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NEW NATIONAL BOARD MEMBERS JOIN WINE COMMUNICATORS OF AUSTRALIA

In a positive start to the year, Wine Communicators of Australia (WCA) is delighted to announce the appointment of new National Board members Simon Clark (NSW) and Marni Ladd (SA).

Bringing to the table a plethora of experience and skill, WCA Chairman Angus Barnes echoed the sentiments of other board members when he stated, “The WCA is excited to have such high calibre wine communication professionals join the team.”

“It is with great pleasure we welcome Simon and Marni, and we look forward to having their extensive experience build on what is an already exceptional group of communication experts.”

Marni, a highly experienced and appointed industry education professional, is currently Program Director of Wine Business at the University of Adelaide as well as being the current Chair of the Business and Education Committee with Great Wine Capitals Global Network and a member of the University’s Wine Futures Advisory Board. Prior to her current tenure, Marni was Program Director at the Australian Centre for Retail Studies at Monash University, following roles in marketing, change management and adult education.

Simon, based in NSW, brings with him over 12 years’ experience in the PR and communications industry across a number of sectors from FMCG, technology and not-for-profit. For the last two years, Simon has worked as the Global PR Manager at Pernod Ricard Winemakers for their Australian wine portfolio including Jacob’s Creek, St Hugo and George Wyndham.

“With the recent appointments of these talented individuals the WCA has gained access to people with hands on experience and skills in education, public relations, digital media and traditional marketing and communication disciplines. Each are a valuable asset to the WCA community as we continue to expand our membership, influence and ability to forge business to business connections for professionals working in wine.” Angus said.

For further information or enquiries please contact:

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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.