



Media Release

February 2019

## A NEW YEAR BRINGS A HIVE OF EVENTS AND ACTIVITY FOR WCA MEMBERS

If there was ever a time to benefit from joining the wine communicators conversation, now is it!

It is with eager anticipation that Wine Communicators Australia (WCA) looks towards 2019 and its full calendar of events, awards, conferences and educational and communication activities.

Lynda Schenk, Executive Officer of WCA, and the person responsible for designing and now delivering the action packed schedule, said, *"The WCA Board, state chapter members and other administration staff are incredibly excited about the year ahead for all those connected to WCA. Members, official partners, industry figures and just those who love talking about wine will have countless opportunities to interact and benefit from the many awards, conferences and educational experiences on offer. It is with great enthusiasm that we look towards delivering each and every occasion."*

The **China-Australia Wine Summit** will kick off the calendar on April 4. To be held over one day in Sydney, this conference aims to provide attendees insight into how to better tailor their marketing activities to attract the ever-growing and increasingly important Chinese wine market. Suitable for wine marketers, wineries and wine journalists who are either interested in China, or are currently in this market and want to grow their brand's presence. Publically priced at \$490, WCA members receive a significant discount and early bird price of \$255 if they register before February 29.

In an exciting first, the **Wine Media Conference** (formerly known as the Wine Bloggers Conference) will visit Australia from October 10-12. For the first time in its 12-year history, this three-day event will be held outside North America, taking place in the Hunter Valley, NSW. Wine Communicators of Australia have proudly partnered with Zephyr Conferences for this event which is aimed at wine bloggers, wine writers, and wine influencers not just in North America and Australia but from all over the world. Registrations for this event are now open and WCA members receive a 15% discount. The event is supported by Wine Australia's International Wine Tourism Competitive Grants program – a component of the Australian Government's \$50 million Export and Regional Wine Support Package.

Angus Barnes, Chair of WCA, commented on the remarkable achievement to attract an event of this calibre to Australian shores, *"This event could provide the very best opportunity for this community to make worldwide contacts and for them to spread their wine knowledge beyond their current demographic audience. This would therefore serve to enrich and educate wine enthusiasts and lovers across the globe. This is what wine communication is all about and WCA are both honoured and excited to be its host."*

In addition to the above conferences, WCA will again be undertaking its prestigious lunch events in association with the three major capital city wine shows – Sydney, Melbourne and Adelaide, and its annual Wine Communicator Awards and Legend of the Vine Awards.

Growing in influence and relevance each year and available to members as a part of their package, the WCA will also continue to conduct its annual webinar program of ten sessions that seek to explore industry relevant topics.

**For more information about any of the above events please contact:**

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**To become a member, register for any of the events or to find out more visit:**

- [www.winecommunicators.com.au](http://www.winecommunicators.com.au)



## **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 SUMMARY OF ACTIVITY IN 2019**

China-Australia Wine Summit	4 April 2019
Sydney Royal Wine Awards Winners Lunch	16 August 2019
Royal Adelaide Wine Awards Lunch	4 October 2019
Wine Media Conference	10-12 October 2019
Royal Melbourne Wine Awards Lunch	25 October 2019
Wine Communicator of the Year Awards	13 November 2019
Webinar	Every second Tuesday of the month