

Press release April 2012

Young Graphic Designer Celebrated

Plants Management Australia Pty Ltd (PMA) today celebrated the achievements of Graphic Designer, Danielle Black who was recognised in the 2012 Southern Cross Young Achiever Awards.

The Southern Cross Young Achiever Awards acknowledge outstanding achievement by young Tasmanians in 8 different categories. These young Tasmanians are entering their trade, career or enterprise with passion and vitality.

The O Group Trade & Enterprise Achievement Award recognises active leadership and a desire for self-improvement, and rewards a young Tasmanian who has made their own opportunities for success. The O Groups successful philosophy of “from business flows employment and from employment flows opportunity” certainly resonated with this category.

Danielle joined the innovative team at plant licensing and marketing company, Plants Management Australia, 3 years ago. Her knowledge, skills and ideas were instantly recognised by management and her contribution to the business since has been remarkable. PMA’s Managing Director, Chris Sargent, described Danielle’s impact on the company as invaluable. “She has truly taken our marketing to the next level and won us recognition around the world for our campaigns. Danielle has taken our horticultural concepts and really bought them to life”

Danielle has also established her own graphic design business, Max Reaction, which boasts an impressive array of high profile clients. Speaking of her win Danielle said “It’s a wonderful honour and a privilege to be recognised amongst such outstanding finalists, everyone is of such high calibre.”



Damian Smith presents Danielle Black with her award



Danielle Black with fellow category winners and Hon. Cassy O' Connor MP

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