

## MEDIA RELEASE

June, 2020

### 2020 Wine Communicator Awards open for entries

Entries open today for Wine Communicator of Australia (WCA)'s prestigious annual Wine Communicator Awards, which recognises outstanding contribution to, and excellence in, wine communication in all its forms.

This year the awards welcome a strong panel of judges, including independent wine writer - Max Allen, Master of Wine - Philip Reedman MW and Wine Australia's Corporate Affairs Manager - Anita Poddar.

Awards will be offered across 10 categories and the overall Wine Communicator of the Year again this year, with the support of our sponsors.

WCA Executive Officer Lynda Schenk said, "We recognise that the wine sector is doing it tough during these uncertain times and therefore have decided to proceed with the 2020 WCA Wine Communicator Awards. We strongly feel the industry need to have something that is positive to focus on now more than ever before. The Wine Communicator Awards provides an opportunity for individuals or teams to showcase their outstanding contribution to the wine industry through their communications efforts. It's excellence in wine communications that supports the continued strong brand equity for the Australian Wine Industry."

The 2019 Wine Communicator of the Year recipient, Barossa Grape & Wine Association (BGWA) recently reflected on last years win. BGWA's Marketing and Communications Officer Emily Hay said, "Accepting WCA Wine Communicator of the Year on behalf of the Barossa wine community was an incredible honour. This award and the prestigious company in which we now belong, is a great source of pride for BGWA and Barossa's wine community as a whole. It is a fantastic acknowledgement of the spirit and power of collaboration and Barossa as a region."

Entries are sought across the following categories."

- [Best Wine Public Relations Campaign \(Individual or Team\)](#) – Award Partner, Winesave
- [Best Published Feature Articles or Wine Columns](#) – Award Partner, Accolade Wines
- [Best Digital Wine Communicator](#) – Award Partner, Liquid Ideas
- [Best Wine Website or Wine App](#) – Award Partner, Wine Communicators of Australia
- [Best Wine Student](#) - Award Partner, The University of Adelaide
- [Best Wine Educator](#) – Award Partner, The University of Adelaide
- [Best Wine Book \(Trade, Technical or Consumer\)](#) – Award Partner, Calabria Family Wines
- [Best Wine Publication \(Trade or Technical\)](#) – Award Partner, Pernod Ricard Winemakers
- [Best Wine Publication \(Consumer\)](#) – Award Partner, Pernod Ricard Winemakers
- [Best New Wine Writer](#) – Award Partner, Gourmet Traveller WINE

The annual WCA Wine Communicator Awards recognises outstanding contribution to, and excellence in, wine communication in all its forms. In each category, a short list of finalists is reviewed and selected by a panel of expert judges. A winner is then chosen in consultation with WCA Board. The overall Wine Communicator of the Year is then chosen from the category winners.

Entries close on Friday 28 August 2020. Finalists will be announced on Monday 12 October, and winners will be announced on Wednesday 18 November.



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE



Information and entry criteria can be found at: <https://winecommunicators.com.au/awards/2020-wine-communicator-awards/>

**For more information 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 600 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 Industry Mentor Program and Legend of the Vine Awards.