



**Media Release  
For Immediate Release**

**April 2017**

**WINE COMMUNICATORS OF AUSTRALIA WELCOMES  
NEW NATIONAL BOARD MEMBERS**

Wine Communicators of Australia (WCA) is delighted to announce the appointment of new National Board members Carolyn Coon, Alaina McGregor and Justine Henschke.

WCA Chairman Angus Barnes said the WCA Board was thrilled to have three highly experienced communications professionals join the team.

“We are thrilled to be expanding our National Board with the appointment of Carolyn, Alaina and Justine, who combined bring in over 35 years’ experience in the wine industry,” he said.

Carolyn joined the board in November 2016, and is currently Director of Corporate Communications at Treasury Wine Estates. With over 15 years in-house and agency experience, Carolyn has worked in the beverage industry for six years, with expertise in corporate and brand reputation management, media relations, risk and issues management, change management, leadership, internal communications, and brand communications.

Alaina joined WCA in February 2017 and is the Brand PR Manager for Accolade Wines. With over 12 years’ experience in consumer public relations in Australia, New Zealand and the UK, she has spent the past five years providing agency PR counsel to leading alcohol brands. Alaina has vast experience driving multi-channel communications campaigns that encompass digital, media relations, social media, brand activation, influencer engagement, sponsorships, content creation and risk management.

Justine joined WCA in April 2017 and is the newest addition to the board. A sixth-generation Henschke, Justine worked in the UK, New York and Sydney and graduated from several wine qualifications including the Court of Master Sommeliers Introductory Sommelier Certificate and the WSET Level 3 Award in Wines and Spirits. Justine re-joined the family business in mid-2014 and now works as the Marketing and Public Relations Manager and a Brand Ambassador.

“Carolyn, Alaina and Justine all have comprehensive experience not only in the media landscape but also the beverage industry. Each brings a unique set of skills to the National Board as we continue to grow our membership database and connect business professionals working with wine,” Angus said.

For further information or enquiries please contact Lynda Schenk, WCA Executive Officer:

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WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE

## **ABOUT WCA**

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.