

LIZ Donnelly

LIZ DONNELLY IS A CHILDRENS MEDIA SPECIALIST AND IS THE CREATOR OF THE NEW ZEALAND PRESCHOOL BRAND, EARDROP'S JOURNEYS. SHE PRODUCES CDS THAT TEACH EVERYDAY SOUNDS TO, AND HELPS DEVELOP BETTER LISTENING SKILLS IN, PRESCHOOLERS. THE CONCEPT FOR EARDROP'S JOURNEYS AROSE WHEN LIZ'S SON, TOM, DEVELOPED GLUE EAR AS A TODDLER. SHE REALISED THERE WERE NO SIMPLE AND CLEAR LEARNING TOOLS THAT WOULD HELP HIM WITH THE EVERYDAY SOUNDS HE NEEDED TO LEARN - SO SHE CREATED SOME.

Liz holds a Master of Arts in Film, Television and Media and focussed her research on media for children. At the time she was working for Television New Zealand, as the Programmer for children's timezones on TV2, which brought a concrete commercial realism to the theory she had studied at university. She has worked as a Childrens Media Analyst for Television New Zealand, where she developed educational add-ons to support programming on air, and has also helped to produce many television shows over the past 10 years.

Liz works with a team of senior educators in her company to ensure everything her

company releases is not only top quality, but also fits in with the early childhood curriculum. Her *Eardrop's Journeys* team are each experts in their area, be it education, graphics or sound engineering.

Liz is a clear and focussed leader who makes considered decisions and believes in producing top quality end results. She believes the experience of taking an idea and creating something tangible from it has been invaluable for both personal growth and business acumen. The discipline it takes to bring a project in on time and budget, all the while juggling the many different components, has finely tuned her organisational skills. Single parenthood has also taught her a great deal about patience and responsibility.

Liz credits her hard work ethic to years spent during her teens as a nationally ranked competitive swimmer and surf lifesaver. She has carried the skills she learned during both training and competitions over to all aspects of her life, and believes anything is achievable if you set your mind to it.

In and around managing The Eardrops Company, Liz is also a consultant for other producers, helping them develop and source funding for their great ideas. She was part of the *Let's Get Inventing* development team, a television series that celebrates Kiwi kids and their bright inventions and ideas. An accomplished writer, she writes features for several magazines, including *Littlies* and *Her Magazine*.

Liz says New Zealanders are willing to take risks - both on products and ideas - and because so many of them are in business there's generally a support network waiting to start up right outside the front door. She

believes that New Zealand is a country capable of huge ideas, and is happy to be part of them.



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