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Gen Y Takes on Tourism

"Get 'em young and train 'em" is a proven tactic, and the latest to adopt it is the Granite Belt Wine & Tourism Inc (GBWT) as part of its strategy for growth.

The progressive association has just announced the appointment of two new trainees. This is the latest in a series of initiatives designed to develop sustainable tourism in the Queensland wine capital.

The trainees are 18-year old Sarah Little and 17-year old Nikola Mengel. Both are year 12 tourism students at Stanthorpe State High School.

Nikola Mengel is working at the Stanthorpe Visitor Information Centre (VIC) under the supervision of Roseanne Fritz and is considering a career in events management.

According to Nikola, working at the VIC is a great opportunity. "While learning new things and meeting new people I am also on my way to getting a Certificate III in Tourism."

Sarah Little works with GBWT's Director of Marketing, Michele Cozzi, and is interested in studying tourism management at university, building on the Certificate III in Tourism she is on track to achieve through the traineeship. Sarah commented, "My one day a week in the marketing office is very interesting, I'm learning something new all the time."

Stanthorpe State High School work education officer Mrs Heather Thorne arranged the GBWT traineeships association with SQIT Stanthorpe. Both students will regularly attend TAFE at the Stanthorpe campus, located at QCWT.

Raelene Krause, Workplace Training Officer for Community Services/Hospitality, met with Roseanne, Michele and both trainees recently for their TAFE sign on at the VIC.

GBWT Treasurer Ron Williams said, "This marks another building block in the relationship between industry and education on the Granite Belt and we are delighted to welcome these tourism trainees."

To learn more about Queensland's premier wine region visit www.granitebeltwinecountry.com.au or phone 1800 SO COOL and **expect to be surprised!**



Pictured: Sarah Little, Roseanne Fritz, Nikola Mengel, Heather Thorne and Raelene Krause.

ENDS

1. The history of the Queensland wine industry dates back to the 1860s - and like all good wines it has developed with age.
2. Of Queensland's current 1100 hectares planted to wine grapes, approximately half of these are on the Granite Belt. It is also the largest of the ten wine regions in the state and one of only two with official GI status.
3. 64% of Granite Belt plantings are of Shiraz, Cabernet Sauvignon, Chardonnay and Merlot with an

- increasing number of plantings of alternative grape varieties proving popular.
4. The Granite Belt is home to approximately 50 wine cellar doors, the state's most awarded winemakers, plus the Queensland College of Wine Tourism - the first of its type in the world.

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