



## 2021 YOUNG AMBASSADORS FOR THE BAROSSA VINTAGE FESTIVAL ANNOUNCED

A new generation of future leaders have been announced ahead of the 2021 Barossa Vintage Festival, as eleven enthusiastic participants join the highly successful Barossa Young Ambassador program.

The Young Ambassador program identifies and raises the profile of future community leaders, while acknowledging that young people play an important role in the community and are essential for the future of the Barossa's vibrant wine, food, cultural and tourism industries.

The 11 young leaders inducted into the 2021 Young Ambassador program this week are:

- Georgia Carter
- Abbey Underwood
- Ekkia Evans
- Georgia Boehm
- Isaac Troup
- Neve Reynolds
- Nikita Skuse
- Olivia Reynolds
- Rebecca Uphill
- Rebekah Rosenzweig
- Georgia Nicholls

The ambassadors will spend the next nine months working on their own individual projects, participate in training and networking activities and be involved in planning and promotion of key Barossa Vintage Festival events. They will be guided and mentored by Maddy Hopgood, the current Barossa Young Ambassador and previous participants in the program.

Festival Director, Jenny O'Brien is excited for the program to commence ahead of the 2021 Barossa Vintage Festival which is being earmarked as pivotal and timely celebration for the Barossa community.

"This year has been challenging," said Jenny. "We are excited to look ahead to the 2021 Barossa Vintage Festival and to be able to deliver five days of fun and festivities. It's about giving the local community and potential travellers something exciting to look forward to.

"Our Young Ambassadors will play an integral part in ensuring the Festival is a vibrant celebration for everyone to enjoy. We look forward to their fresh new ideas and concepts to help the Barossa deliver a magical Festival.

"Our young people are incredibly important for the ongoing success of our region. They are the innovators, the next generation in Barossa's evolving story, they are essential for the vitality and future of the Barossa's wine, food, culture and tourism sectors.

"Again, we are fortunate to have a really strong group of participants, who are already demonstrating great leadership skills across a broad range of areas within the local community. Each participant will bring their own level of uniqueness to the program."

The program will also allow participants to build connections for the future and be exposed to new opportunities through peer to peer mentoring and support from successful business and community leaders across the region.

Madeleine Hopgood, 2021 Barossa Young Ambassador says she looks forward to taking the next step as current Ambassador, to guide the ambitious and energetic participants through the program.

“I absolutely loved my time taking part in the Young Ambassador Program and am so excited to share this experience with the next group of Barossa Young Ambassadors. The new participants are enthusiastic and willing to lean and help. They are such a diverse cohort, with many ambassadors already involved in the local community in a variety of ways,” said Maddy.

“During what has been a tough year for everyone, I think this group of Young Ambassadors will help keep the Barossa’s community spirit alive throughout the 2021 Barossa Vintage Festival.

“I can’t wait to see their individual progress over the next nine months.”

## CAPTION

*2021 Barossa Young Ambassador participants (back l-r): Georgia Nicholls, Abbey Underwood, Isaac Troup, Neve Reynolds, Olivia Reynolds, (middle l-r) Nikita Skuse, Ekkia Evans, Georgia Carter, Georgia Boehm, Rebecca Uphill and Rebekah Rosenzweig (front).*

- Ends

*For more information please contact Jenny O'Brien on 0428 031 444*