



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE

**August 2020**

## **WCA Executive Officer leaves the business in great position**

Lynda Schenk, appointed to Wine Communicators of Australia (WCA) as their Executive Officer, 8 August 2016 has made the difficult decision to leave the business at the end of August so that she can focus her attention 100% on her business, Purple Giraffe.

WCA would like to take the opportunity to thank Lynda for her hard work and contribution to WCA over the past four years. Lynda has been instrumental in:

- developing the inaugural Wine Industry Mentor Program in partnership with The University of Adelaide
- re-invigorating the Wine Media Cadetship for aspiring young people in the field of wine media and communications in partnership with Adelaide, a Great Wine Capital Network
- launching new Wine Communicator Awards categories including - Best Public Relations Campaign and Best Wine Student Awards
- bringing the Wine Media Conference to Australia (the first time it was held outside of North America in its 12 year history)
- launching the China - Australia Wine Marketing Summit
- launching the inaugural combined Australian Society of Viticulture and Oenology (ASVO) and WCA, Winning the Long Game Seminar

Lynda leaves WCA in an excellent financial position, the best WCA has experienced in the past half-decade. She will be sadly missed for her great passion, collaborative nature and dedication to the success of WCA and its members throughout her time as Executive Officer.

WCA Interim Chair, Marni Cook said "Lynda has played a significant role in growing the relevance of WCA within the Australian Wine Industry. We are delighted to have had the opportunity to work with Lynda over the past four years and wish her every success in her own business. We welcome the opportunity for Lynda to remain a close part of our WCA community as a trusted partner, advisor and advocate."

Prue Kline, who has been a valued member of the WCA team since October 2018 will continue to be the glue that holds WCA extensive programs together and the "go to" resource for all WCA members and partners.

Due to COVID-19 and the current restrictions around Australia, WCA events have understandably been impaired. It is on this basis, WCA will commence recruitment for a new Executive Officer in the New Year.

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, Wine Communicator Awards and the Legend of the Vine Awards.

The 2020 Wine Communicator Awards are now open for entry and can be found on the [WCA website](#).

**For media enquiries please contact Marni Cook 0431 271 646 on or Lynda Schenk on 0400 811 002**