

Wine Victoria Board Nominees - Further Information

With the changes to the board this year, specific skills gaps have been identified. Wine Victoria aims for a diverse, representative skills-based board with members working collectively to advance the interests of the Victorian wine sector as whole.

This year we have six nominees for four positions based on the identified skills gaps which are:

1. **Board Chair and Governance** - One nominee
2. **Governance and Legal Skills** - One nominee (Current Board Member Re-nominating)
3. **Policy and Government Relations** - One nominee
4. **Tourism and Marketing Strategy** - Three nominees

SKILLS GAP

- **Board Chair**

- **Governance**

Stephanie Duboudin

I have two decades of experience in marketing strategy, brand management, innovation, tourism, stakeholder engagement, domestic and global category insights in the wine industry. I have worked with a diverse range of businesses across the wine sector including in house roles with Kobrand New York, Yabby Lake, Heathcote Estate, Rathbone Wine Group, Wine Intelligence and Decanter UK. During my time consulting I have led and managed strategic projects across Australia, NZ, China, US and UK for businesses including Treasury Wine Estates, Food and Wine Vic, Dan Murphy's, Brown Brothers, De Bortoli, Rathbone Wine Group, Grant Burge, Pernod Ricard, Accolade, Wine Australia, NZ Wine and AGW.

I have a deep love for regional Victoria having grown up as the 6th generation of a grain and sheep farming family and currently live in Central Victoria. I am very passionate about showcasing the high quality of Victorian produce and the uniqueness and diversity of the wine regions that we have. I have established strong networks within the wine industry across regional, state and national associations and have had experience in effective board management and governance through my current three-year tenure as a National Board Member of the Wine Communicators of Australia.

SKILLS GAP

- **Governance**

- **Legal Skills**

Ashley Spencer (Current Secretary, renominating)

I am re-nominating as a current member of the Wine Victoria Board and hold the position of Secretary, bringing governance and legal skills to the current Board. I am the former Deputy General Counsel of Treasury Wine Estates and currently Senior Executive - Governance & Legal at Medibank Private. I have over 25 years' experience in senior legal and governance roles in large local and global companies including as General Counsel, Company Secretary and Director. I am a Fellow of the Governance Institute of Australia and a member of its Legislative Review Committee.

SKILLS GAP

- Policy
- Government Relations

Melissa O'Neill

I am a Corporate Affairs professional with more than 20 years experience across media, communications, government and industry relations, issues and crisis management, as well as strategy.

My experience spans the corporate and government sectors from resources and utilities through to retail and financial services. As Global Director Corporate Affairs for Treasury Wines Estates I lead a talented team with responsibility across a range of functions including internal and external communications, government and industry relations, as well as sustainability. We are headquartered in Melbourne and are committed to the continued growth of the Victorian wine sector. I look forward to contributing my skills and expertise to policy development and Government Relations.

I am also a Board member of Australian Grape & Wine.

SKILLS GAP

- Tourism
- Marketing & Strategy

Matthew Barry

Matthew has been the winemaker at Mount Avoca Vineyard since 1996, a director since 1998 and owner since 2003. Under Matthew's direction Mount Avoca has been innovative in the areas of biological pest and disease control, waste recovery, recycling and composting and conversion to full Organic Certification. With a degree in Microbiology at Monash University, a post-graduate diploma in Business Management and several decades experience working at Mount Avoca as well as experience in Europe he has excellent technical and practical experience in business and winemaking.

Matthew presented at the first Australian Wine Industry Environment Conference and has also presented wine and food regularly on both 3RRR and MTR and numerous other radio appearances and has also been involved in productions on-camera for SBS, Channel 9 and Foxtel. Matthew takes a strong role in promoting the industry at a local, national and international level. He is a past President and Vice-president of the Pyrenees Vignerons Association, served for many years on the VWIA (the Victorian Wine Industry Association, now Wine Victoria) Board including two years as deputy chairman. In the international arena he was Melbourne's representative for the Great Wine Capitals Network for several years.

Shaped by a family with a burning passion for ethical and sustainable business practices, Matthew is success driven and believes the long-term success of the wine industry requires pro-active leadership that keeps Victorian Wine at the forefront of ecological, social and sustainable practices and can more effectively communicate this to Victorians and the world.

SKILLS GAP

- Tourism
- Marketing & Strategy

Dan Sims

I've spent my career selling, making, and promoting wine for more than two decades. I have worked as a sommelier in some of Melbourne's best restaurants, consulted about wine, retailed wine, and ran wine training courses, as well as writing extensively about wine. I have made wine (in Argentina), judged wine, represented sommeliers at international conferences, and regularly marketed and promoted wine at events such as Melbourne Food & Wine Festival, Good Food and Wine Show and more. I currently sit on the drinks committee of the Melbourne Food & Wine Festival. I operate my own business, REVEL, which has run highly successful wine events across Australia, New Zealand, Japan, Singapore and Hong Kong, including Pinot Palooza and MOULD Cheese Festival (primarily) as well as many others.

For eight years I sat on the national executive of Sommeliers Australia. In this role, I took part in Sommelier delegations to Hong Kong, Santiago, Singapore and Tokyo, promoting and speaking about Australian wine and its regions.

As Director of REVEL, I have built relationships with over 400+ wineries from across Victoria Australia and New Zealand. My extensive experience gives me broad insight, perspective, and appreciation of all the various players making up Victoria's wine industry.

SKILLS GAP

- Tourism
- Marketing & Strategy

Craig Tompkins

I am currently the Sales & Marketing Director at Rathbone Wine Group, and have over 20 Years Liquor industry experience. Over 10 years specifically within the Wine Industry, all at the Executive Director level, across companies such as Treasury Wine Estates, Accolade, Metcash and Rathbone Wine Group.

I am a recent graduate from the Australian Institute of Company Directors as I am committed to ensuring I have the skills and knowledge to fulfil my respective board duties.

My experience is extensive across Strategy, Marketing, Sales and Tourism both within the Australian Domestic and Export markets and across multiple channels (On premise, Retail and DTC). With experience in Government lobbying (via the Distilled Spirits Association, NZ), I bring a wealth of industry experience and functional expertise.