Careers in viticulture and wine

We asked young people (aged under 35) what they value and love about working in the viticulture and wine sector. This is what they told us.

Nature of the work

- Challenging but rewarding
- Lifestyle
- Travel opportunities: Australia and global
- Fun
- Independent and self-sufficient
- Connection to land and sustainable management of natural resources
- Opportunities for learning and career development

Community

- **Regions**
  Multi-region, history, supporting local
- **Industry togetherness**
  Networking, like-minded people, passion and care

Connection

- **Nature and land**
- **People**
  Workplace culture and relationships
- **Responsibility**
  Grape to glass concept: whole value chain directly impacts an end product
- **Consumers**

Diversity

- **Diversity within and across roles**
  Skills, knowledge, techniques and practices
- **Diversity across product and place**
  Vineyards, regions, businesses, end products, people, inside or outside
- **Dynamic environment**
  No year the same, learning something new every day

Creativity

- Unique
- Combining science and creativity
- Problem solving

Wine Australia