

Wine Australia introduces educational tool

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Wine Australia has launched a transformational asset for students, teachers, and primary and high schools 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 site that provides age-appropriate information and supports the exploration of the diverse range of careers available and the pathways to them. It also supplies national school curriculum-aligned teaching resources and various activities that connect key school subjects with areas of the sector's production and operations.

For the grape and wine sector, the resource offers an opportunity to connect with local and regional 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 grape and wine sector expertise, nurturing their career interests.

Dr Martin Cole, Wine Australia Chief Executive Officer said the resource was developed as a direct response to feedback from the grape and wine sector.

"From sustainability to creativity, investigation to innovation there are careers across the length and breadth of the sector that support the interests, values and aspirations of our youth," Dr Cole said.

"We are aiming to inspire the next generation by demonstrating the breadth of and the pathways to careers across the wine sector value chain. We sought to develop a solution alongside education experts that would bridge the gap between awareness, curriculum-aligned education and exploration of careers."

A central component to the site is a virtual tour, that provides an opportunity to explore careers in-situ and for students to choose their adventure by matching values and aspirations, strengths and subjects to a career in the sector.