

MEDIA RELEASE

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Empowering Future Leaders: Next Crop Program Shapes Margaret River's Emerging Talent

Fifteen emerging leaders from the Margaret River wine community completed the transformative leadership development program, *Next Crop*, designed to cultivate talent and drive industry innovation.

The *Wine Australia Next Crop Margaret River 2024* program, funded by Wine Australia and supported by the Margaret River Wine Association, delivered a series of regionally tailored professional development sessions over the past six months. Participants explored leadership concepts, built confidence, and developed strategic skills critical to the grape and wine sector.

The cohort, drawn from diverse industry backgrounds, formed a close bond fostering a supportive environment as they embraced every challenge. "They immediately built a very special connection with each other and threw themselves into every challenge presented to them," said Program Facilitator Eloise Jarvis of Margaret River Wine Solutions.

The program, designed to deepen participants' engagement with industry, fostering a stronger commitment to the region's wine community and encouraging long-term career investment, featured an impressive lineup of presenters, offering unique leadership perspectives, including:

- **Myles Pollard**, renowned actor and advocate for resilience and communication
- **Georgina Beniston**, executive and personal development coach
- **Cam O'Beirne**, adventure guide and leadership mentor
- **Dom Sheldrick**, former athlete and motivational speaker
- **Tash Teakle**, agricultural scientist and innovation specialist

"Having the *Next Crop* program in Margaret River has been incredibly rewarding. It reflects our commitment to supporting the future of the wine industry by equipping our emerging leaders with the skills, confidence, and insights to drive innovation and success," said Margaret River Wine Association Chief Executive Officer Amanda Whiteland.

As the program concludes, participants are poised to apply their learnings to their businesses, contributing meaningfully to the growth and sustainability of the Margaret River wine community.

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Participant Testimonials

Sam Bradley, Cellar Door Manager, Xanadu Wines:

"Being selected for Next Crop 2024 was an incredible honour. Having the chance to collaborate with and unite with industry colleagues to help future-proof our region has been a privilege. This experience has greatly boosted my confidence, allowing me to expand my network and empowering me to step up and make a positive impact—both within my company and team, as well as within the wider wine industry community."

Dave Targett, Sales Manager/Assistant General Manager, Fermoy Estate:

"The Next Crop program has been an incredible experience. The industry insights, personal growth and connections I've built with the cohort will guide my path, strengthen my leadership and shape how I contribute to the industry's future."

Dan Stocker, Assistant Vineyard Manager, Juniper Estate:

“I found the Margaret River Next Crop program hugely beneficial. It both broadened my conception of our industry, and clarified my focus on where I think I can add value. Just as importantly, it introduced me to 14 incredibly passionate, talented and engaged wine professionals. People who I am proud to call both colleagues and friends.”

Ellin Tritt, Head Winemaker, Fraser Gallop Estate:

“The Next Crop program has enriched my leadership journey in life both professionally and personally. It has been a time to reflect, learn and grow with a cohort of inspiring, motivated and energetic individuals with whom I’ve forged close relationships and will continue to collaborate with for many years to come. It has opened my eyes up to the wider Australian wine industry, with the challenges we face together and the power of collaborative thinking and problem solving. It is certainly an exciting and bright future, standing alongside my fellow Next Crop graduates.”

Megan Read, Direct Sales & Cellar Door Manager, Walsh & Sons:

“This initiative has been instrumental in my personal and professional development, equipping me with leadership skills, industry insights, and strategic thinking—essential tools for navigating the dynamic challenges of the wine industry. Additionally, the valuable network of peers and mentors I have connected with through this program has been transformative. For a fast-growing region like Margaret River, programs like Next Crop are vital. They empower emerging leaders with the skills and knowledge needed to drive sustainable, innovative growth. The connections and insights I’ve gained through this program will enable me to contribute meaningfully to our region’s future, ensuring its continued success on a global stage. This experience has deepened my appreciation for the importance of collaboration and forward-thinking within our industry. I am truly grateful to the Margaret River Wine Association and Wine Australia for their commitment to fostering leadership and investing in programs that empower both individuals and the regions they represent”



Image caption:

Next Crop Margaret River 2024 Participants and Program Coordinators.

Front (left to right): Ian MacDonald, Andrew Bretherton, Ellin Tritt, Cyndal Petty, Samantha Bradley, Kate Nickels, Ulrika Larsson, Natasha Lynch, Eloise Jarvis and Amanda Whiteland.

Back (left to right): Georgina Beniston, Gavin Crawcour, Trent Kelly, Daniel Stocker, David Targett, Thomas Bradshaw, James Revie, Megan Read and Natasha Teakle.

For High Resolution images:

Media Highlights, click [here](#).

All Graduation photos, click [here](#).

For further information about the *Next Crop* program and its participants, please contact:

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The Wine Australia Next Crop Margaret River 2024 participants were:

Andrew Bretherton	Juniper Estate	Head Winemaker
Cyndal Petty	Parker Group	Wine Director
Daniel Stocker	Juniper Estate	Assistant Vineyard Manager
David Targett	Fermoy Estate	Sales & Assistant General Manager
Ellin Tritt	Fraser Gallop Estate	Winemaker
Gavin Crawcour	Voyager Estate	Brand Manager
Ian MacDonald	Vasse Felix	Vineyard Manager
James Revie	Vasse Felix	Senior Winemaker
Kate Nickels	Fogarty Wine Group	Technical Viticultural Officer
Megan Read	Walsh & Sons	Direct Sales & Cellar Door Manager
Natasha Lynch	Swings & Roundabouts Pty Ltd	General Manager
Samantha Bradley	Xanadu Wines	Cellar Door Manager
Thomas Bradshaw	Thomas William Wines / Vinline Mobile Bottling	Winemaker & Owner
Trent Kelly	Aravina Estate	Senior Winemaker
Ulrika Larsson	Clairault Streicker	Brand & Venue Manager

About Next Crop:

The Next Crop program is an opportunity for Australian wine regions to design and deliver their own bespoke leadership development offering at minimal cost for participants. It is a three-way partnership between Wine Australia, regional partners and a provider organisation.

The program provides a flexible and regionally targeted platform to introduce leadership, business and management skills for individuals to build capacity within the community. It aims to keep the future generation engaged and committed to their region and careers in the sector.

Visit https://www.wineaustralia.com/research_and_innovation/in-practice/people-development/next-crop