



## Profile

### ANDREW KAY, Managing Director

February 2009

In a career that has taken him throughout Australia and across the globe, Wirra Wirra Managing Director, Andrew Kay has found a happy niche at the helm of the historic McLaren Vale winery.

After six years with Orlando Wines, most recently in the UK as Regional Manager UK/Europe, Kay returned to Adelaide at start of 2006 to help drive Wirra Wirra's brand focused marketing activities on a national and international level.

With the impending retirement of Wirra Wirra's much respected Managing Director Tim James in June 2007, an exhaustive selection process to find a suitable replacement ended right on their very doorstep and Kay took over the reins in mid-May of that year.

A cricket fanatic, AFL die-hard and music buff, Kay continues Wirra Wirra founder Greg Trott's tradition of combining a passion for wine with an equal devotion to sport and the arts.

"Trott's mantra was not to take anything in life too seriously – with the exception of making quality wine - and we are working hard to continue this tradition. His character remains intrinsically linked with today's Wirra Wirra and the team here are very keen to see this maintained." Kay said.

Kay was chosen by the Winemakers' Federation of Australia as one of 15 wine industry members to participate in the 2007 Future Leaders programme, a leadership development initiative aimed at developing a succession plan for stewardship of the Australian wine industry.

Kay believes that participation in the industry is an important part of any leadership role. "I think we all have a responsibility, be it at a regional, state or national level to make a contribution," he said. "One of the driving forces behind the success of our industry has been collaboration and the sharing of knowledge and ideas."

He has put that into practice by joining the following Boards and committees:

- McLaren Vale Grape Wine and Tourism Board – joined 2008  
[www.mclarenvale.info](http://www.mclarenvale.info)
- Grape Wine and Research Development Corporation (GWRDC) Board – joined 2008  
[www.gwrdc.com.au](http://www.gwrdc.com.au)
- AWBC Market Development Advisory Committee (MDAC) – joined 2009  
<http://www.wineaustralia.com/australia/Default.aspx?tabid=155>

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