



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...

Wine currently contributes around \$2.4 billion annually to the South Australian economy and the vision is for this to reach \$3.1 billion by 2010. 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!

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.



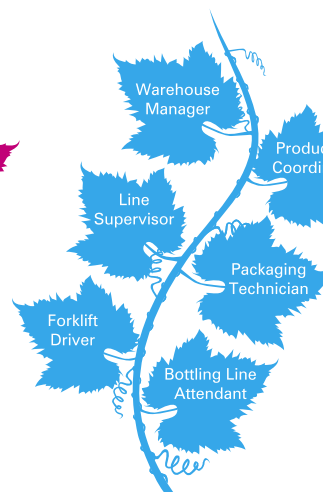
GROW



MAKE



MARKET & SELL



STORE & DISTRIBUTE

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!!