (Wine) Laboratory

What type of work

- Performing basic analytical and instrumental tests/procedures
- Using computer technology for laboratory applications
- Recording and analysing laboratory data
- Calibrating and maintaining testing equipment

What type of training

- Certificates in Food Processing (Wine)
- Bachelor of Applied Science (Wine Science)
- Certificate in Laboratory Technology

Opportunities for promotion

- Laboratory Manager
- Microbiologist

What would help you succeed

- Experience as a Laboratory technician plus tertiary level qualification

Related jobs in the field

- Food Technologist
- Quality Manager

Marketing



Usual entry point

- Marketing Assistant

What would help get a job

- Good appreciation of wine and understanding of the wine industry
- Verbal communication skills
- Mathematical aptitude
- Desktop publishing experience, creativity, art or design courses
- 'Mid-level' Marketing qualification, preferably wine specific e.g. Diploma in Wine Marketing
- Any relevant BA and experience in wine industry such as Cellar Door

What type of work

- Developing brand marketing plans
- Implementing new products, point of sale and marketing materials/campaigns
- Consumer and trade promotions
- Despatch and coordination of press & media releases

What type of training

- Wine Appreciation Course
- Desktop publishing, (Adobe and other software packages)
- Introductory and Advanced Wine Marketing

Opportunities for promotion

- Brand Manager
- Marketing Manager
- International Marketing Manager

What would help you succeed

- Experience as a Marketing Assistant or in Cellar Door
- Marketing Qualifications
- Specialist Wine Marketing courses
- International Wine Marketing courses
- Business Skills / Management
- Any language skills or cultural awareness training for international roles

Related jobs in the field

- Ecotourism
- Brand Marketer

Additional benefits in the work

- Opportunities for overseas travel



Sales

Usual entry point

- Sales Representative
- Area Manager

What would help get a job

- Good appreciation of wine and understanding of the wine industry
- Verbal communication skills
- Mathematical aptitude
- Sales representative experience in a different industry
- Retail sales experience
- Any relevant BA and experience in wine industry such as Cellar Door as alternative entry

What type of work

- Developing and maintaining regular service to retail customers within a defined territory to achieve sales targets
- Using marketing aids including point of sale materials to assist in supporting the product in the marketplace
- Informing customers of new products, “deals” and price changes

What type of training

- Wine Appreciation
- Communication skills
- Selling skills
- Business management

Opportunities for promotion

- Key Accounts Manager
- Sales Manager
- National Sales Manager
- Regional Export Sales Manager

What would help you succeed

- Experience in sales or account management
- Experience in managing and motivating staff
- Specialist Wine Sales courses
- Tertiary qualifications in a commercial field such as Business Management

Additional benefits in the work

- Opportunities for travel

Vineyard



Usual entry point

- Vineyard Hand

What would help get a job

- Any previous experience pruning or spraying
- Experience driving tractors or similar machinery
- Written and verbal communication skills
- Mathematical aptitude
- Certificate 1 in Viticulture
- Forklift Licence
- Truck Driver's Licence
- Understanding of chemicals and their uses
- Preference to work outdoors, enjoy gardening or physical work
- Demonstrated ability to 'stick at' manual work
- First Aid Certificate

What type of work

- Pruning vines or harvesting grapes - may operate a mechanical pruner or harvester
- Mixing and spraying chemicals to control weeds, pests, disease using tractor towed spraying equipment
- Straining wires, replacing posts, constructing trellis, maintaining irrigation system
- Driving tractor
- Soil preparation, fertiliser application

What type of training

- VET Certificates in Viticulture
- Forklift Licence
- Truck Driver's Licence
- Certificate in Farm Chemicals (CHEMCERT)

Opportunities for promotion

- Vineyard Supervisor
- Assistant Vineyard Manager
- Vineyard Manager
- Viticulturist

Related jobs in the field

- Technical Officer
- Irrigation Officer
- Agribusiness Manager

What would help you succeed

- Experience in the field and completing additional Viticulture Certificates
- Leadership or Frontline Management Certificates
- 'Keeping up' with industry regulations (AUS & INT)
- Bachelor of Science

Additional benefits in the work

- Opportunity to travel and work regionally
- Potential to own a vineyard after years of experience working for others

Warehouse & Distribution



Usual entry point

- Warehouse Assistant
- Forklift Driver

What would help get a job

- Forklift licence experience
- OHS&W accreditation
- Mathematical aptitude

What type of work

- Unloading goods, checking against inventory
- Cataloguing, labelling, record-keeping

Opportunities for promotion

- Warehouse Supervisor
- Warehouse Manager
- Logistics Manager

What would help you succeed

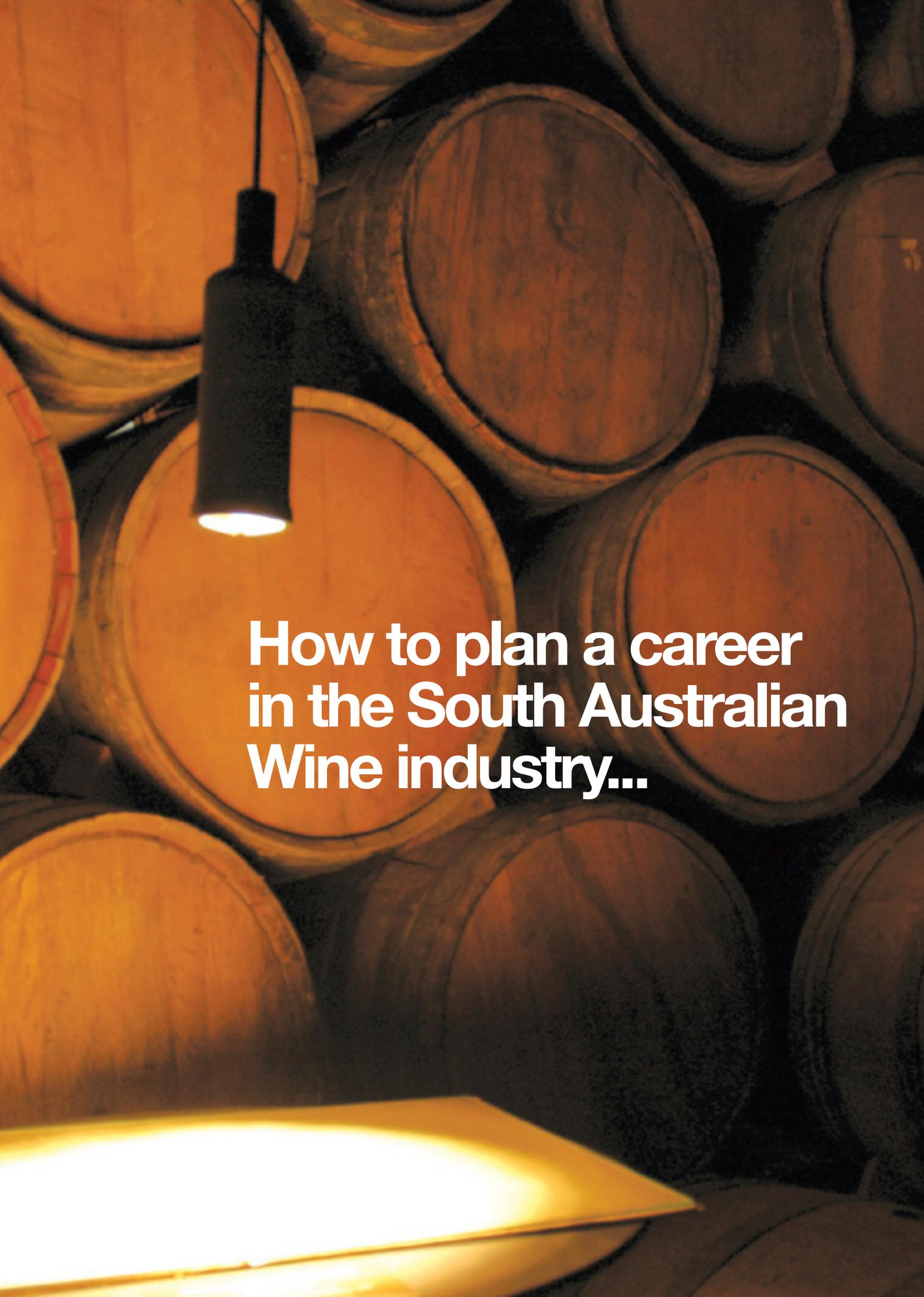
- Experience working in a warehouse environment
- Specific VET courses in Warehousing Wine

Related jobs in the field

- Export Sales

What could help you make the move to export sales

- High level IT skills
- Experience with industry specific software
- Participation in customs workshops
- Courses in export/shipping/customs
- Understanding of international markets
- Export Documentation Course
- Accounting Course
- Wine and Brandy export Course
- Business skills/business management



**How to plan a career
in the South Australian
Wine industry...**

Step 1

Take stock of where you are now...

Don't just list your current job – but consider all the aspects of 'you'. This means:

- The education you had at school and anything you've done since then such as courses or workshops. Do you have any certificates (such as OH&S or chemical handling) or special licences (such as to drive a tractor or operate a forklift)? Basic courses such as communication, numeracy and food safety are all important.
- What do you like to do? Are you the sort of person who likes to work with their hands and outdoors? Or do you like things precise and orderly? Do you like talking to other people? Or are you happiest when left to get on and do things on your own?
- What do you do away from work? Do you organise the school fete? Or are you more comfortable selling on a stall? Or maybe you just prefer to create the goodies for others to sell? Do you coach the local football team? Do you write a newsletter for the kindergarten or 'keep the books' for a community organisation?
- What other work have you done? Do you work at a computer all day but your 'best job' was the retail work you did one Christmas?
- What are the actual tasks in your current job? You may be a Bottling Attendant, but are you the one who always shows newcomers what to do? Are you the person who pays most attention to others safety or product quality control?

Thinking about all these things will help to create a broad picture of 'where you are now' and uncover natural attributes or learned skills that could lead you down a different pathway to the one that you are currently on.

Step 2

Think about where you'd like to 'end up'...

This is about the long term. You may be a Cellar Hand who wants to be a Winemaker. You could have had some casual experience pruning or picking, but really have an ambition to own your own vineyard. Maybe you're on the bottling line but can see yourself involved in exporting Australian wine. Perhaps you like doing what you're doing now, but would like to do it better. Deciding where you'd like to 'end up' will help you choose the right pathway to take, but you need to be very clear about why you want that and whether it's realistic for you. If you're looking for higher pay, but you decided in Step 1 that you don't really like working with people, then aiming for Technical Officer or Irrigation Manager may be a better option than Vineyard Manager.

Step 3

Plan how to get there...

Again, be realistic about what suits you best. For some people, the pathway to Winemaker will take them straight to university – others will want to spend some time in Cellar Operations learning on-the-job from experts and taking progressive courses and jobs such as Cellar Supervisor or Assistant Winemaker. It's also important to consider that your pathway may include lateral or even temporary 'backward' moves (a Supervisor in the vineyard may need to relinquish the role if moving into Cellar Operations to pursue a Winemaking goal).

Step 4

Get help to make it happen...

At your workplace... The first place to go for help with your planning is Human Resources personnel at your workplace – or Management if there are no HR specialists on site. These people are best placed to advise you about openings which are likely in the future and the type of skills and qualifications that will be expected of you in the roles you're thinking about. This has the added advantage of letting them know about your interest. Ask for any information they may have on courses available to you and what type of support and assistance the company may be able to provide.

From TAFE and other Registered Training Organisations (RTOs)... Depending on the field you choose, you may find there are a number of different courses you can do, or flexibility within courses to make up your own combination of core, specialist and optional units. Talking to someone who really understands the training program will help you to make the right selections. You may also find that some of the work you've already done will count as Recognised Prior Learning (RPL) which will give you credits and let you fast-track the process.

Do your own research...

There are a number of websites that can help you investigate the options open to you and help you with your career planning. The 'My Future' website will step you through the process of identifying, exploring, deciding, planning and implementing a career pathway that's right for you. Both the Australian and South Australian Governments have contributed to this site, so you may find useful information relevant to the South Australian Wine Industry – such as the tasks you could expect to do in each job, the personal attributes you'd need, earnings you could expect and the courses that are available. You'll find this site at www.myfuture.edu.au

Wine Industry Career Information...

The Food, Tourism and Hospitality Industry Skills Advisory Council has produced a number of Career Information Sheets that give useful information about various roles and pathways in the South Australian Wine Industry. You could use one of these pathways if it suits your needs – or draw on these examples as a template to create your own. **Plan your career in the South Australian Wine Industry to get what you want in life!**



For further information please contact:
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