

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.

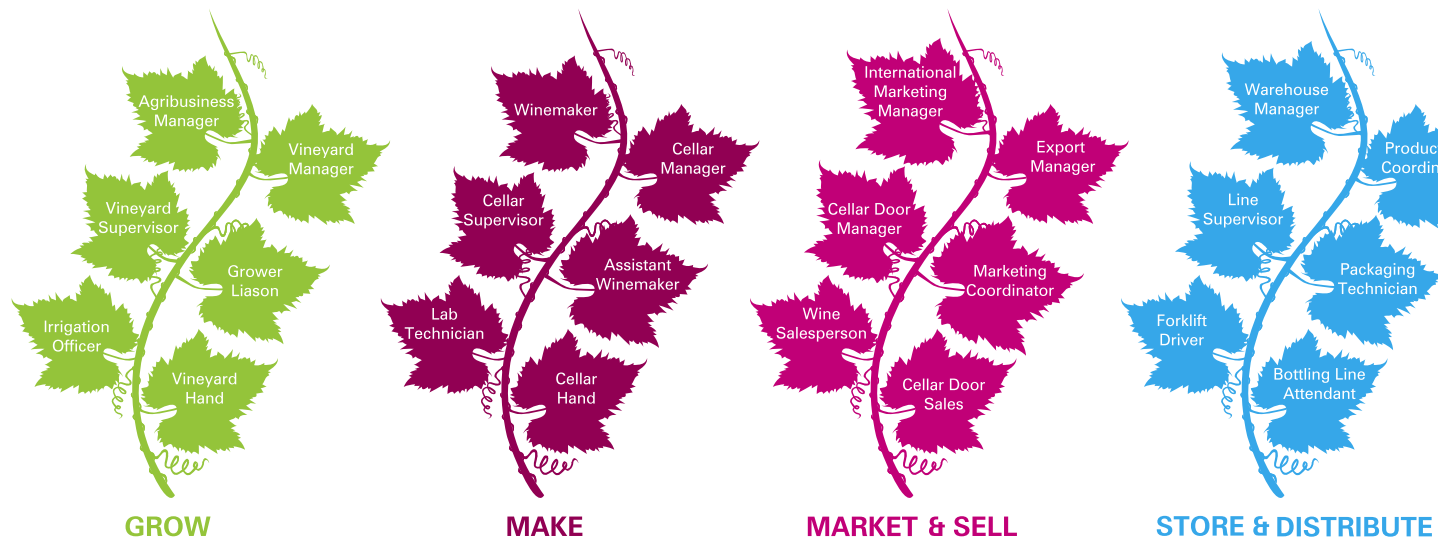
STEP 3

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 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).

Wine Industry Career Pathways

Career pathways in the wine industry 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.



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!