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## MEDIA RELEASE

### Pick of the bunch – wine communicators shine

Winemakers' Federation of Australia Chief Executive Tony Battaglione has congratulated industry's high achieving communications professionals who have been recognised at the Wine Communicators of Australia awards in Sydney overnight.

"These prestigious awards recognise those who have achieved outstanding success in that important field of communication to the consumer," Mr Battaglione said

"This year's list of finalists include some of our own members, staff and partners and the showcase of their work clearly demonstrates why these awards have quickly become a highly sought after industry accolade," he said.

"All the winners and finalists have been outstanding in their fields and I congratulate them.

"To our members St Hugo, who won Best Wine Public Relations Campaign, and Justine Henschke, for Best Wine Website/Wine App – take a bow, well done!

"Congratulations also go to the Federation's Network Partner and publisher, *Grape Grower and Winemaker Magazine* – a very worthy winner.

"I am particularly proud that Alison Laslett, Manager of Communications at WFA, has been recognised as Best Digital Wine Communicator.

"WFA has worked hard to improve the way we engage with our members, the broader wine industry and decision-makers over the last 18 months. This includes intensifying our use of various digital platforms and matching our messaging to those formats so we are keeping pace with how the wine community wants to receive information. Alison has been instrumental in managing this new direction.

"WFA is embracing the fast-paced change in digital communications and we're well-placed to ensure these platforms help us to deliver more value for our members."

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

**Media Contact:** *Alexia Deegan 0400 767 490*