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**Jane Milburn** *B Ag Sc, Grad Cert (Aust Rural Leadership), GAICD*

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## Overview

Jane Milburn is an accomplished communications professional with a proven record of effective advocacy for rural, health and industry groups. Jane's extensive business, media and creative networks provide excellent linkages and outcomes for clients and contacts. Jane is an agricultural scientist, a fellow of the Australian Rural Leadership Foundation, and in 2013 completed postgraduate leadership study at James Cook University. In 1999, Jane helped reactivate the Rural Press Club of Queensland as a leading agribusiness network and was awarded life membership in 2009.

Jane is the founder of [Textile Beat](http://Textile Beat), a social-enterprise business that taps into growing interest in ethical and sustainable ways to reduce our clothing footprint. As with the rising interest in home cooking and food growing for health and wellbeing, Jane believes there is a pressing need to rethink our approach to textiles and clothing. In 2016, Jane created [The Slow Clothing Project](http://The Slow Clothing Project) as a collection of stories about individuals choose to make some of their own clothing using handmade, natural and local processes. During 2016, Jane presented 34 workshops and 22 talks on slow clothing to various groups in eastern Australia. This work follows the award-winning [Sew it Again](http://Sew it Again) project in 2014 which bridged Jane's childhood, expertise, networks and a love of nature with a desire to raise clothing consciousness. Jane values authenticity, creativity, autonomy and purpose. She demonstrates flexible, innovative thinking, as well as enthusiasm and commitment to all tasks she undertakes.

## Career highlights

### Recognised leadership

- keynote at 2017 national conferences - home economics (HEIA) and ag educators (FFAEC)
- graduate of Australian Rural Leadership Program on Fairfax Agricultural Media scholarship
- eight years in executive roles at the Rural Press Club, including as president 2006-2008

### Effective advocacy

- led the public awareness campaign to highlight risks of Philippines' banana imports
- led the media advocacy campaign for dentists to achieve water fluoridation in Queensland
- developed Health Media Club concept and 612 ABC Swap It campaign for preventive health

### Quality writing

- published lead paper in the Home Economics Journal of Australia (Vol 22, No1, 2015)
- published in magazines such as The Walkley Magazine, OUTBACK and Grass Roots
- developed and implemented the award-winning Sew it Again project in 2014

# Key skills

Strategic communications  
Public speaking  
Project planning and implementation  
Writing and editing  
Social media practitioner  
Community engagement

# Awards and recognition

2015 – Excellence in Rural Journalism Awards, Social Media category winner, Sew it Again project  
2010 – RIRDC Rural Women’s Award, Queensland runner-up  
2010 – Mort Johnston Professional Development Scholarship  
2009 – Fairfax Agricultural Media open scholarship for the Australian Rural Leadership Program  
2007 – Queensland Media Awards, Excellence in Rural Reporting, finalist  
2005 – Queensland Primary Industries Awards Media Award, winner  
2005 – Queensland Primary Industries Awards Industry Communication Award, finalist  
1999 – Excellence in Education Journalism highly commended: Best Print Media Feature

## Education

- Graduate Certificate of Australian Rural Leadership at James Cook University 2013
- Fellow of the Australian Rural Leadership Foundation 2010
- Australian Institute of Company Directors - full course, exam and assignment 2012
- Australian Institute of Company Directors - foundations course 2010
- Bachelor of Agricultural Science, University of Queensland (nee Lindy Jane Capon) 1979

## Affiliations

- Fashion Revolution Australia – committee member
- Rural Press Club of Queensland – life member
- Media Entertainment and Arts Alliance – member
- Queensland Rural, Regional and Remote Women’s Network – member
- Australian Institute of Company Directors – non-financial member

# Career summary

## Board roles

2011-current **International House Board** honorary secretary  
2009-2010 **Australian Council of Agricultural Journalists** vice-president  
2006-2008 **Rural Press Club of Queensland Inc** president  
2000-2005 **Rural Press Club of Queensland Inc** vice president/secretary  
2004-2005 **Primary Industries Week Inc** treasurer

## Work roles

**2013-present** founder **Textile Beat**, sustainability consultant, upcycler, speaker and workshop presenter undertaking leadership work in the emerging slow clothing space. Managing the Textile Beat social media platform and travelling Australia advocating across society for more sustainable and ethical use of textiles and clothing.

**2010-2012** communications manager **Diabetes Queensland**

- managed a team of four - events, website, media, publications
- media networking and story placement
- secured media partnerships with 612 ABC radio, Queensland Country Life, Gold Coast Bulletin, Queensland Times, 98.9FM
- wrote tenders to secure beneficiary fundraising partnerships with Bicycle Queensland, Brisbane Markets, Somerset Regional Council
- developing comms strategy, reporting and benchmarking comms activities

**2007-2010** communications manager **AgForce Queensland**

- managed the *Every Family Needs A Farmer* campaign
- secured Lee Kernaghan as 2009 campaign ambassador
- media advocacy on key issues such as farming/mining interface
- writing newspaper columns and contributions
- member communications, including weekly e-newsletter

**2002-present** principal consultant **Milburn Media and Marketing** clients include

- **farm groups** AgForce Queensland, Australian Banana Growers' Council and Queensland Citrus Growers
- **professional/health groups** Queensland University of Technology, Diabetes Queensland, Australian Dental Association Queensland and Commerce Queensland
- **government and industry** including the Queensland Department of Primary Industries for the Leading Sheep project, AWI and MLA
- **agribusiness groups** Resource Consulting Services and Charolais Society
- **freelance writer** for OUTBACK magazine, The Courier-Mail, The Walkley Magazine, and Queensland Country Life newspaper

**prior to 2001** media advisor, broadcast and print journalism, university roles

- **2000-2001** media advisor to **Minister for Primary Industries Henry Palaszczuk**
- **1992-2000** sub editor and contributor **The Courier-Mail**
- **1993-1994** Queensland reporter **Australian Campus Review Weekly**
- **1992** media liaison officer (part-time) **Griffith University**
- **1986-1991** rural reporter, layout sub editor **Townsville Bulletin**
- **1981-1985** rural reporter **ABC Rural** radio and television, Victoria and Queensland
- **1980** research assistant on IPM project **The University of Queensland**