

THE LEN EVANS *Tutorial*



2023 Sponsor Overview

The Tutorial Board



Sally Evans
Chair



Sarah Crowe
Deputy Chair



Iain Riggs AM



Michael Hill-Smith
AM MW



James Halliday AM



Tom Carson



Sam Connew

The Legacy of the Tutorial

The Len Evans Tutorial (LET) was founded in 2001 by wine godfather Len Evans AO OBE. Evans had recently retired from his lengthy wine-judging career and was looking for a way to continue to educate and inspire future industry leaders and show judges.

Since the first Tutorial in 2001, 240 scholars have passed through the program, now commonly described as the most extraordinary wine school in the world.

The overarching intent of the LET is to equip scholars with the tools and skills to evolve the quality of Australian wines, in terms of both style and technical attributes, and to give them the confidence to broadcast the incredible quality of Australian wine both locally and abroad.

Proudly, in 2016 the LET was the recipient of the highly-coveted Maurice O'Shea Award, honouring its outstanding contribution to the Australian Wine Industry

As a non-profit organisation, the LET is funded entirely by a group of generous industry sponsors and benefactors, who recognise the important role that the LET plays in developing Australia as a true Wine Nation.

The program is run almost entirely by volunteers from across the Australia wine industry. The sessions are conducted by an impressive pool of fly-in-fly-out Tutors, all experts in their own category, headed by founding Tutors James Halliday, Iain Riggs and Michael Hill-Smith.



All logistics are managed by an industry-based team from the Hunter Valley, who give their time for free, year after year, to act as pourers, cellar managers and session coordinators. The only remunerated position is that of the Administrative Assistant.

The Tutorial week takes place in the first week of November in the Hunter Valley, with twelve fully paid scholarships offered each year. All wine, food, travel and accommodation all included, valued at over \$180,000 or \$15,000 per attendee.

The Tutorial is held on site at Spicers Guesthouse, a beautiful hotel complex in the heart of Pokolbin with all the facilities required to accommodate our unusual week in one convenient location.

In 2022, as part of the 20th anniversary LET, a Round Table session was held to review the past and discuss the future of the Tutorial. A large group assembled, including the Board, tutors, working group, back-of-house team, in-kind supporters and sponsors. The overall consensus was to keep on doing exactly what we've been doing.



“
**Martin Shaw,
Shaw + Smith**

The Len Evans Tutorial goal of training better wine judges is as relevant today as it ever was.

“
**Bruce Tyrrell,
Tyrrell Wines**

As a sponsor since 2001, we just want to see scholars come out with a great knowledge of wine, as this strengthens the whole Australian wine industry.

Educational Objectives

Evans' overarching vision was to make Australia a truly great wine nation, primarily by developing the wine-judging skills of the LET scholars.

240

Scholars have completed the Tutorial since 2001

50%

Of previous scholars are active participants as wine show judges

298

Of the greatest wines were tasted by scholars at the 2022 Tutorial

53

Wine Industry professionals volunteered their time to run the 2022 Tutorial

The Australian wine show circuit is a highly developed and important part of the industry, being one of the primary arenas for exchange of views, evolution of Australian wine styles and development of quality. In Evans' mind, better wine judges, such as those produced by the Tutorial, meant better wine and a better wine industry.

While the modern Australian wine industry had expanded at a great pace, the problem of an obsession with 'technically correct' wines had arisen, preventing the broadening of Australian wine styles. By tasting and analysing a wide range of wines from around the world, the LET scholars would develop an increased appreciation of where they may take the Australian wine industry in the future.

As the price of great wine continues to escalate, and supply contract, access to the wines presented during the week had moved out of reach for most of the scholars. By tasting and analysing the greatest wines of the New and Old World, scholars would aspire to the development and support of such greatness in Australia.

Whilst Evans' original vision is still a big part of the LET's intent, over the last 10 years or so, the remit of the Tutorial has expanded, providing high-level tasting experiences and education to participants who are then well placed to influence their peers and associates well beyond the wine show forum.

These days the aim is to improve the overall skills and knowledge of our emerging industry leaders, who will go on to influence the evolution of the Australian wine industry in a multitude of ways. One key benefit is arming scholars with the skills and assurance to talk confidently about the quality of Australian wine on the international stage.

The LET & Wine Show Judging

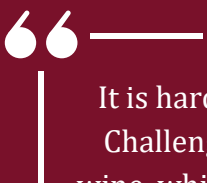
The primary beneficiaries of the Tutorial over the last 20 years have been Australian Wine Shows and in particular, the Capital City Shows.

The LET is a highly-regarded training ground for wine show judges. The LET develops the judging skills of scholars through the identification of quality wines, the technicalities of scoring, the improvement of their wine vocabulary and the effective communication of wine quality.

Each year, the best-performing LET scholars are guaranteed positions as associate judges at the next Sydney Royal Wine Show, and a range of other Australia-wide wine shows.

A recent review revealed that all capital city wine shows bar one, as well as many regional shows, had a past scholar as Chair. It has also been pleasing to see many female LET scholars rising to Chair a high number of national and regional shows.

The primary beneficiaries of the Tutorial over the last 20 years have been Australian Wine Shows and in particular, the Capital City Shows. And ultimately, this learned tasting skill translates to better writing, selling and other communications.



It is hard to qualify what the Tutorial meant to me. Life changing. Challenged my assessment of my knowledge of the world of fine wine, which reset my internal benchmark of the aspirational quality of the wines I help to produce. Also gave me perspective of my place in the large history of Australian wine, something I found very grounding and again motivating.

Julian Grounds, 2017 Tutorial Dux





Alumni Breakdown

58%

Winemaking/growing

21%

Hospitality/Sommeliers

14%

Sales, marketing, purchasing,
education & other

7%

Media/Communications

Who does your sponsorship support?

Applications are open to people from all sectors of the Australian wine and hospitality industry, with priority given to Australia-based applicants.

The overall diversity of the attendee group is essential. A broad mix of industry backgrounds is targeted in the makeup of each cohort - from the fields of winemaking, liquor retailing, importing and wholesaling, restaurants, viticulture, marketing, education and journalism. To ensure a healthy spread of perspectives, a mix of represented regions is also considered, as well as a mix of genders.

The Australian wine industry is multi-layered, and the twelve scholars selected try to reflect this diversity. Applications over the 20 years is male dominant (70/30) but the final 12 will often be 60/40 or 50/50. Similarly, winemakers are by far the largest number of applicants but in order to get a diverse range of opinions, they make way for hospitality, retail, media et al and that range of vinous talent is across all regions.

The LET consistently receives around 100-120 applications per annum. Scholars are selected by a panel of approx. 15, made up of current and past tutors, past scholars, Chairs of Capital City wine shows and other industry advisers. Applicants are asked to submit their CV and references with a detailed letter expressing why they wish to attend how they might contribute to the Australian wine industry in the future, beyond the remit of their employment positions.

The criteria are kept purposely broad because we are aiming for a mix of approaches, industry experience and points of view. While industry experience and solid base knowledge of the wine styles of the world are preferred, the potential of the application is the driving force behind their acceptance.

Experience as an Associate Judge at regional shows is beneficial, as is an expressed interest in developing a career in wine-judging. Whilst this is not necessarily a must-have, it will inform the mix of scholars chosen for each year's cohort.

The Nuts & Bolts

The twelve scholars attend the residential Tutorial for 5 days. Throughout the week they are lead through a series of workshops, master classes and tastings by a panel of highly-experienced, internationally-recognised industry experts.

Our panel of tutors includes a broad range of professionals, such as winemakers, importers, Masters Of Wine and business owners, who are chosen for their insights into a variety or wine style. Several past scholars are now invited as tutors.

Scholars participate in 5 judging workshops, each including 30 wines served blind/masked. These brackets of wine follow a theme, based on a single variety/style. Approximately half the wines are from Australia, the rest from around the world. The focus of the workshops is on the variety/styles that Australian grape growers and winemakers work with, wines that are considered 'iconic' in the Old World, such as Shiraz and blends, Cabernet Sauvignon and blends, Pinot Noir, Riesling and Chardonnay.

The aim of the judging workshops is to teach the scholars about quality, asking them to identify the wines worthy of medals in line with those selected by the tutors.

In addition to the judging sessions, scholars attend a range of masterclasses featuring either an individual variety or style or producer. These feature world-class examples of the feature category. The aim is to place Australian wine in context with the great wines of the world.





In addition to the judging sessions, scholars attend a range of masterclasses featuring either an individual variety or style or producer. These feature world-class examples of the feature category. The aim is to place Australian wine in context with the great wines of the world.

Each evening there are tastings and discussions of a curated selection of great wines of the world.

Generally, they are wines of extreme rarity and high cost, wines that the scholars would not have an opportunity to buy and taste. They are not necessarily wines of great age, as some of the world's most expensive wines are from recent vintages and are chosen as benchmarks of the modern era/wine industry.

The scholars' performances are scored throughout the week, and at the end of the week a Tutorial Dux is awarded the Basil Sellers Prize, in the form of a return flights to Europe and introductions to many of Europe's great wine houses.

“

“It is the best opportunity I have ever had to refine my tasting skills and listen and learn from some of the best minds and palates in the business. Both tutors and fellow scholars were sources of inspiration and knowledge.

Adam Walls, 2019 Tutorial Dux



Dux Honour Roll

2001	Caroline Dunn
2002	Tom Carson
2003	Ben Edwards
2004	Hamish Seabrook
2005	David Bicknell
2006	Elizabeth Jackson
2007	Suzanne Bell
2008	Larissa Bray
2009	Adam Wadewitz & Stuart Halliday
2010	Liam O'Brien
2011	Dave Brookes
2012	Ned Goodwin MW
2013	Lak Quach
2014	Matt Brooke
2015	Adam Cotterell
2016	Stuart Hordern
2017	Julian Grounds
2018	Tim Dolan
2019	Adam Walls
2022	Andrea Pritzker MW

“

“The tutorial was an extraordinary, once-in-a-lifetime experience. I was blown-away by the calibre of fine wines presented every day in the judging sessions, masterclasses, and dinners. Having the chance to taste a bracket of classic Australian reds from 1965 was one of the most memorable moments in my career to date.”

Andrea Pritzker MW, 2022 Tutorial Dux



Sponsorship Opportunity



Principal Sponsor

For our corporate partners that consists of a business, organisation or association.

Educational investment in the future of the Australia wine Industry

Marketing promotion throughout the year & listed on all marketing materials

Opportunity for involvement in additional Round Table or future planning discussions

Recognition as a key supporter and industry partner

\$6,000 + GST

The Next Steps

Please email Sally Evans at info@lenevanstutorial.com.au to indicate your interest, or if you have any further questions. Invoices for the current year will be issued upon confirmation of your appreciated support.

If required, we can delay your invoice until the 1st July, 2023.

All feedback is most welcome.



The tutorial was a way of getting a stronger foot in the door for show judging opportunities. It's the ultimate blind tasting experience that really hones your knowledge and understanding of what is expected of a judge and how to really asses and reward quality, a benchmarking experience like no other.

**Matt Brooke, Director of Wine at Crown
Melbourne & 2014 Tutorial Dux**



2022 Principal Sponsors



Dan Pontifex Memorial Trust

Contact



[lenevanstutorial.com.au](mailto:info@lenevanstutorial.com.au)



info@lenevanstutorial.com.au



www.instagram.com/lenevanstutorial



