

Media Release

December 2018

A NEW MARKETING COODINATOR FOR WINE COMMUNICATORS OF AUSTRALIA

Wine Communicators of Australia (WCA) is thrilled to announce the appointment of **Prue Kline** as its new Marketing Coordinator. Joining the WCA in November 2018, Prue has a strong background and over two decades of involvement in the wine industry, with a wide breadth of experience ranging from sales and segmentation, events and tourism, and relationship management.

A farm girl at heart, Prue's passion for wine started from a young age while growing in immersed in the agricultural setting of the Adelaide Plains. Fast forward to her early professional years managing Wine Australia's International Visitation program, through to creating dynamic Direct to Consumer programs, and more recently working for boutique wineries, Prue has seen, shared and told many stories driving Australian Wine.

Prue voices her excitement when speaking of her new challenge as member of the WCA team, and is looking forward to building a new chapter of her wine story with the industry doyen.

WCA Executive Officer, Lynda Schenk said the appointment would see the WCA continue to grow in importance and influence within the wine communications scene, and enable it to further build on its mandate as a 'go-to' resource for its members and the wine industry as a whole.

"The addition of someone with Prue's experience and knowledge of the wine industry to the WCA marketing function will allow the organisation to even more effectively connect professionals working in wine," she said.

"We are delighted to welcome Prue to the team, and believe she will provide an important and long term contribution to the WCA and its members."

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.

In addition to its regular schedule, in 2019 WCA will be hosting two major international wine conference events. In April, the China-Australia Wine Marketing Summit will visit Sydney providing attendees insight into how to better tailor their marketing activities to attract the ever growing important



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Chinese wine market. The in October, the Wine Media Conference will convene in the Hunter Valley attracting wine bloggers and wine media form all over the world. For more information on these are other events visit www.winecommunicators.com.au.