

Wine Australia senior leadership to deliver value for sector

29 May 2024 | News

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Wine Australia has announced changes to its senior leadership team to support the strengthening of service delivery to levy payers.

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Wine Australia CEO Dr Martin Cole said, “With the significant challenges facing grape and wine businesses, it’s critical that we have depth of talent within our leadership and the right people in the right roles to provide value to our sector. This is particularly important as we commence our new strategic cycle, with the One Grape & Wine Sector Plan actions to be delivered and the development of our Strategic Plan 2025-30.”

Fraser commenced at Wine Australia on 27 May 2024 and brings a wealth of experience from across the grape and wine sector through senior and leadership positions including with the Wine Industry Suppliers Association, Sorby Adams Wines, Constellation, Byrne Vineyards, Terraviva AI and Wine Collaborators.

A graduate of Roseworthy and Future Leaders, Fraser is a collaborative problem solver and has lent her considerable expertise on the Riverland Wine Management Committee and Wine Show and the Australian Women in Wine Board, and as a mentor to up-and-coming members of the sector.

Wine Australia CEO Dr Martin Cole said, “I am delighted to welcome Shirley to our senior leadership team at Wine Australia. Shirley’s diverse expertise across the wine sector, she demonstrates the ability to foster collaborative networks and their determined leadership focus on continuing to add value for all parts of our sector will be instrumental in achieving positive outcomes for the sector.”