

Media Release February 2019

AN EXCITING NEW PARTNERSHIP FORGED BETWEEN WINE COMMUNICATORS OF AUSTRALIA AND THE UNIVERSITY OF ADELAIDE

Wine Communicators of Australia (WCA) are thrilled to announce that the University of Adelaide has come on board as a Gold partner in 2019. This relationship presents some exciting opportunities for the two organisations to collaborate in areas of education, mentoring and communication, bringing new content to the WCA program with a focus on the next generation of wine industry professionals.

As part of the partnership WCA together with the University of Adelaide, plan to launch a Mentor Program later this year. The program is designed to pair young wine communicators with respected wine industry leaders and to provide them with the chance to refine their skills and explore further opportunities by tapping into the experiences and insights from the best in the field.

WCA Executive Officer, Lynda Schenk says “WCA aims to provide a leadership position in the sustainable development and communications of a world class Australian wine industry, and to better enable our next generation of wine communicators to learn from and connect with people who have gained a wealth of knowledge throughout their wine marketing careers. The WCA mentor program, with the generous support of the University of Adelaide, will support the development of Australia’s future generations of wine communicators.”

Marni Cook, Program Director – Wine Business at The University of Adelaide says: “We see the partnership with WCA as an exciting strategic alignment with the University of Adelaide’s Wine Business Program. The WCA mentor program and other initiatives that present themselves with this partnership further enhances the University’s position as the preeminent supplier of wine education in Australia.”

This exciting new partnership will further support the continued growth of WCA, which continues to grow from strength to strength.

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 Chinese wine market. Then 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.

ABOUT THE UNIVERSITY OF ADELAIDE

The University of Adelaide is a world-class research and teaching institution, centred on discovering new knowledge, pursuing innovation and preparing educated leaders of tomorrow.

Australia's third oldest university, we have a well-established reputation for excellence and progressive thinking. The University is ranked in the top one percent, among the world's elite.

The University of Adelaide [Wine Business Program](#) provides specialist education in wine business and market development. Underpinned by a blended learning approach, with significant involvement from industry experts, the program combines cutting edge, world-best-practice wine marketing know-how with working knowledge and skills in both winemaking and viticulture.

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