



## The Wine Media Conference Announces Opening Speaker: James Halliday

**January 30, 2019** - The Wine Media Conference is pleased to announce that James Halliday, one of the leading observers and commentators on the Australian wine scene and Wine Communicators of Australia (WCA) ambassador, will be kicking off the Wine Media Conference on October 10, 2019 in the Hunter Valley, New South Wales, Australia. James has written or contributed to over 70 books (some translated into five languages) over the past 45 years, including the *Oxford Companion to Wine* and *Hugh Johnson's Pocket Wine Guide*.

His journalistic accolades include a weekly wine column for the National Times from 1978 to 1984, a weekly wine column since 1984 for *The Weekend Australian* newspaper, and the annual 774-page *Halliday Wine Companion* ([www.winecompanion.com.au](http://www.winecompanion.com.au)). Over the decades, James has written for many Australian and overseas magazines, contributing to every issue of the *Halliday Wine Companion Magazine*, as well as numerous others on a come-and-go basis.

Other honors include the Maurice O'Shea Award for Outstanding Contribution to the Australian Wine Industry 1995 (other winners include Max Schubert and Len Evans) and being made a Member of the Order of Australia in the 2010 Queen's Birthday Honours List for services for the wine industry.

Additional content and speakers will be added to the event website as they are confirmed. To register, please visit [www.winemediaconference.org](http://www.winemediaconference.org).

### About the Wine Media Conference

The Wine Media Conference, founded in 2008 as the Wine Bloggers Conference, is the preeminent annual gathering for wine media. The conference attracts wine bloggers, wine writers, and wine influencers who write, photograph, and video about wines and the wine industry. It is also designed for Wine Industry Communicators who wish to interact with the attending media and learn from the exciting content at the conference, most of which is applicable or exclusively oriented to wineries and other wine industry companies. The 2019 conference is the first event being held outside North America and is supported by the Australian Government's International Wine Tourism Competitive Grants program, administered by Wine Australia as part of the \$50 million Export and Regional Wine Support Package, along with local support from Destination New South Wales, and cooperation from Wine Communicators of Australia.

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#### Media Contacts:

- Karen Barnes, [karen@ZephyrConferences.com](mailto:karen@ZephyrConferences.com), 1-707-738-1301
- Lynda Schenk, [exec@winecommunicators.com.au](mailto:exec@winecommunicators.com.au), 61-400-811-002