

CURRICULUM VITAE

Jenny POLACK

+61 414 812 811

jenny@winewhitch.com

HIGHLIGHTS AND SPECIALISATIONS

- Winner of the WCA Best Wine Educator 2016 (Finalist in 2019 and 2015)
- Wine and Spirit Consultant of the Year – Victoria 2018 and 2017 (Apac Insider)
- Excellent teaching skills in wine industry, academic and consumer contexts
- Approved WSET Educator Levels 1, 2 and 3 and Barossa Wine Educator
- Creation of course material for wine trade training, consumer wine courses, TAFE and University level courses (undergraduate and post-graduate)
- A strong understanding of the Australian retail liquor and restaurant sector
- Global view of the wine industry from the O.I.V. MSc. (Wine Management)
- Wine, spirit, cider and olive oil organoleptic evaluation
- Wine writing in academic, consumer and business contexts
- Unique contacts and networks in all levels of the Australian and global wine industry
- Fluent in conversational and wine French
- “Sniffer Gods” - One of 12 noses in Jeni Port’s article on top Melbourne wine tasters (The Age Sept 1999)
- Wine List Awards - Received one-hat awards in the Fine Wine Partners Wine List Awards for wine lists: Birches (2002 - 00), Claypots Seafood Bar & Restaurant (2012, 2009, 2005, 2004)

QUALIFICATIONS

2011 – 2013 **WSET Diploma (Level 4)**

1992-1995 **OIV Master of Science in Wine Management**

An international MSc. run under the auspices of the O.I.V. The studies were undertaken in France, Italy, Germany, Austria, Switzerland, Portugal, Spain, Ukraine, Slovenia, Hungary and California.

1988-1991 **Associate Diploma of Wine Marketing**

University of Adelaide - Roseworthy, South Australia. Graduated with Market Research prize

2023	WSET Level 3 in Spirits
2021	French Wine Scholar (Highest Honours)
2019	WSET Level 1 in Sake (97%)
2018	California Wine Appellation Specialist Course (San Francisco Wine School)
2017	Barossa Wine School Educator Course
2010	WSET Educator Approval Course – Levels 1, 2 and 3
2010	Wine and Spirit Education Trust Level 3 (Distinction)
2000	Responsible Serving of Alcohol trainer workshop – Liquor Licensing Victoria
1997	Australian Wine Research Institute - Advanced Wine Assessment Short Course Wine and Spirit Education Trust - Certificate (A Grade) WA Wine Education Centre - West Australian Wine Course
1985	Holmesglen College of TAFE - Sales - Representatives and Retail Staff (ungraded pass) Retail Liquor Stores Association of Victoria - Basic Liquor Course (Topped Class)
1984	William Angliss College, Melbourne - Liquor Studies for Industry Personnel (Topped Class) and Advanced Wine Course
1978, 80 - 82	Victoria College - Burwood Campus (Incomplete) - Bachelor of Education (Music)

EMPLOYMENT HISTORY

Wine Education business Director **Bacchus Enterprises P/L** 2020 to present
Bacchus Enterprises is a newly set up company created to continue an existing business teaching WSET courses and wine masterclasses in Queensland, ACT and online.

Consulting and teaching **wine which** 2000 to present
wine which delivers specialised education and consultation, within all areas of the wine industry.

Present clients include:

- Claypots restaurant group – wine list consulting and staff training
- Winehouse – teaching WSET courses – Level 1, 2 and 3 and other non WSET sessions

Past clients include:

- Ada River – wine evaluation, marketing and export development
- O.I.V. MSc – 2019, 2017, 2015, 2013, 2011, 2009, 2007, 2004 and 2002 planned and project management of the Australian module of the OIV MSc.
- NMIT (Higher Ed) – WSET, Wine evaluation & business subjects for the Winemaking & Viti degree
- AuLife – export sales & promotion of Australian premium food; & domestic marketing of Bruce Cost's Fresh Ginger Ginger Ale
- Mediterraneo Wines and Dirt Road Vineyards – commission sales
- New Northern Hotel and The Celtic at Metropolitan– creation of wine lists
- Industry training: Vic Wine Industry Association, Australian Sommeliers Association - WA Chapter, Your Employment Solutions, Mornington Peninsula Vignerons Assoc., Redbox winery, Crittendens Wines, Darling Park Vineyards, Lindenderry at Red Hill, Rutherglen Wine Co. and Grossi Florentino.
- Consumer courses: Enoteca Sileno, Wine Tasting Events, Palette restaurant, Let's Unwine, Ryewinelounge, Bayer Pharmaceutical's, The Carson Group, The Wine Society, Victorian Royal Agricultural Society.
- Project work: "Taste of Victoria" wine tasting for New Wave 2001 Cardiology Conference, Italian Trade Commission, Baw Baw and Cardinia Shire Councils, RMG Auctions.
- Wine evaluation – Antica Wines, Talbot Estate, Little River Wines, Big Shed Wines, Hat Rock Wines.

Wine bar owner **winewhitch SPHERE** 2018 – 2019
wine which SPHERE was a pop-up wine bar embedded within Claypots Seafood Express in Fitzroy St, St Kilda. In four months, sales have steadily increased from zero, a mailing list with 64 people, a Facebook page with 222 followers and Instagram with 351 followers.

Co-Manager Valley Cellardoor Wine Bar, Moonee Ponds 2017 – 2018
Working with the co-manager and the owners, creating reporting structures, creating and implementing marketing strategies and materials, creating and running events, ordering beer and assisting in the wine purchasing as well on-floor sales and staff supervision.

Assistant Manager Cellarbrations Port Melbourne, Port Melb 2014 – 2015
Working with the manager to source products that represent value for money with good gross profit, assisting in marketing and promotion, organising the weekly wine tastings, responsible for opening and closing the shop and setting up and writing a newsletter.

Retail sales Savvy Cellars, Altona, Melb 2013 - 2014
Marketing and PR for the shop including: updating the mailing list; creating, writing a weekly newsletter, setting up and co-ordinating Facebook page, organising weekly wine tastings. Other responsibilities include tasting all wines considered for purchase, staff wine and spirit training, fine wine sales.

Marketing & Training Officer & Supervisor Winebins, Prahran, Melb 2011 - 2013
Marketing and PR for the shop including: creating a mailing list; creating, writing and sending a weekly newsletter, setting up and co-ordinating wine tastings. Other responsibilities include creating and implementing budgets; staff supervision; organising the buying tasting panel, overseeing stock control, assisting the owner in setting up an export business and staff training. Responsible for all purchasing from Oct. 2012 - May 2013.

Restaurant Manager and Sommelier Claypots Seafood and Wine, Fitzroy, Melb. 2009 - 2010
On the floor manager creating & implementing marketing projects, maintaining of the wine list.

Fine Wine Shop Co-Manager Divino Cellars, Camberwell, Melbourne 2008 - 2009
Worked with the owners creating a mailing list, organising and running consumer wine tastings, marketing the shop and on the floor sales. The turnover increased 20% whilst I was there.

Vintage Cellarhand Herdade do Esporão, Alentejo, Portugal 2008
Southern Vales Winery, McLaren Vale, Australia 1991

Workplace Assessor/ Trainer Chisholm Institute of TAFE 1999 – 2004, 2005 - 2006
After four years of delivering courses to the multicultural students on the Dandenong Campus, during 2004, I was setting up, marketing and teaching of the Cellar Door Sales and Wine Evaluation courses on the Mornington Peninsula. This included creating teaching material for subjects within the Hospitality and Food training packages.

Since August 2005 till December 2006, I was responsible for the workplace trainees and students; creating, marketing and teaching a new classroom-based Cellar Door Sales course and Wine Evaluation subjects at Lindenderry. This position also included much liaison with the local wineries and industry bodies as well as working with the marketing department to gain publicity.

Teacher Northern Melbourne Institute of TAFE 2001 - 2006
Responsible for creating teaching material and delivering Wine Marketing, Consumer Buying Behaviour for the Wine Industry, Wine Evaluation 2B and 1B, Ethical Issues and Social Responsibility, Global Economics and Wine Trading, Export Market Procedures and Structures and Operations in Wine Selling.
Delivering three units on Wine Tourism for the Diploma in Hospitality Management.

Marketing Manager Skyrunners World Wine Express 1998 – 1999
This new business supplied high quality packaging and freight for the wine industry.
My responsibilities include planning promotions, PR, market planning and sales in Victoria and Western Australia.

Retail Management Crittendens Fine Wines, Melbourne 1998 - 1999
Glenhuntly Cellars, Melbourne 1986 - 1989

Lecturer - Wine Studies, Hospitality and Marketing

Edith Cowan University, Perth 1996 - 1997
This position revolved around the establishment of a new Wine Marketing Course in Western Australia. My responsibilities included the publicising, coordinating and teaching the Executive Certificate in Wine Studies, the co-writing, creation of teaching and assessment material of Wine Studies 1 and 2 and liaising with the Australian Centre for Wine Business Management - the parent organisation of the course.

- Other responsibilities included the overseeing of the Department's training restaurant, undertaking collaborative research and presentation of papers at conferences and teaching Restaurant and Bar Operations, Marketing tutorials, Cost Control in the Hospitality Industry tutorials.

Retail Trainer (Wine Sales) Austotel Pty Ltd, Melbourne 1996
The Austotel group owned several hotels in Melbourne and were creating fine wine shops within their bottle shops. Responsibilities included the creation, implementation and management of a staff training program as well as some brand development of "The Taste of Wine".

Research

Managing the Consumer - How Australian Retailers Shape Up. Australian Wine Technical Conference, Sydney, Australia. August 1998. (with Kate Loughton)

Wine Over Water: Training Aspects Important to SME Exporting Wine Producers. With Kate Loughton. Funded by SMERC. ASWE Conference, Wellington, NZ. September 1997

Growing Wines, Vines and Customers. Paper co-written with Christine King and Robyn Morris. Aust. NZ Educators' Conference Proceedings. Monash Uni., Melb. Aust. December 1997 Volume 4, 1572-1587.

What do Wine Consumers Believe to be Important for Retail Liquor Staff to Know? Poster paper presented at ASWE Conference, Wellington, NZ. September 1997

Show Judging Experience

- Cider Australia 2023
- Melbourne International Wine and Spirit Competition 2019, 2018
- RASV Distilled Spirits Competition 2016, 2015
- Malt Whisky Society of Australia Whisky Awards 2014 - 2012
- Frankston Amateur Wine Show 2021, 2014 - 12, 2009, 2005 and 2004
- Eltham Amateur Wine Show 2014, 2009 - 2005, 2003 and 2002
- RASV Table Olives Awards 2013
- Darebin Home Winemakers Show 2013, 2011 - 2008 and 2004
- Federation Square Wine Showcase 2011
- Les Citadelles du Vin Concours de Meilleurs Vins du Monde, Bordeaux 2007
- The Cool Climate Wine Show, Mornington Peninsula 2006 - 2002
- Daylesford Wine Show 2006
- AOA National Table Olive competition 2010
- Royal Melbourne Show Extra Virgin Olive Oil Awards 2011, 2010, 2009
- Olive Business Extra Virgin Olive Oil and Table Olive Awards 2002 and 2003
- Gippsland Signature Dish competition 2006, 2005

Conventions attended

- Women in Wine Symposium, Sydney 2023
- ARWI Pinot Noir Symposium 2019
- I am Tribidrag, Croatia 2017
- WCA's Consumer Insights 2014 - 2012
- Cool Climate Symposium, Hobart 2012
- Frankland Estate Riesling Celebration, Sydney 2012
- Vinexpo, Bordeaux 2009, 2007, 2005, 2003, 2001, 1995 and 1993
- London Wine Trade Fair 2012, 2010
- Inaugural International Grenache Symposium, France 2010
- Nielsen Global Liquor Symposium and Wine Forum, Sydney 2009
- AWRI Roadshow, Mornington Peninsula 2007
- Pinot Gris Christening, Mornington Peninsula 2006
- Malt Whisky Convention, Sydney 2005
- Pinot Noir Celebration, Mornington Peninsula 2005 and 2003
- Viognier Symposium, Barossa 2002
- Rylestone 4th Annual Olive Harvest Workshop 2004
- Australian Wine Industry Technical Conferences 2004, 1998
- Australian Society of Wine Education Conventions 2004, 2002, 2001, 1999 and 1997
- National Wine industry Outlook Conferences 2004, 2003, 2002 and 2000
- The Institute of Masters of Wine Seminars 2003, 1997
- 26th World Congress and 81st General Assembly of the OIV 2001
- Int. Forum on the Impact of Recommendations for Wine at University of Örebro, Sweden 2001
- Mediterranean Varietals Seminar, Wangaratta, Vic 1999
- 5th Grape and Wine Spring School at Lincoln University, NZ 1997

Wine Writing

- Bacchus Enterprises Masterclasses course notes (2020/2023)
- Tagg (2018-2019)
- V&S news (2010)
- Bent magazine (2007-08)
- Wineadvice (2009)
- The Australian Wine Educator (2002 - 03)
- The Village Idiot (2006)
- Divine (1995)
- Wine Studies 1 Workbook (1997)
- Study notes for teaching

Certificates

- Certificate IV in Workplace Assessment and Training
- Responsible Service of Alcohol (Victoria, Tasmania and NSW)
- Victorian Full Driving Licence
- Safe Food Handling
- Working With Children Check

Volunteer work

Scarf Community Organisation – wine training
Sommeliers Australia – Qld representative