



**Corporate Communication Institute** at Fairleigh Dickinson University

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## NEWS RELEASE

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### **Cecil S. Camilleri, Social Ecologist at Yalumba Wine Company, Australia, Receives Best Paper Award at the Conference on Corporate Communication 2007**

**Wroxtton, England.** Cecil S. Camilleri received the Practitioner Best Paper Award at the Conference on Corporate Communication 2007, June 1 – 4, sponsored by the Corporate Communication Institute (CCI) in association with *Corporate Communications: An International Journal* at Wroxtton College, Wroxtton, England. His case study, “Sharing Yalumba: Communicating Yalumba’s Commitment to Sustainable Winemaking,” speaks to his passion for overseeing Yalumba’s environmental friendly sustainable activities and his commitment to effectively communicate Yalumba’s values and environmental message to its stakeholders. “Cecil Camilleri, based on a case study of the sustainability practices of the Yalumba Wine Company, outlines a theory and action plan for redesigning and implementing communications strategy to deliver an authentic environmental strategy effectively,” said Michael B. Goodman, Ph.D., director of CCI and chair of the conference.

Cecil Camilleri was born and bred in Malta and currently holds the position of Senior Technical Manager (Environmental Matters) at *The Yalumba Wine Company*. At Yalumba, he continues to develop Yalumba’s sustainable winemaking program, including its environmental management system. The latter incorporates membership of the National Greenhouse Challenge, the National Packaging Covenant as well as other activities aimed at protecting the environment

while providing the consumer with a holistic brand. Dr. Camilleri is a certified environmental practitioner with the Environment Institute of Australia and New Zealand. He graduated from London University in the field of plant sciences and went on to complement his applied botany degree with a masters in agricultural economics. He furthered his professional training at Deakin University (Australia) where he was awarded post-graduate honors in rural development. In 2003 he received his doctorate based on his thesis, “A Sustainable Development Paradigm for the Australian Wine Industry – A Case Study The Yalumba Wine Company.” He continues to further the wine industry’s environmental credentials with the School of Ecology and Environment at Deakin University. This co-operative project is entitled, “Entrepreneurial Leadership and Innovation in Environmental Management – The Ecological Modernization of the Yalumba Wine Company.”

The Conference on Corporate Communication 2007 attracted scholars and practitioners from seventeen countries. They gathered to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Communicating global corporate responsibility, localization and globalization of issues management, global education for future leaders, and communicating to diverse and dispersed workforces were among the issues discussed. Papers given at the conference were included in the *Conference on Corporate Communication 2007 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (U.K.).

The Corporate Communication Institute at Fairleigh Dickinson University (U.S.A.), devoted to the theory and practice of corporate communication, provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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