



SLICK, BIG SMOKE IDEAS, DELIVERED WITH A PRACTICAL AND STRAIGHT-TAKING COUNTRY OUTLOOK

When Melbourne PR dynamo Greta Donaldson returned to her home town of Bendigo in 2015, she brought with her more than two decades of experience, a wealth of national media contacts and big city ideas that guarantee both her city and regional clients get t

Having launched Greta Donaldson Publicity in 2002, Greta has worked with many of Australia's leading consumer, entertainment, lifestyle, hospitality and retail brands, from Red Bull Australia to the Australian Radio Network (MIX 101.1 and Gold FM), as well as big name international brands, including Lavazza and L'Oreal.

Greta now spends much of her time between Bendigo and Melbourne, servicing clients in both regional Victoria, including the Loddon Shire Council, confectionery delight Bendigo Brittle and Bendigo's new entertainment precinct MacKenzie Quarters, and the city, including South Melbourne Market, one of Melbourne's best, independent, co-ed schools The Knox School in Wantirna South and not-for-profit pancreatic cancer organisation, The Pancare Foundation, among others.

Commuting regularly between the two cities over the past five years, means Greta now knows the Calder Freeway as well as she knows the national media landscape, with a well-honed road map for pitching stories the media love and grabbing the headlines her clients are seeking.

Greta's strengths lie in her extensive and personable media relationships, her innate ability to know what makes a good news story and her nimble, strategic and empathetic approach to understanding the communication needs of her clients, whether they be small, family-run businesses, large multinationals, or regional organisations.

News producer of Network Ten's The Project, Christie Kerr, sums up Greta's greatest assets. "Now based in Bendigo, Greta brings the best of the city and the country to the table... slick, big smoke ideas delivered with a practical and straight-talking country outlook," she says. "She's well connected in media circles, both in Victoria and nationally, and her work ethic and attention to detail is second to none."

Sam Cavanagh, creative director of On Demand Audio at Southern Cross Austereo, agrees. "Having worked in media for 20 years, I've probably been pitched by every publicist in town. I can confidently say that Greta is one of the best. She is personal, professional, and always able to help her clients stay top of mind with a clever idea."

Greta says moving back to Bendigo, which was only meant to be temporary, "has taught me you can do PR from anywhere and do it well." "I was only meant to stay in Bendigo for a few months but I fell back in love with the place," she says. It's less hectic and frenetic and greener and I love the freedom I have to move between Melbourne and Bendigo and regional Victoria."

Born in Cohuna and raised in Bendigo, Greta says being based in one of Victoria's most vibrant regional cities, less than two hours from Melbourne, means she gets the opportunity to work on both big-name national brands, as well as regional businesses.

"I love having the opportunity to work with a diverse range of clients and bring their stories to the attention of their local communities as well as the national media. Despite being in the PR business for two decades, it's still a great thrill when you secure widespread media attention for a client, no matter how big or small, who has a good story to share."

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