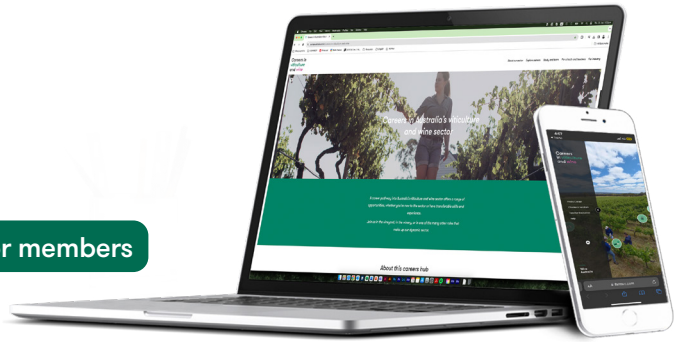
Careers in viticulture and wine

Digital kit for wine sector members



Help us to spread the word about a new transformational resource that connects students, teachers and schools with the exciting world of viticulture and wine.

About *Careers in viticulture and wine*

Careers in viticulture and wine is a purpose-built resource for students, teachers and schools, which explores the diverse range of employment opportunities available in the viticulture and wine sector, and the pathways to these careers.

Developed as a direct response to feedback from the sector, *Careers in viticulture and wine* offers an opportunity for grape and wine businesses along the value chain to connect with local and regional schools and foster networks and inspire to inspire the next generation of professionals in our sector.

About this toolkit

This kit provides useful information and tools to help you spread the word with your members and community about this transformational new resource.

This kit includes social media posts and newsletter copy that you can include in your communications with your members and to support promotion to schools in your region.

Target audience

Careers in viticulture and wine is designed for:

- Primary and secondary teachers in Australia
- Secondary and tertiary students in Australia
- Schools
- Careers counsellors, and
- Educational institutions.

However, a central part of the resource's design is to encourage grape and wine businesses along the value chain to connect with schools.

Key messages

As we are speaking to educators and students, it's important to keep the following messages front of mind and keep content age appropriate. Incorporating key messages will helps to provide consistency in all communications.

- *Careers in viticulture and wine* provides a real-world connection from the vineyard and winery to Australia's education curriculum.
- *Careers in viticulture and wine* is a purpose-built resource for students, teachers and schools, which explores the diverse range of employment opportunities available in the viticulture and wine sector, and the pathways to these careers.
- The immersive website includes national school curriculum-aligned teaching resources and a virtual tour tailored for primary and high school students. The activities connect key school subjects with areas of the sector's production and operations.

Content

Graphics/photos/videos

A range of graphics, photos and video resources are available to access **here**.

Media release

Available on Wine Australia's **website**.

Short article (170 words)

Careers in viticulture and wine connecting vineyards and wineries to school students

Wine Australia has launched an exciting new website that provides a real-world connection from the vineyard and winery to Australia's education curriculum.

'Careers in viticulture and wine' is a purpose-built resource for students, teachers and schools, which explores the diverse range of employment opportunities available in the viticulture and wine sector, and the pathways to these careers.

The immersive website includes national school curriculum-aligned teaching resources and a virtual tour tailored for primary and high school students. The activities connect key school subjects with areas of the sector's production and operations.

By connecting classroom learning with practical applications, 'Careers in viticulture and wine' aims to inspire the next generation of professionals in the field.

'Careers in viticulture and wine' was developed as a direct response to feedback from the grape and wine sector. It offers an opportunity for grape and wine businesses along the value chain to connect with local and regional schools and foster networks and inspire to inspire the next generation of professionals in our sector.

Go to **www.wineaustralia.com/careers-in-viticulture-and-wine**

Longer article (238 words)

Careers in viticulture and wine connecting vineyards and wineries to school students

Wine Australia has launched an exciting new website that provides a real-world connection from the vineyard and winery to Australia's education curriculum.

'Careers in viticulture and wine' is a purpose-built resource for students, teachers and schools that explores the diverse range of employment opportunities available in the viticulture and wine sector, and the pathways to these careers.

The immersive website includes national school curriculum-aligned teaching resources for primary and high school students.

Designed with education and sector experts, 'Careers in viticulture and wine' delivers national school curriculum-aligned teaching resources, interactive learning tools, lesson plans and engaging activities that connect key school subjects with areas of the sector's production and operations.

It aims to inspire school students and enhance their understanding of viticulture and wine-related careers. The site can serve as a roadmap for students exploring educational pathways with interviews from professionals working in a range of roles across the sector.

A central component of the site is the immersive virtual tour "A day in the life of a wine grape", where the vineyard, winery and winery hospitality services come to life through 360-degree videos and activities.

For the grape and wine sector, the resource also offers an opportunity to connect with local schools. The aim is to provide budding viticulturists, winemakers, innovators, agtech specialists, marketers, cellar door managers and more with a hands-on opportunity to hear directly from those with industry expertise, nurturing their career interests.

Go to **www.wineaustralia.com/careers-in-viticulture-and-wine**

Social media posts

Facebook

We're keen to spread the word about Wine Australia's new careers website, which will help inspire the next generation of professionals in our exciting grape and wine sector.

The innovative new resource is purpose built for students and teachers, offers a real-world connection from the vineyard and winery to the classroom and a way to explore career pathways.

We encourage members to check out 'Careers in viticulture and wine' here www.wineaustralia.com/careers-in-viticulture-and-wine and connect with schools in our area to share the exciting world of viticulture and wine with local students.

#wineaustralia #careersinviticultureandwine #viticulture #wine #education

Instagram

We're loving Wine Australia's innovative new careers website!

It's a great resource that helps us connect with local schools and inspire students to learn more about the diverse careers available in our exciting world of viticulture and wine.

Check out 'Careers in viticulture and wine' to see the ways you can get involved and help find our next generation of budding viticulturists, winemakers, innovators, agtech specialists, marketers, cellar door managers and more.

#wineaustralia #careersinviticultureandwine #viticulture #wine #education

Twitter / X

Check out Wine Australia's new careers website and help us share the word to nurture our next generation of wine and viticulture professionals.

www.wineaustralia.com/careers-in-viticulture-and-wine

LinkedIn

We're excited to spread the word about Wine Australia's new careers website, which offers an opportunity to connect with local and regional schools and inspire the next generation of professionals in our sector.

'Careers in viticulture and wine' was developed as a direct response to feedback from the sector for resources to demonstrate the diversity of careers in our sector and the career pathways.

The resource provides a real-world connection from the vineyard and winery to Australia's education curriculum and connects key school subjects with areas of our sector's production and operations.

The aim is to provide budding viticulturists, winemakers, innovators, agtech specialists, marketers, cellar door managers and more with a hands-on opportunity to hear directly from those with expertise to nurture their career interests.

To learn more or get involved go to www.wineaustralia.com/careers-in-viticulture-and-wine

About Wine Australia:

Wine Australia supports a competitive wine sector by investing in research and innovation (R&I), growing domestic and international markets and protecting the reputation of Australian wine.

Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for R&I investments.