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| **Lisa Ratcliff**  **Business Owner/Project Manager/ Journalist** | Contact Info |
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Profile

An innovative and creative business owner with extensive experience from within the sporting industry. Offering expertise in a variety of areas including media relations, journalism and event management, I have successfully founded and built my own reputable public relations business.

With a proven track record in journalism and project management, along with a Bachelor in Communications, I have a varied skillset covering event planning, copy and feature writing, editing, and social media management. I have an extensive list of reputable clientele and excel in building and maintaining client relationships.

With a passion for sailing, I have built a reputation throughout the industry as an honest and trustworthy media professional. I have been involved in major sporting events ranging from three world championships to the Sydney Hobart Yacht Race and the 2016 Rio Olympics. Recently I expanded my skillset working in a communications/PR capacity within the tourism industry.

I am highly creative, results-focused and possess exceptional communicating and negotiating skills. My confidence and reputation within the industry is strong, and I am well-liked by clients and stakeholders.

Technical Skills

* Media and Public Relations
* Project Management
* Communication Strategy Development
* Stakeholder Relationship Management
* Research and pitching story ideas and angles
* Maximising team performance
* Events management
* Sports journalism
* Interviewing clients, participants, athletes
* Copy writing/ creative writing
* Editing
* Radio and television
* Tourism public relations
* Social media management
* Media logistics
* Business development

Professional Skills

* Strong organisational skills
* Prioritizing and multitasking
* Ability to meet deadlines
* Excellent communication and interpersonal skills
* Results focused
* High level of initiative
* Ability to work both in a team and independently
* Impartial and trustworthy
* Creative and motivated
* Strong negotiation skills

Education

* Bachelor of Communications – PR/ Journalism, University of Canberra, Completed 1993

Career History

**Manager/ Owner March 2008 – current**

**On Course Communications (OCC)**

Founder of a reputable Australian organisation specialising in public relations, event management and the promotion of major events. OCC offers a complete and flexible contract based option for major sporting, cultural or community events and projects.

**Responsibilities:**

* Managing the day-to-day operations of the business
* Reconciling business accounts and processing invoices
* Employing and managing sub-contractors when required for larger projects
* Coordinating with various other professionals including photographers, videographers, translators, event staff, to ensure projects/ events run smoothly
* Creative writing/ editing/ copy writing
* Researching and sourcing story ideas
* Event management and public relations
* Facilitating press conferences and other media events
* Performing radio and television interviews and commentary
* Organising media logistics – processing accreditation requirements, sourcing boats, media centre set-up Negotiating client contracts
* Business development – identifying potential new clients, maintaining relationships with existing clientele
* Developing and maintaining strong relationships with media colleagues i.e. editors, publishers, competitors
* Crisis communications and emergency media management

**Achievements:**

* Achieved a career goal attending the 2016 Rio Olympic Games as a freelance media/ journalism professional. I managed two flash quote reporters as well as the content they produced and identified key story angles, wrote the story content and then filed the finished product for media use worldwide via an ICMS system. I also attended athlete and team press conferences, met the athletes daily in the mixed zones after racing and interviewed them for comments to file.

**Projects/ Events**:

* PR/ Communications Consultant September 2016 – current

Hamilton Island Enterprises Limited

* Olympic News Service Writer (Sailing) July 2016 – August 2016  
  Rio 2016 Olympic Games
* Media Manager June 2016 – January 2017

Viper Worlds 2017

* Media Manager January 2014 – current

Sail Port Stephens

* Event Journalist February 2013 – current

Australian Farr 40 class

* Events and Marketing – Daffodil Day May 2013 – August 2013

Cancer Council NSW

* Australian Media Manager October 2013 – February 2014

Gill 2014 Melges 24 World Championship

* Media Manager September 2012 – current

Club Marine Pittwater to Coffs Yacht Race

* Event Journalist March 2009 – current

Surf Lifesaving NSW

* Public Relations Manager March 2008 – April 2012

Rolex Sydney Hobart Yacht Race

* Media Manager September 2008 - current

Festival of Sails

* Media Manager April 2005 – current

Audi Hamilton Island Race Week

**Communications Manager June 2000 – March 2008**

**Cruising Yacht Club of Australia, Sydney**

**Responsibilities:**

* Managing multiple sponsor partnerships including premium brands Rolex Australia & Geneva, Audi Australia and BMW
* Organising member functions and communicating club policies
* Media director of the club’s major events including the Rolex Sydney Hobart – management of the event media centre & staff, hosting press conferences, travelling interstate to coordinate and cover 10 race finishes
* Writing magazine feature articles and press releases
* Booking then briefing the talent, and being the talent for live and pre-recorded radio and TV interviews

**Achievements:**

* Engaged as the Media Director of the Rolex Sydney Hobart Yacht Race, one of Australia’s great sporting icons

**PR and Sponsorship Coordinator February 1996 – June 2000**

**Cruising Yacht Club of Australia, Sydney**

**Responsibilities:**

* Public relations and media management
* Developing communication and marketing campaigns
* Writing and editing club newsletters
* Feature writing for magazines
* Managing and designing the CYCA website content
* Managing and maintaining an extensive media database
* Collaborating with colleagues from within the media industry
* Activating club sponsorships

**Achievements:**

* The position was expanded and developed into a Communications Manager position due to my high level of performance and extensive writing capabilities
* Travelling to the Gold Coast annually as Media Director of the Sydney Gold Coast Yacht Race
* Travelling to Hobart for four years as part of the Sydney Hobart Race media team

Technology

* Microsoft Office Suite – Word, Excel, Outlook,
* Adobe Photoshop Elements
* Social media
* Google docs
* ICMS

Referees

Available upon request

Interests

Sustainability, plastic free oceans, raising a community minded family, Pilates