



BRAND INTEGRATION SPECIALIST ANNA MacDONALD JOINS GOODSHIP

The Goodship Agency today announced the appointment of Anna MacDonald to the new position of Brand Integration Specialist.

The senior role has been supported through Screen Australia's Gender Matters – Brilliant Careers program.

Anna comes to Goodship having worked in brand integration roles for entertainment companies including Universal Pictures and Nickelodeon. Most recently she was Director, Commercial Partnerships at Nickelodeon. Anna, originally from the UK, has previous Australian agency experience that included an international placement within Nestle.

“Anna impressed us with her strategic nous and her capacity for lateral thinking. She also comes to Goodship with excellent existing relationships with brands, agencies and corporates and tremendous track record at campaign execution,” said Goodship partner Courtney Botfield.

Anna MacDonald said: “It’s fantastic to be able to bring on partners at the crucial early stage of creative development, allowing brands to integrate at much higher levels and build campaigns directly with the high caliber of Australian film-makers Goodship works with.”

“Through the Gender Matters - Brilliant Careers program, Screen Australia is providing funds for enterprising companies to bring through the ranks talented women. Only when more talented women are employed in senior management will gender equality ever be realised and without programs that recognise this fact gender pay equality will continue to be out of reach,” said Screen Australia Chief Operating Office, Fiona Cameron.

“The Goodship Agency, whose key decision making roles are all held by women, takes an innovative approach to partnerships and programs to get Australian screen content financed and delivered. Screen Australia is proud to be supporting this initiative and we look forward to seeing what can be achieved when great ideas and expertise come together.”

The Goodship Agency is collaboration between Courtney Botfield and Tracey Mair, who between them have more than 40 years experience in film distribution and marketing.

Goodship designs and implements innovative pathways for the financing, distribution and marketing of Australian film, television and on-line productions – both narrative

drama and documentary.

Goodship focuses on productions with strong social change messaging and those that offer opportunities for brand alignment.

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