

Merrett Pye BA (Journalism)
Director, Altitude Public Relations
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Merrett Pye is a seasoned PR professional with more than 20 years experience advising clients in corporate communication, issues management, and media relations.

A former journalist with a Bachelor of Arts (Journalism) from the University of Queensland, Merrett has excellent written and verbal communication skills.

Experience

Merrett has provided strategic advice and hands-on implementation of communication planning and media relations activity across both the corporate and finance and investor relations teams.

Prior to founding Altitude Public Relations, Merrett worked as a senior consultant at Brisbane consultancy firm, The Phillips Group, where she concentrated on working for the firm's investor relations and corporate sector clients.

Beginning her career as a cadet journalist with *The Gold Coast Bulletin*, Merrett has a particular interest in media relations and media profiling. After building her knowledge and experience in the media, Merrett moved into public relations consulting working with Brisbane firm, Brumfield Bird and Sandford.

She spent two years consulting in the United Kingdom with a professional services PR consultancy firm before returning to Sydney where she worked as a senior publicist for The Powerhouse Museum.

Merrett's clients have included *Colorado Group, South Bank Corporation, Brisbane Airport Corporation, Peplin and ImpediMed*. She is currently working with the *Queensland Family Law Practitioners' Association, Bicycle Queensland and the Real Estate Buyer's Agents Association of Australia*.

Areas of Expertise

- Media relations and publicity
- Strategic corporate communication
- Financial and investor relations
- Issues management and community consultation
- Stakeholder communication
- Corporate writing
- Event co-ordination

Connect with Merrett today on *LinkedIn* to view her experience and contacts.



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"Your attitude, not your aptitude, will determine your altitude" Zig Ziglar
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Client Projects

- **Media Strategy and Publicity**

Merrett is currently Director of Altitude Public Relations and responsible for building the external profile of a number of high profile industry associations including *Bicycle Queensland*, the *Family Law Practitioner's Association of Queensland* and the *Real Estate Buyer's Agents Association of Australia (REBAA)* with particular emphasis on media relations. Most recently she has been responsible for promoting Bike Week 2013 and will also be handling publicity and media around Queensland's biggest bike ride, the Brisbane to Gold Coast Cycle Challenge in October this year.

- **Financial and Investor Relations**

For five years, Merrett managed the financial and investor relations program for *COLORADO Group Ltd* where she was responsible for advising on the company's communication strategies. Other responsibilities included the production of corporate publications such as annual and interim reports, AGM preparation, results announcements, issues management, CEO resignations and media relations strategies to support a hostile takeover by ARH Limited.

- **Issues Management and Community Consultation**

Merrett was also part of the corporate communications team responsible for the privatisation of *Brisbane Airport*. This program involved providing strategic counsel, issues management and liaison with stakeholder groups during the sale process and the implementation of a detailed community consultation program for the new consortium's first masterplan.

- **Strategic Corporate Communication**

She was part of the team which announced the launch of the \$67 million government funded redevelopment of Stage 2 of *South Bank Parklands*. The strategy encompassed the existing community parklands, the commercial entities within the parklands and addressed all community consultation activities and issues relating to the second stage of redevelopment of the former World Expo 88 site.

- **Stakeholder Communication**

During her time in London, Merrett worked for the UK's largest landowner, *Railtrack Property*, to raise the profile of the redevelopment of the country's major railway stations into mixed-use developments. This involved a high level of strategic focus and input into marketing and community consultation initiatives.

- **Corporate Writing**

With experience working across private and publicly listed clients, Merrett is a highly skilled professional writer with the ability to write across numerous platforms and for a variety of audiences. Her skills include speechwriting, website development, copywriting, media releases, newsletters, company announcements and brochures.



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