



WINE  
COMMUNICATOR  
AWARDS 2023

TUESDAY  
14TH NOVEMBER  
2023

## Welcome to the 2023 Wine Communicator Awards Night

---

The Wine Communicator Awards have been created to acknowledge outstanding contribution to, and excellence in, wine communication in all its forms. They recognise and promote quality wine content while also rewarding individuals who lead by example and demonstrate respect for the wine community and its consumers, and uphold the professional standards valued by Wine Communicators of Australia (WCA).

Through its members, and through running a program of varied events such as these Awards, WCA is the conduit for those voices who seek to shape the future of the Australian wine industry.

We thank all those that entered the Awards and our team of experienced and respected judges - Stephanie Airlie, Hannah Bentley, Andrew Caillard MW, Katherine Candy, Sally Evans, Peter Forrestal, Gill Gordon-Smith, Alix Hardy, Paul Henry, Angus Hughson, Georgina McCalpin, Liz Mencil, Phillip Reedman MW, Tony Robinson, Lynda Schenk, Robin Shaw, Nicholas Williams. We are extremely grateful for their time and thank them for their reasoned and insightful judging. This year's outstanding list of finalists clearly demonstrates why these Awards have quickly become a respected and coveted accolade and acknowledgement of skilled and innovative communications in the wine sector.

We also wish to thank our corporate partners, award sponsors and event partners. It's through these alliances that we can host our Awards and run so many events and programs throughout the year.

Congratulations to the 2023 Wine Communicator Award finalists and winners.



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE

### MASTER OF CEREMONIES

#### **Chris Taylor**

Chris Taylor is a writer, performer and broadcaster who's best known as a member of The Chaser team, responsible for television shows such as CNNNN, The Chaser's War on Everything and The Hamster Wheel. He also starred in two seasons of the TV comedy wine series Plonk.



## RIEDEL SUPERLEGGERO



RIEDEL has reintroduced their handmade RIEDEL Superleggero collection as a new benchmark of premium machine-made wine glasses. Thanks to RIEDEL's in-house technology, the new RIEDEL Superleggero is indistinguishable from mouth-blown glasses while eliminating any inconsistencies from handcrafting, offering precise design to maximally support wine enjoyment.

Maximilian J. Riedel,  
11<sup>th</sup> generation

Glassware (left to right):  
Hermitage / Syrah 6425/41  
Bordeaux Grand Cru 6425/00  
Burgundy Grand Cru 6425/16



## Thank you to our WCA partners

We wish to thank our event partner Handpicked® Wines for generously supplying a selection of premium wines for this evening's event.

Handpicked® Wines Sydney Urban Cellar Door, located within a beautiful warehouse in the heart of Sydney in Chippendale, is a multifunctional space that includes a cellar door, wine bar and event spaces. Designed to bring a full winery experience to the city, it's a place to discover our award-winning wines and indulge in curated artisanal cheese and gourmet charcuterie pairing experiences.



### GOLD



### SILVER



### BRONZE



Wine Communicator Awards 2023



# Who said it wasn't easy being green?



Sustainability is here to stay: retailers and consumers expect brands to be more and more environmentally conscious, but it doesn't have to be a procurement headache. We help our clients stay one step ahead: from refillable bottles, to 100% recycled glass to alternative formats, Denomination are experts in sustainable materials as well as all the latest industry innovations. We know how to not only make your brand more sustainable but also stand out: being more friendly to the environment doesn't mean you have to become a wallflower. Denomination practises what we preach - we are proudly Climate Neutral Certified because great packaging design shouldn't be at the cost of the earth.

**denomination**

[www.denomination.com](http://www.denomination.com) Australia · UK · USA

## Wine Communicator Award Categories

WCA divided the judging into five divisions and acquired the services of experienced and highly-respected wine industry professionals for each panel. We are extremely grateful for their time and thank them for their reasoned and insightful judging.

### AWARD CATEGORIES

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

### MAJOR AWARD: WINE COMMUNICATOR OF THE YEAR

The Wine Communicator of the Year is selected from the winners of the individual award categories and chosen by the WCA Board. The recipient has demonstrated that they excel in their area of professional work and communication in the wine sector, having led by example, demonstrating respect for the wine industry and its consumers, and upholding the professional standards valued by WCA.

The prize for this Award includes \$1000, promotion via WCA website, exposure to its membership base, a specially designed award certificate and exclusive WCA award-winner print and web graphics. The winner will also be invited back as a judge of future Awards.

This year's Wine Communicator of the Year joins an esteemed list of former winners including Max Allen, Trish Barry, Andrea Frost, Gill Gordon-Smith, Jeni Port, Judy Sarris, Katie Spain, Tyson Stelzer, Barossa Australia and Oliver's Taranga.







Drink better wine



vinomofo.com

Epic deals. 100% happiness guaranteed.

## BEST NEW MARKETING COMMUNICATIONS CAMPAIGN (INDIVIDUAL OR TEAM)

### THE FINALISTS

#### Liquid Luxury by Stanton & Killeen

Recognising the undervalued craftsmanship of fortified wine, Stanton & Killeen wanted to educate consumers and offer an immersive experience into the world of fortified winemaking. The launch of Liquid Luxury by Stanton & Killeen empowered customers to create their own distinctive fortified wines from the convenience of their homes. The dedicated website, catering to all aspects of barrels and fortified wine, offers customers the opportunity to procure high-end, small-format barrels directly from Stanton & Killeen.

The campaign achieved significant success by reshaping sales dynamics, particularly in fortified wine. Liquid Luxury's channel outperformed all others combined.

#### Giesen 0% by Mastermind Consulting & Giesen Wines

Alcohol-removed wines are gaining traction with health-conscious consumers. However, there's still cynicism with many trade and media. An integrated marketing campaign was developed to drive awareness of Giesen 0% in Australia for Dry July. The campaign utilised social media, influencer and media relations, direct mail and advertising to create a buzz, to keep top of mind and to encourage recommendation and trial. Utilising the tag line "0% chance of missing out", 15 health and lifestyle media were sent four of the 0% wines.

The campaign highlight was a unique breakfast wine tasting to launch the new 0% sparkling wine, held at Reign at the QVB in Sydney. Sommelier, Louella Mathews paired the 0% with a breakfast menu to showcase the wines in a setting normally reserved for quality wines and champagne. The media relations campaign ran for two months and resulted in an estimated 29 million reach from 23 articles.

#### This is Croser by Accolade Wines

With an oversupply of product and a disconnected demographic, the purpose of this campaign was to connect with the Croser target audience: females aged 25-45, living in metro areas, who are enthusiastic, but not knowledgeable about wine and passionate about keeping up with trends.

Accolade wines ran an omnichannel campaign that combined digital and OOH activations, a Fashion Journal partnership and aggressive in store pricing to saturate all key touch points for the consumer and drive sales. Rather than focusing on 'special occasions', they positioned Croser as the perfect way to celebrate life's 'little big moments', by tapping into everyday drinking occasions. Sales targets were well exceeded as a direct result of the campaign.

#### Revello 2019 Barolo Release by Vinify

Central to this campaign's vision was a deliberate focus on introducing the highly coveted 2019 Barolos to the Australian market ahead of their global release. The campaign's primary audience consisted of wine enthusiasts, connoisseurs, and industry professionals, specifically those in Australia's wine market.

Vinify encompassed a range of engagement tactics, such as intimate wine tastings, curated events for both the public and trade (B2B & B2C) markets, social media focus, impactful email marketing, and a dedicated campaign-specific landing page. The campaign achieved great results in both wine sales and customer reach.

### AWARD SPONSOR

#### Vinomofo

Vinomofo is all about great wine, real people, and the most epic wine deals on the planet. We source and sell wines that we drink and love to our customers. No bowties or BS. There's no wine snobbery at the 'Fo. We have fun with wine. Whatever someone wants to spend on a wine, \$10 or \$100, we'll give them the best wine at that price.

Find out more: [vinomofo.com](http://vinomofo.com)



ESTD 1945  
CALABRIA  
FAMILY WINES

# BÉLENA



calabriawines.com.au

## BEST WINE BLOG OR PODCAST

### THE FINALISTS

#### Got Somme: Master Sommelier Wine Podcast

'Got Somme' is a podcast for wine lovers who know nothing about what's in the glass. It aims to educate listeners on types, tannins and taste to producers, appellations and age. The hosts speak to the best winemakers in the world finding out how they make the wine that has captured the attention of Master Sommelier Carlos Santos. Carlos teaches radio announcer and novice wine enthusiast Angus O'Loughlin how to discern a good wine from a bad while empowering listeners with a skill set good enough to choose the table wine next time you have friends over.

#### Healthy Minds, Healthy Vines Podcast

Healthy Minds – Healthy Vines is a 10-episode wellbeing podcast made by growers for growers. Written and produced by Wine Grape Council SA CEO Lisa Bennier, every episode is a down to earth chat with growers, winemakers, and experts. Hosted by two fantastic individuals in journalist and award-winning mental health podcaster Callum McPherson and columnist for The Australian, The world of Fine Wine plus Australia's best wine judge when sold by the kilo – Nick Ryan.

The podcast series is directed at grape growers who are often isolated by the very nature of their businesses. The framework of the series addressed various levels of wellbeing through stories, information and resources in a format that could be easily listened to when and where it suited the individual.

#### Wine with Meg + Mel

The podcast Wine with Meg + Mel is hosted by Meg Brodtman, distinguished as Australia's pioneering female Master of Wine, brings her expertise to the table. Alongside her is Mel, equipped with a WSET level 3 certification,

on a quest to expand her wine knowledge.

Wine with Meg + Mel helps their listeners (a highly engaged community of wine lovers – a wonderful mix of both trade and consumers, and a truly diverse age and gender split) navigate the world of wine. They taste through wines while hoping to educate their audience in an approachable, fun and funny way.

Together, in weekly episodes, they delve into various grape varieties and tackle trending subjects that resonate with everyday wine enthusiasts – what wine do you order at an Italian restaurant? How does vintage variation work? What even is a "sustainable" wine?

### AWARD SPONSOR

#### Calabria Family Wines

The Calabria Family Wines story began in 1945 with Italian migrants and business founders Francesco and Elisabetta Calabria making and selling wine in barrels to family and friends. Three generations later, the Calabria name has become synonymous with the Riverina wine region with the family known for producing a wide range of award-winning wines from both the Riverina and Barossa Valley that people all over the world enjoy.

*Find out more: [calabriawines.com.au](http://calabriawines.com.au)*



# Master of Wine Business

Start your wine business journey in 2024. Our Master degree is designed to give you the best competitive edge in a global marketplace.

Home to some of the most innovative and revered winemakers in Australia, South Australia is the ideal location for you to study how business operates in the wine industry.

Our program provides you with unique exposure to the wine industry, through experienced teaching staff, professional partnerships, access to renowned wine experts, industry connections, and immersive learning experiences in the heart of Australia's wine country, positioning yourself for exciting career opportunities in the global wine market.



**ADELAIDE  
BUSINESS  
SCHOOL**

Learn more [business.adelaide.edu.au/wine](https://business.adelaide.edu.au/wine)

## BEST PUBLISHED FEATURE ARTICLE OR WINE COLUMN

### THE FINALISTS

#### Nola James

Nola James is the Acting Editor at Halliday Wine Companion. 'Next in line' published in Halliday Wine Companion, is an exploration of what it means to be born into the wine industry, for better or worse. This piece was inspired by all the second and third generation winemakers who inherited a fortune in land and assets. She wanted to find out what it was like not to be those kids.

This is a tale of how wine is made, rather than what it tastes like. It explores the impact of market failures, family feuds, generational wealth and growing up in the shadow of a famous parent, which sounds more like the plot of an HBO series than a Halliday feature.

#### Shanteh Wale

Shanteh Wale is a professional sommelier and writer. 'Australian Terroir' is a feature article published in Wine Selector Magazine that explores and unearths the true meaning of terroir. The article takes us on a journey through the various climates, burrows down into the soil and uproots the language around the ambiguous term. What makes up our perception of a sense of place and if we were to uncover a recipe for terroir, what's on the ingredient list?

#### Tom Kline

Tom Kline is a freelance writer, wine reviewer and educator. 'Regions on the Rise' published in Halliday Wine Companion, hones in on some of the emerging Australian wine regions believed to be on the cusp of greatness. From the desert island of Kangaroo Island in South Australia to the high reaches of Orange in New South Wales, this feature piece commissioned by Halliday Magazine hears from the local producers invested in putting their homelands firmly Australia's the vinous map.

### AWARD SPONSOR

#### The University of Adelaide

The University of Adelaide unites and serves those striving to change the world - and themselves - for the better. It's a place where history is made. As the only University in Australia offering wine business qualifications from an AACSB accredited Business School, supported by world-class research and teaching facilities in viticulture and oenology through the internationally renowned Waite Campus, we are here to support the sustainable growth of the wine sector.

*Find out more: [business.adelaide.edu.au](https://business.adelaide.edu.au)*



# HANDPICKED® WINES



ENJOY HANDPICKED® WINES RESPONSIBLY

2021 HANDPICKED® CAPELLA VINEYARD PINOT NOIR

## TROPHY WINNER

Best Pinot Noir — *Mornington Peninsula Wine Show 2022*

Best of Region — *Australian Pinot Noir Challenge 2022*

Handpicked® Wines represent a mosaic of reputed winegrowing regions; they not only reflect our search for exceptional quality, but also our genuine commitment to sustainability.

[handpickedwines.com.au](http://handpickedwines.com.au)

## BEST WINE SERIAL PUBLICATION

### THE FINALISTS

#### **The Quinta Quarterly by Stanton & Killeen**

The Quinta Quarterly, Stanton & Killeen's wine magazine, was part of a larger strategy to tell the stories behind the wine – a quarterly collection of informative, funny, heartfelt, and educational articles. Rooted in their foundational values of family and community, the Quinta Quarterly embodies the core philosophy that defines Stanton & Killeen, facilitating an authentic dialogue between the winery and our customers.

The magazine allows the Stanton & Killeen team to tell their story in their voice and connect deeply with a broad audience. The Quinta Quarterly is created in-house; each issue a collaborative effort amongst the team and a testament to their shared dedication.

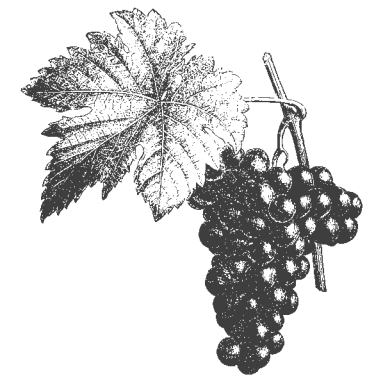
From an initial distribution of 500 printed copies, it now reaches over 5,400 readers quarterly, highlighting its resonance among our audience. Each quarter, they print 1,000 hard copies distributed strategically at the cellar door, local businesses, and accommodations, ensuring engagement within the region. This localized approach fosters a targeted readership. The magazine is available online through the Publuu platform.

### AWARD SPONSOR

#### **Handpicked® Wines**

Handpicked® Wines specialises in crafting wines that offer a true sense of place. The Mornington Peninsula is home to the winery and flagship vineyard Capella, but winemaking spreads to five more fully-owned top-site vineyards across the country all of which are organically-farmed and sustainably-managed. With numerous trophies and hundreds of accolades to its name, Handpicked Wines has earned a reputation as a top site-specific producer vintage after vintage. It holds a James Halliday 5-Red-Star-Winery rating since 2014 and has been recognised as a Top Winery of Australia by The Real Review for five consecutive years.

Find out more: [handpickedwines.com.au](http://handpickedwines.com.au)



Wine Communicator Awards 2023







## OUR HOME IN THE BAROSSA

In the heart of Australia's famous Barossa Valley is the beautiful home of St Hugo, offering luxury experiences in the stunning wine lounge and restaurant. Relax and enjoy the outstanding collection of St Hugo red wines, renowned for their power and elegance.

[sthugo.com](http://sthugo.com)



Made to be enjoyed responsibly  
Get the facts [DrinkWise.org.au](http://DrinkWise.org.au)

## BEST NEW WINE BOOK

### THE FINALISTS

#### **Alternative Reality: How Australian Wine Changed Course by Max Allen**

Since 2001, the Australian Alternative Varieties Wine Show (AAVWS) has examined and championed exciting new non-mainstream grapes (anything but chardonnay and shiraz ...), with a roll call of leading winemakers, sommeliers, writers and viticulturists travelling from all over the country each November to talk and taste, to swap ideas, and to imagine a different wine landscape.

This book tells the story of those last two decades; not just of the show, but also of the wider world of Australian wine, through profiles of the key people who made it happen. It also includes comprehensive information about more than 150 different alternative grape varieties currently grown in Australia – what the wines made from these grapes taste like, and who the key producers are.

The audience for Alternative Reality is anyone who wants to deepen their understanding of why the Australian wine scene is the way it is today and get more enjoyment out of a wider range of delicious wines.

#### **How to Drink Australian by Jane Lopes and Jonathan Ross**

Centuries of innovation and determination have led to an era of exceptional achievement in Australia, yet it is a country whose output is not matched by its scholarship. Until now.

How to Drink Australian brings together global experts to answer its namesake question, offering sweeping, practical, and compelling insight to all aspects of Australian wine: exhaustive analysis of every significant region, stunning and detailed maps, bespoke illustrations and artwork, individual wine recommendations, hundreds of producer profiles, contextual climate data, and a fold-out region-by-region grape table, all curated with a

reverence for Australia's first custodians. How to Drink Australian is the modern wine book that Australia (and a world of wine drinkers) has been waiting for.

The intended audience is multifold: wine enthusiasts; hospitality professionals; those new to wine and looking for a fresh take on the academic tome; travel enthusiasts; Australians; Australia enthusiasts; gift givers.


### AWARD SPONSOR

#### **Pernod Ricard Winemakers**

Pernod Ricard Winemakers are proud to sponsor the Best Wine-themed Event Award. As the home of acclaimed brands Jacob's Creek, Church Road, Stoneleigh and St Hugo, Pernod Ricard Winemakers recognises the critical role played by Australia's wine media in supporting the wine industry.

*Find out more: [pernod-ricard-winemakers.com](http://pernod-ricard-winemakers.com)*





WISE  
WOLF

OUR BOTTLE IS  
MADE USING  
**91%  
RECYCLED  
GLASS**



FROM TOP  
TO TAIL  
EVERY PART  
USES SOME  
RECYCLED  
MATERIALS\*

**POWER OF THE PACK**

\*SCAN TO FIND OUT MORE ABOUT THIS EXCEPTIONAL WINE RANGE



BANROCKSTATIONWINES



BANROCKSTATION

## BEST WINE-THEMED EVENT

### THE FINALISTS

#### Passing the Port by Stanton & Killeen

With a focus on fostering community and celebrating vintage fortified and vintage port (made in Portugal), Stanton & Killeen's "Passing of the Port" event brought together enthusiasts nationwide who shared a passion for this exceptional wine style. Designed as an intimate gathering, the event, limited to 20 tickets, aimed to nurture camaraderie and a shared appreciation for the tradition of sharing port among kindred spirits. The event showcased a selection of sixteen wines drawn from the Killeen family's cellar. Comprising of eight Portuguese Ports and eight Australian vintage fortifieds spanning eight decades, the collection provided a nuanced journey through time and terroir. Several esteemed winemakers with expertise in crafting vintage fortified wines graced the occasion, sharing insights and seasoned narratives that enriched the experience.

#### Pinot Noir Celebration Australia 2023 by Mornington Peninsula Wine

Over the course of the two days, Australia's best wine minds came together with climate scientists, industry experts, Australian and international sommeliers, media and passionate consumers to connect, converse and discover distinct expressions of place with specific reference to pinot noir. It was the tenth iteration of the Pinot Noir Celebration, held every two years on the Mornington Peninsula.

For the first time this year, the event also brought together winemakers and grape growers from six other cool climate regions known for the quality of their pinot noir wines, including: Adelaide Hills, Geelong, Gippsland, Macedon Ranges, Tasmania, Yarra Valley and of course Mornington Peninsula. The event program connected the wine community and explored the depth and breadth of thinking on Australian pinot noir from a global perspective, with tastings of over 150 wines from Australia and abroad, with robust interactive talks, hands on workshops and the opportunity for business networking and creating valuable trading pathways.

#### Sit Stay Society Wines Rescue Dog Wine Bar by Blend PR

According to animal welfare organisation PetRescue, big dog breeds take 58% more time than small dogs to be re-homed after being sacrificed to a shelter or into foster care. Winery with a cause Sit Stay Society aimed to shed light on this statistic by releasing its new 'Big Dogs' wine range - 750ml wines featuring larger-than-life furry friends on the label. For every bottle sold, Sit Stay Society would donate \$.50 to PetRescue, with over \$370,000 raised to date.

To celebrate the arrival of these new wines and raise awareness for the wine brand, Sit Stay Society opened Sydney's first Rescue Dog Pop-up Wine Bar for one weekend only. They invited the general public to try the new collection of wines, meet representatives from PetRescue to hear about their mission and meet with small and big rescue dogs and various rescue organisations to learn about the important cause behind Sit Stay Society Wines.

### AWARD SPONSOR

#### Accolade Wines

Accolade Wines' rich and diverse portfolio is made up of distinguished brands including Hardys, St Hallett, Grant Burge, Wise Wolf, and Banrock Station. A global, fully integrated business, Accolade manages the entire supply chain from grape to glass, delivering wine to more than 130 countries every year. Through relentless innovation, our global sustainability strategy, and strong partnerships, we endeavour to positively impact the industry and communities in which we operate.

Find out more: [accoladewines.com](https://accoladewines.com)



# Wine Australia

We support the Australian grape and wine community by:

- increasing the demand for Australian wine through marketing
- improving the quality of Australian wine and the competitiveness of the sector through research, development and adoption
- enhancing commercial opportunities through regulation, market access and market insights.

Find out more  
[wineaustralia.com](http://wineaustralia.com)

## Keep in touch

For the latest sector news and updates, subscribe to our regular Market Bulletin, Wine Australia News and RD&A News.

[wineaustralia.com/signup](http://wineaustralia.com/signup)

## Connect with us

🐦 @Wine\_Australia  
📘 WineAustralia  
📷 @WineAustralia  
🌐 /company/wine-australia

[www.wineaustralia.com](http://www.wineaustralia.com)

## BEST WINE COMMUNICATOR – CELLAR DOOR

### THE FINALISTS

#### Jodhi Thoms, Elderton Wines

Jodhi is an experienced wine professional with a demonstrated passion for the wine and tourism industry. This year, Jodhi celebrates her tenth year at Elderton Wines as Cellar Door Manager and Commander Concierge. She leads four highly accomplished and enthusiastic team members. Jodhi is skilled in communication, wine sales and wine experience development. She is a strong operational professional with exceptional customer relationship skills.

Jodhi manages Elderton's Commander loyalty program, which encourages annual spends of \$1500+ per individual in a financial year. She also created the Retrospective Tasting Series featuring six back vintage wines selected from across 42 years of winemaking history. Jodhi has initiated collaboration with a number of other cellar doors, to encourage visitation.

#### Stanton & Killeen Cellar Door Team

The incredible cellar door team at Stanton & Killeen (S&K) shines as the heart, soul, and face of their business. This dynamic and diverse group embodies the spirit of S&K, blending their extensive knowledge with an unwavering commitment to exceptional customer service. Under the stewardship of our cellar door coordinator, Zalan Fillip, they foster a welcoming space of discovery and enjoyment.

The S&K team invite guests on relaxed, informal guided tastings, taking them on a captivating journey through the flavours and stories behind our wines. For those curious about our home barrels, they're the go-to experts, guiding customers through blending sessions and wine sample analysis for a hands-on learning adventure. Adding to the fun, they organise special experiences such as our "Blend Your Own Muscat" masterclass and private tastings in the stunning Solera room, creating unforgettable memories.

#### Tracey Whooley, Singlefile Wines

Tracey's wine journey began in the 90s sparked by an encounter with a 1986 Chateaufeuf du Pape, her interest continued whilst visiting cellar doors in New Zealand during her guiding for Contiki, then subsequently started her formal knowledge of wine pursuing a diploma in tourism and hospitality. Tracey's warm demeanour hasn't dwindled still guarantees guests' comfort from arrival to departure. She emanates a deep comprehension of both wines and guests, providing the essential wine details for informed choices. Her tastings embark on captivating journeys, brimming with engaging anecdotes, trivia, and vivid analogies.

Her contagious enthusiasm transcends to education, inspiring a thirst for more. She bounces off each team member with a jovial nature, inspiring and guiding her younger colleagues to further their careers. Orchestrating tasting and pairing workshops, demonstrating different fermentation outcomes with quirky props, linking tasting webinars with other wineries and sharing spontaneous insights, she has made the Singlefile Wines Cellar door a better place.

### AWARD SPONSOR

#### Wine Australia

Wine Australia helps foster and encourage profitable, resilient, and sustainable Australian winegrape and wine businesses by investing in research and development, building markets, disseminating market information and knowledge, encouraging adoption and ensuring compliance through their regulatory functions. They work closely with their representative organisations, wine sector bodies and their partners to support the long-term success of the Australian grape and wine community.

Find out more: [wineaustralia.com](http://wineaustralia.com)





# Study Wine Business

Start your wine business journey in 2024. Our flexible study options range from Graduate Certificate to Graduate Diploma to a full Master degree.

As the only University in Australia offering wine business qualifications from an AACSB accredited Business School, supported by world-class research and teaching facilities in viticulture and oenology through the internationally renowned Waite Campus, we are here to support the sustainable growth of the wine sector.

With flexible programs designed for both full-time students and working professionals, our suite of degrees include options for remote study and shorter qualifications that can be completed in one year or less. Our programs set you up to have a positive impact on the entire wine value chain; a capability demanded of wine business professionals worldwide.

Learn more [business.adelaide.edu.au/wine](https://business.adelaide.edu.au/wine)



**ADELAIDE  
BUSINESS  
SCHOOL**

## BEST WINE EDUCATOR

### THE FINALISTS

#### Barossa Wine School

The Barossa Wine School (BWS), launched in 2013 by Barossa Australia (formerly Barossa Grape & Wine Association), is a comprehensive wine education program designed to educate, inspire and impart knowledge by enhancing students' understanding of Barossa history, viticulture, winemaking and wine styles.

The "beating heart" of BWS is its global network of 25 dedicated professional wine educators in 14 countries, who run the BWS educational program in their markets plus are committed Barossa ambassadors. In the last year through this global network, BWS reached 5015 wine consumers, trade and media, who participated in BWS in-person and online classes, masterclasses, seminars, webinars and forums. As well as being delivered in English, BWS is also delivered in Japanese, Korean, Mandarin and Cantonese broadening our reach beyond traditional English-speaking markets.

#### Robin Shaw

Robin Shaw is an independent consultant, coach and educator for Wine Tourism Australia and course coordinator and lecturer in the Master of Wine Business – Wine Tourism course for University of Adelaide. Robin has made a significant contribution to raising the standard of wine tourism and wine business knowledge in Australia for 20 years.

The primary audience for her work is Australian wine businesses, cellar door teams and potential members of the wine industry. Knowledge is conveyed through a variety of channels, including:

- in-situ workshops at winery cellar doors
- online coaching via Zoom
- targeted webinars for small groups
- trade tours
- lecturing to students enrolled in post-graduate and MBA studies at University of Adelaide
- presenting at conferences in Australia and overseas.

#### Matt Dunne

Matt Dunne is an award-winning sommelier, leading wine educator and a certified WSET Educator. He is also an active wine show judge and wine writer. Matt has been on the NSW Sommelier's Australia committee for 4 years, empowering the next generation of sommeliers and key wine talent.

In his role of Group Wine Ambassador at Joval Wine Group, Matt has hosted numerous wine dinners and education sessions for the public and collaborated with organisations to create money can't buy experiences. He also teaches WSET nationally, along with bespoke key account and staff wine training. Joval is an approved APP for WSET and later this year 'Joval Wine Academy' will be launched - an exciting project managed and lead by Matt.

### AWARD SPONSOR

#### The University of Adelaide

The University of Adelaide unites and serves those striving to change the world – and themselves – for the better. It's a place where history is made. As the only university in Australia offering wine business qualifications from an AACSB accredited Business School, supported by world-class research and teaching facilities in viticulture and oenology through the internationally renowned Waite Campus, we are here to support the sustainable growth of the wine sector.

Find out more: [business.adelaide.edu.au](https://business.adelaide.edu.au)

Wine Communicator Awards 2023



## Label Printing Re-invented.



### CCL Concept Lab

CCL Concept Lab offers a Dynamic Prototyping service to provide real-life examples of how your design elements can work together on pack.

Dynamic Prototypes can also be used for:

- Pre-release product photoshoots
- Product launch events
- Online and social platform promotions and competitions
- Personalised corporate gifting
- Micro production runs  
and much more!

enlabeling  
ORIGINALITY

✉ aussales@cclind.com

📷 @cclaustalia

🌐 ccllabel.com

Sydney | Melbourne | Adelaide | Barossa Valley | Griffith

## BEST WINE STUDENT

### THE FINALISTS

#### Cassidy Shaw

Cassidy Shaw is a PhD in Wine Business at the University of Adelaide. In her research paper, Cassidy examines the emerging consumer trends toward the adoption of NOLO wines. Two key drivers underpin this research. NOLO beverage consumption is projected to grow by at least 8% (IWSR, 2022). Additionally, despite the demand surge, academic and industry knowledge of triggers, influences, and mediators of consumer adoption of NOLO wines, remain limited. For this reason, Wine Australia and the University of Adelaide have dedicated resources to investigate NOLO wines.

To address these gaps, they first conducted a series of focus groups to gain a preliminary understanding of the motivations people have for consuming (or not consuming NOLO wines). This allowed them to refine the constructs to be adopted in a quantitative survey we distributed to a representative sample of Australian drinkers and non-drinkers through a professional panel provider.

The outcomes of this initial research has been publish in one of the most highly ranked journals in the field of marketing and sensory science – Food Quality and Preference – and a paper presented at the 2023 AWBR Conference in Nova Scotia (Canada), and the 2023 Tasting Australia Masterclass Series.

#### Ben Kite

Ben Kite is a student in the Master of Wine Business program at the University of Adelaide. In his assignment, Ben developed a Wine Business Tourism Plan for Mt Monument Wines, in the Mount Macedon region of Victoria. The plan needed to be built around three tourism experiences at different price points, led by a premium 'signature experience'. Experiences were centred around the winery's key assets, including its sculpture garden, fine dining restaurant, and architecturally designed cellar door.

The 'signature experience' was the Artist's Hands sculpting masterclass, led by one of the sculptors exhibited in the sculpture garden. The three experiences together were estimated to deliver a 61 per cent increase in profitability for Mt Monument Wines.

### AWARD SPONSOR

#### CCL Label

For over 70 years CCL Label have been providing premium packaging solutions to the wine industry. We pride ourselves on being collaborators and working together with our customers to deliver the perfect blend of service, decorative finish and high performance for every brand. Backed by a powerful team culture of continuous improvement and environmental change, the team at CCL Label live every day by the words of our company philosophy: continuously reinvent, and never accept the status quo.

*Find out more: [ccllabel.au](https://ccllabel.au)*

Wine Communicator Awards 2023



## WINE COMMUNICATORS OF AUSTRALIA

Wine Communicators of Australia is here to develop, encourage, and recognise excellence in wine business and communication. We firmly believe in the power of collaboration, so support our members to engage and connect with each other, with wine drinkers and with those people who help to make the industry even better than it is now.

WCA membership is for anyone who has an active role in our industry and is interested in the issues that are shaping the future of the Australian wine sector.

*Find out more: [winecommunicators.com](http://winecommunicators.com)*



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE





WINE COMMUNICATORS  
OF AUSTRALIA

PROFESSIONALS WORKING IN WINE

[www.winecommunicators.com.au](http://www.winecommunicators.com.au)