



**For immediate distribution
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WCA appoints new Executive Officer

Wine Communicators Australia (WCA) are pleased to announce the appointment of their new Executive Officer, Lynda Schenk.

Mrs Schenk comes to the role with not just a passion for the wine industry, but complements it with over two decades experience in Marketing and Sales within the wine industry. Lynda has a demonstrated track record of developing and executing strategic initiatives, leading and managing teams and working with a diverse range of people.

This appointment is the latest phase in building WCA's relevance as the "go to" resource for its members.

WCA Chairman, Angus Barnes would like to thank Nick Carne, former Executive Officer, for his contribution to WCA. Mr Carne has been instrumental in growing WCA's winery membership base placing WCA in a strong position moving forward.

Mr Barnes said "2015 was a significant year for growth for our membership base and we look forward to continuing and building on that success. We are delighted to have found such a well-qualified executive to fulfil this pivotal role for the next phase of WCA."

Mrs Schenk who commenced with WCA, Monday 8th August said she "is delighted to be working with the amazing team of volunteer contributors at WCA and to steer the ship in growing the value proposition to our members."

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 500 members.

WCA's annual program includes networking events, webinars and its prestigious lunches in association with three major capital city wine shows – Sydney, Melbourne and Adelaide. It also runs the annual Wine Communicator Awards and Legend of the Vine Awards.

The 2016 Wine Communicator Awards are now open for entry and can be found on the WCA website.

For media enquiries please contact Angus Barnes 0407 615 132 on or Lynda Schenk on 0400 811 002