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MEDIA RELEASE

## WINE COMMUNICATORS OF AUSTRALIA CELEBRATES THE 2020 WINE COMMUNICATOR AWARDS VIRTUALLY

Last night saw Wine Communicators of Australia (WCA) announce the winners of the 2020 Wine Communicator Awards eleven categories, including the overall Wine Communicator of the Year.

The annual Wine Communicator Awards recognises outstanding contribution to, and excellence in, wine communication in all its forms. Now in its eleventh year, support for the Wine Communicator Awards continues to grow with over 90 entries received in 2020.

Sixteen experienced and respected wine industry professionals were selected to judge and with such a high calibre of entries it wasn't an easy task. The Best New Wine Writer Award is judged independently.

The category award winners are:

- Best Wine Public Relations Campaign (Individual or Team) – Taylor Made Wines and Blend Public Relations
- Best Published Featured Articles or Wine Columns – Max Allen
- Best Digital Wine Communicator – Trish Barry, Mastermind Consulting
- Best Wine Website or Wine App – Australian Wine Discovered by Wine Australia
- Best Wine Student – Hayley Butler
- Best Wine Educator – TAFE SA Wine and Spirits School
- Best Wine Book (Technical, Trade or Consumer) – Intoxicating: Ten Drinks that Shaped Australia by Max Allen
- Best Wine Publication (Consumer) – Gourmet Traveller WINE
- Best New Wine Writer – Zachary Phillips, The Characters

On the night a 'Recognition of Excellence Award' was presented to the Australian & New Zealand Grapegrower and Winemaker Magazine. The judging panel unanimously agreed that this publication is at the top of its class and deserves recognition for its contribution to the wine industry despite the lack of entries this year for Best Wine Publication (Technical or Trade).

WCA Chair Marni Cook said, "Last night's virtual Awards ceremony was a wonderful opportunity to celebrate excellence in communication and acknowledge the innovation that individuals and businesses have shown in a challenging year. We wish to say a special thank you to everybody who applied in the 2020 Wine Communicator Awards. The calibre of entries continues to impress our judges. We would also like to thank our Award category sponsors for their support and commitment."

"The Awards continue to be the most important event on the annual WCA calendar – certainly in terms of who WCA are, what we stand for and our aspirations for the future."

The overall Wine Communicator of the Year is chosen by the WCA Board from the category of winners. Previous winners have included Barossa Grape & Wine Association, Max Allen, Gill Gordon-Smith, Gourmet Traveller WINE, and Jeni Port.

This year, the Wine Communicator of the Year was awarded to Trish Barry, Mastermind Consulting.

Judges comments regarding the application from Trish Barry were united and the resoundingly positive feedback,



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE

highlighting Trish is a true professional and through her business has driven digital growth in the wine industry. She is one of the best in her field for content creation and is dedicated to her work and her clients year in year out.

"Trish Barry is extremely worthy of this honour and is a true reflection of the current success of wine communications in Australia," said WCA Chair Marni Cook.

For further information or enquiries, please contact Prue Kline, WCA Marketing Co-ordinator on 0417 746 126 or [wca@winecommunicators.com.au](mailto:wca@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 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 Communicator Awards and Legend of the Vine Awards.

#### ABOUT THE WINE COMMUNICATOR AWARDS

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