



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

Media Release
Immediate Release

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Wine Communicators of Australia appoints new Executive Officer

Wine Communicators of Australia (WCA) has appointed Nick Carne as its new Executive Officer.

Nick previously was Manager of Communications for the Winemakers' Federation of Australia and has worked with the Australian Grape and Wine Authority. He currently runs his own Adelaide-based consultancy.

WCA Chairman Angus Barnes said the WCA Board were delighted to have Nick start in this new role.

"Nick already has comprehensive experience and understanding of the operations and strategy of Wine Communicators of Australia, having previously served as a director on the national Board," Mr Barnes said.

"Amongst Nick's first tasks will be to challenge, refine and update the strategic direction of Wine Communicators of Australia to ensure its value to the members and to guarantee the long term viability of the organisation.

"To this end, Nick, along with members of the national Board and State Chapters plan on visiting a number of member and non-member wine businesses in 2015 to communicate our proposition and seek further feedback."

Nick, who starts the part-time role today, said he had remained closely involved with WCA since stepping down from the Board last year and had grabbed the opportunity to get back into the action.

"I think WCA is ready to take some big steps and to grow into not just an even better professional organisation but a genuine communications conduit for the industry," Nick said.

Nick is replacing Jeffrey Wilkinson, who recently retired from the national role he's held since WCA became a national not-for-profit company in December 2010.

Wine Communicators of Australia aims to be Australia's preeminent organisation connecting business professionals working with wine. It has recently hit record membership levels of more than 500 members and has enjoyed a successful year providing both information and resources in an environment that we hope will both engage and inspire our members.

For more information about WCA go to winecommunicators.com.au. For media enquiries please contact Nick Carne on 0404 850 859, email nick@nickcarne.com.au or Program Manager Jen Barwick at WCA on Mob: 0413 512 745 or email: comms@winecommunicators.com.au