



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

MEDIA RELEASE
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2024 Wine Communicator Awards Finalists Announced

Wine Communicators of Australia (WCA) is pleased to announce the finalists of the 11 individual categories at the 2024 Wine Communicator Awards.

WCA's Executive Chair, Angus Barnes commented, "These awards are a key pillar of what we do at the Wine Communicators of Australia, and we want to acknowledge and celebrate those people and companies that communicate about wine. The Awards continue to grow each year and this year we were delighted to see both the number and the quality of the entries into the new and refined categories. As wine communication becomes broader, it is increasingly important to recognise the many different story telling talents across Australia."

Each entry was reviewed by a panel of independent, expert judges (details on our [website](#)) and the finalists and category winners were selected in consultation with the WCA Board. The overall **2024 Wine Communicator of the Year Award** will be chosen from the category winners by the WCA Board and announced at the award ceremony on Wednesday 20th November 2024 in Sydney. The 2024 Wine Communicator of the Year receives a \$1000 cash prize, alongside their trophy.

Tickets are now on sale to attend the Awards Ceremony, find out more [here](#).

The finalists for each category are:

Best Wine Marketing Communication Campaign

- 30 Leaving Their Mark by Grant Burge Wines
- [Easy to Love] by [yellow tail]
- Dan Riccardo's by Pernod Ricard

Best Digital Communication

- ChardoMay by Scarborough Wine Co.
- Wine for the People by Unico Zelo

Best Social Communication

- Pernod Ricard Winemakers
- The Wined Up
- Viticulture Australia

Best Published Feature Article or Wine Column

- Brendan Black, 'Welcome Abroad' published in Halliday Magazine
- Katie Spain, 'An Hour With' column published in Wine Business Magazine
- Lisa Cardelli, 'The Brett Factor' published in Halliday Magazine
- Tom Kline, 'Crossing the Line' published in Halliday Magazine

Best Innovative Packaging

- One to One from Oxford Landing, design by Parallax Design
- Tread Softly Bagnums from Tread Softly, design by Denomination
- Wise Wolf from Banrock Station, design by Accolade Wines



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Best New Wine Book

- The Australian Ark by Andrew Caillard MW (author), Dr Angus Hughson from The Vintage Journal & David Longfield from Longueville Media (co-publishers)
- 2025 Halliday Wine Companion
- Thought Leadership Volume 4 by Future Leaders Alumni 2023

Best Winery Website

- Holm Oak Vineyards
- Pernod Ricard Winemakers
- Punt Road Wines

Best Wine-Themed Event

- Dark Side of Wine by the Winemakers of Rutherglen
- Into the Vines by Tracado
- 2024 Australian Cabernet Symposium by the Coonawarra Vignerons Association in association with Wines of Western Australia

Best Wine Communicator – Cellar Door (Individual or Team)

- Henschke Cellar Door Team
- Paris Hokin, Arlewood Estate
- Tracey Whooley, Singlefile Wines

Best Wine Education Provider

- Jill Bauer from the University of Adelaide
- Markus Patz from Wines with a View
- The Len Evans Tutorial

Best Wine Student

- To be announced at the Awards Night

The 2024 Wine Communicator Awards are proudly sponsored by: Wine Australia, Pernod Ricard Winemakers, University of Adelaide and Vinomofo.

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For more information contact:

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About Wine Communicators Australia (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 New South Wales, Victoria and South Australia. Its purpose is 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. www.winecommunicators.com.au