



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

15 February 2021

WCA appoints new Executive Officer

Wine Communicators of Australia (WCA) are pleased to announce the appointment of their new Executive Officer, Andrew Stark.

Andrew comes to the role with a wealth of industry experience and the passion to take WCA into the future. Over the past decade Andrew has held senior marketing and operations positions in Accolade Wines and last year made the decision to branch out on his own and started a consultancy business, Stark Advisory with a focus on brand strategy and business development.

WCA Chair, Marni Cook commented on the appointment “We are absolutely delighted to welcome Andrew to the role and feel very confident that with the skills and experience he brings, that Wine Communicators of Australia will grow and cement its place as the preeminent professional association for those in the business of wine. Andrew will bring new thinking to WCA at a time that is so very challenging for the wine industry, and as such, our industry and WCA are very lucky to have him at the helm.”

Andrew who commenced his role with WCA this week said “I am genuinely excited to be joining WCA and to help build on the many successes it has had over the last few years. As the wine industry embraces new channels and technology platforms, WCA has a central role to play in helping brands to tell their stories effectively and connect with as many consumers as they can.”

Prue Kline, who has been a valued member of the WCA team since October 2018 will continue in the role of Marketing Coordinator and support the new EO.

For media enquiries please contact Prue Kline on 0417 746 126 or email wca@winecommunicators.com.au.

About Us

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.