



Media Release

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## ***Wine Communicator Awards open for entries***

Entries for the Wine Communicator Awards 2014 open today, and Wine Communicators of Australia invites the Australian wine industry's most talented writers, designers, publishers and communicators to nominate.

2014 sees the addition of a new Award for 'Best Wine Book', and organisers Wine Communicators of Australia (WCA) also welcomes several new Award sponsors. The Awards include WCA's established Wine Communicator of the Year and Best Digital Wine Communicator, as well as the New Wine Writer of the Year, which is run in partnership with Gourmet Traveller WINE Magazine.

The other categories include:

- Best Wine Publication (technical, trade or consumer)
- Best Wine Book (technical, trade or consumer)
- Best Wine Trade or Technical Writer
- Best Published Feature Article or Wine Column
- Best Wine Website or Wine App.

WCA Chairman Angie Bradbury said these Awards acknowledge the industry's best communicators as well as the most innovative, creative, courageous and inspiring people who record their words –through print, radio or video.

"It's fantastic to see the winners from last year's awards - Jane Thomson, Andrea Frost, Tyson Stelzer, Campbell Mattinson, McWilliam's Wines and Greg Plowes – who all continue to build their careers and leverage their achievements in the awards – we're extremely proud to support them in their efforts and excited to build on last year's successes," Ms Bradbury said.

"If you're a writer, designer, graphic artist, digital content developer and/or publisher and you're helping to spread the Australian wine story in an engaging, smart and innovative way we encourage you to enter the Wine Communicator Awards."

Last year's Digital Communicator of the Year and founder of The Fabulous Ladies Wine Society, Jane Thomson, also encouraged fellow industry communicators to get involved.

"The WCA Awards have had an enormous positive impact on my business and my personal profile in the wine industry. Winning this award has led to some incredible opportunities and privileges that I could never have anticipated. All I can say is, if you're thinking about entering the awards do it," Ms Thomson said.

The judging panel for the awards consists of a mix of industry professionals, including WCA national board members, current Digital Communicator of the Year Jane Thomson, Wine Communicator of the Year Andrea Frost, Legend of the Vine David Lowe, VinTank's Paul Mabray and Anne Duncan, from the Australian Grape and Wine Authority. The Gourmet Traveller WINE/WCA New Wine Writer Award will be judged by editor Judy Sarris, contributing editor Huon Hooke, and WCA Chair Angie Bradbury.

Entry to Awards is now open for all wine professionals in Australia. To enter or to learn more about each award, eligibility and judging criteria go to: [winecommunicators.com.au/awards.aspx](http://winecommunicators.com.au/awards.aspx). You can also follow Award updates via WCA's Twitter tag: @WineComAust and #WCAwards.

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**NOTE TO EDITORS:**

**Major Award: Wine Communicator of the Year**

The major award recipient will be selected from the winners of all the award categories. They will be someone who excels in their area of professional work and communication in the wine industry, and who also leads by example and demonstrates respect for the wine industry, its consumers and upholds the professional standards valued by Wine Communicators of Australia. **Sponsor:** Wine Communicators of Australia

**1. New Wine Writer of the Year Award**

Partnered by Gourmet Traveller WINE Magazine. Awarded to unpublished talent who has written an article (1000 words maximum) on a wine-related subject. The winner of this competition will have their article published in Gourmet Traveller WINE and join an exemplary list of previous winners. Judging criteria to assess and score on the quality, construction and relevance of content.

**2. Best Digital Wine Communicator**

Sponsored by drinks association. Awarded to an online wine communicator for outstanding work published in any digital category, including video, vodcast or podcast. Launched in 2012, the winners of this award are renowned for their innovative, contemporary and clever use of a suite of communication tools now available to the modern wine communicator.

Judging criteria to assess and score:

- how the content is tailored to the audience and medium
- reach and relevance of content
- creativity and originality of content
- professional achievements and actions of the communicator.

**3. Best Wine Trade or Technical Writer**

In recognition of a wine writer, whose work is published in specialist wine media and relates to either trade or technical wine topics. Exemplary technical and trade writers have to move beyond the hype and headlines of general news. The best in this field use a mix of in-depth research and analysis of industry trends and practice to present engaging, informed and original material.

Judges will assess and score the following criteria:

- depth and display of knowledge
- writing style and content
- relevance to audience and industry
- industry involvement.

**4. Best Published Feature Article or Wine Column**

Sponsored by Treasury Wine Estates. In recognition of outstanding published feature articles or wine column published in commercial print or digital media, which best portrays content that is entertaining, thought-provoking and offers the reader a new or original insight into the world of wine. Entries can include three examples of either individual feature articles, a series of related articles, or a regular wine column that was published in newspapers, magazines, online or specialist wine media in the national or international press

Judges will assess and score the following criteria:

- writing style and content
- relevance to audience and industry
- depth and display of knowledge



- entertainment and creativity.

#### 5. Best Wine Publication (trade, technical or consumer)

Sponsored by Pernod Ricard Winemakers. In recognition of a magazine, newspaper, printed or digital publication (brochure, booklet, regional guides, journals etc) which best supports Australian wine in a compelling, well-written and well-presented format. This Award seeks to recognise a publication with superb editorial, great design and images combined with engaging and targeted content for its chosen audience. The winning publication will have significant status in the wine industry and deliver content that can influence and inform its readership.

Judges will assess and score the following criteria:

- content and writing style
- depth and display of knowledge
- presentation and design
- distribution and reach.

#### 6. Best Wine Book (Technical, Trade or Consumer)

Sponsored by Vintec. In recognition of a published book (print or digital) which best supports Australian wine in a compelling, well-written and well-presented format. This Award seeks to recognise a published book with demonstrated depth of knowledge, engaging and professional content targeted to its chosen audience.

Judges will assess and score the following criteria:

- content and writing style
- depth and display of knowledge
- presentation and layout
- distribution and reach.

#### 7. Best Wine Website or Wine App

Sponsored by Vin65. Awarded to the best new wine website or mobile app. This Award seeks to recognise a wine website or app that combines outstanding design, creativity, and usability, with current, engaging and relevant content for its desired audience.

Judges will assess and score the following criteria:

- design
- content
- functionality
- creativity and originality
- relevance and reach.

**Entry is now open** to all wine professionals in Australia. To enter or to learn more about each award, eligibility and judging criteria go to: [winecommunicators.com.au/awards.aspx](http://winecommunicators.com.au/awards.aspx). You can also follow Award updates via WCA's Twitter handle: @WineComAust and #WCAwards.

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