

Careers in Water Zac Caudo

Writing his own ticket: How a Waikerie entrepreneur is forging a business around the Riverland lifestyle.

Caudo Vineyard, a 900 acre river-side property at Cadell, was originally purchased by the Caudo family as a lifestyle property for water skiing holidays. Back then, Zac and his family lived in Western Australia, visiting the Cadell-property for getaways throughout the year.

After graduating from Year 12, Zac spent several years travelling the world, working in pubs and bars and developing his skills in hospitality and tourism. Inspired by the diversity of hospitality and tourism opportunities he'd encountered, Zac began to wonder if he could create his own niche back at Cadell.

Returning to Australia with a swag of ideas, he opened Caudo's Vineyard cellar-door to the public in 2012, offering tastings and sales of their own-grown and branded wines with locally sourced coffee and tasting plates.

Initial customer feedback was excellent, so Zac set about extending the Caudo brand, which now offers lines of sangria, iced tea and a beer – Hog Wash bend Lager.



Career pathway fast facts

Position: Owner / Manager – Caudo Vineyards.

Schooling: Completed Year 12 at All Saints' College, Western Australia.

Qualifications: Advanced diploma in sales and marketing, responsible service of alcohol, barista training, first aid certificate, ChemCert, HR truck license and certificates in business studies, management and food handling.

Pathway: Experience in hospitality and entrepreneurial drive!

Future plans: To continue developing the brand, products and services available.



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Many of the Caudo products are now also sold through independent bars, pubs and hotels around Australia, with some wine sold to China.

The business has also developed into a function venue and hosts the fitness event True Grit each May, where contestants race around a military style obstacle course.

Zac's role includes a wide variety of jobs such as day-to-day management of staff and sales representatives, sales and marketing, cellar door management and customer relations as well as product development and business planning.

As well as managing this side of the business, Zac is also responsible for overseeing the vineyards and orchards, where they grow citrus fruit, almonds and avocados.

Not one to rest on his laurels, Zac continues to dream big. "I'm keen to develop a function area on-site for weddings and I want Caudo to become the best live music venue in Australia. We're also trying to start an annual car race around Waikerie in collaboration with other local businesses, to attract more tourists to the area".

And his favourite part of the job? "The lifestyle. The people I get to meet, the travel and, most of all, the river!"



View of Caudos Vineyard cellar-door.



"Our business is totally dependent on the river – both the tourism and agriculture enterprises. If the river wasn't here, our business wouldn't be either" - Zac Caudo



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