



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

MEDIA RELEASE
Friday 28 June, 2024

2024 Wine Communicator Awards now 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.

From education to packaging design, from social media to face-to-face cellar door contact, and from events to wine books, these Awards celebrate the diverse contributions made to the wine industry across a number of different communication categories and channels.

WCA Executive Chair, Angus Barnes says, 'I am delighted to announce the 2024 Wine Communicator Awards open for entries. The Awards continue to grow and in 2024 we have added two new categories – those of Best Social Media Communication and Best Innovation Packaging. As wine communication becomes broader, it is increasingly important to recognise the many different story telling talents across Australia. We encourage you to enter and to tell us your stories.'

Entries are sought across the following categories:

- Best Wine Marketing Communications Campaign
- Best Digital Communication
- Best Social Media Communication – *New to 2024*
- Best Published Feature Article or Wine Column
- Best Innovation Packaging – *New to 2024*
- Best New Wine Book
- Best Winery Website
- Best Wine-themed Event
- Best Wine Communicator – Cellar Door
- Best Wine Education Provider
- Best Wine Student

In each Award category, entries are reviewed and judged by a panel of industry professionals from which a short list of finalists is determined. The overall **2024 Wine Communicator of the Year** is then chosen from the pool of 11 category winners, in consultation with the WCA Board.

The 2023 Wine Communicator of the Year recipients, Jane Lopes & Jonathan Ross, said *"It's an exciting year for Australian wine with a handful of great new books either already out or in the works. Hopefully this helps the rest of the world see the true level that Australia is working at."*

"There's never been a more exciting time to drink Australian wine...and it is perhaps the most exciting country in the world to be drinking from right now."

Entries close on Wednesday 31 July 2024.

Winners will be announced on Wednesday 20 November 2024 at an Awards Ceremony in Sydney.

Award criteria, entry forms and past winners 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.