



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

MEDIA RELEASE
6 July, 2021

2021 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.

Awards will be offered across 10 categories, including 3 new categories; Best Wine Blog or Podcast, Best Wine-themed Event and Best Wine Communicator - Cellardoor.

WCA Executive Officer Andrew Stark said, "We're delighted to once again have the chance to celebrate those people who do so much to build greater knowledge and excitement about wine. We also recognise that the way that we communicate about wine is changing, with new technologies and platforms altering the way people get their information and interact with brands. To reflect this, we've introduced new awards in the digital space, as well as for the first time recognising the efforts of outstanding cellar door professionals who are at the forefront of wine communication."

Entries are sought across the following categories.

- Best Wine Marketing Communications Campaign (Individual or Team)
- Best Wine Blog or Podcast
- Best Published Feature Article or Wine Column
- Best Wine Serial Publication
- Best New Wine Book
- Best Wine Website or App
- Best Wine-themed Event
- Best Wine Communicator – Cellar Door
- Best Wine Educator
- Best Wine Student

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.

The 2020 Wine Communicator of the Year recipient, Trish Barry, Mastermind Consulting recently reflected on last years win. Trish said, "2020 certainly was a year where digital lead communication came to the forefront to connect with our audiences, so in what will go down as a memorable year for all it was an absolute honour to be named WCA Communicator of the Year along with Digital Wine Communicator. WCA has been such a critical part of my wine community for nearly two decades now, so it was even more sentimental to be recognised in this forum for the work that we do for our Mastermind Clients to tell their amazing stories and the involvement we have with the broader community."

Entries close on Friday 3 September 2021. Finalists will be announced on Wednesday 6 October, and winners will be announced on Wednesday 24 November at an Awards Ceremony in Sydney.

Award criteria and entry forms are available here: <https://winecommunicators.com.au/awards/wine-communicator-awards/>



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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.