CASE STUDY

Formal leadership training has direct benefits for participants and for the wine sector

Lucy Etheridge, Grape Grower, Yarra Valley, VIC

I completed the Wine Australia Future Leaders program in 2023. That was a confidence booster for me. I now happily put my hand up to do things, because people believed in me in that setting, and said, 'We do value you'.

"The Future Leaders program is a very organised, very carefully curated leadership program over six months, with in-person catch ups, so it's about 16 days in total in person, including online programs. It's an intensive leadership course that involves taking a hard look at yourself and your own abilities, and perceptions of self, then look at how you impact others around you and in your workplaces, and as an industry.

The group of 15 people that came out the other end — we often refer to ourselves as family, and we speak daily through a WhatsApp chat, literally daily. That group of people all marvelled at the end how you can have a grower and a marketer and a winemaker and a head of viticulture, a head of logistics, just such a broad group of people from across the sector, with different views, different roles, different seniority and different influence, but every single one of them were valued and validated.





It's not often you get that kind of feedback and sense of power as a group within the sector.

We also got allocated a coach, from the Future Leaders alumnus. It's a tight six-month block where you've got to hit all these achievement goals and prove yourself as part of this program. It's valuable and I think we all made a gentle pledge at the end of it that we will give back to the sector because of that program. You sign up to it, they invest in you, they teach you and you give back.