



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

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## Overview

Jane Milburn is a sustainability consultant, who trained as an agricultural scientist and had a career in rural communications before completing postgraduate leadership study through James Cook University in 2013. Jane is an accomplished communications professional with a proven record of effective advocacy for health, rural, and industry groups. Her extensive business, media and creative networks provide excellent linkages and outcomes for clients and contacts.

Jane is author of *Slow Clothing: finding meaning in what we wear* and founder of [Textile Beat](http://Textile Beat), a purpose-driven business that taps into growing interest in ethical and sustainable ways of dressing for health and wellbeing. During the past seven years, Jane has undertaken more than 600 engagements on slow clothing throughout Australia. This work followed 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. Jane was part of a team that reactivated the Rural Press Club of Queensland as a leading agribusiness network in 1999 and after eight years in executive roles she was awarded life membership in 2009.

## Career highlights

### Recognised leadership

- a 2019 Churchill Fellow, which evolved into a 'Virtual Churchill' during coronavirus lockdown
- trained with Al Gore's Climate Reality Leadership Project in Brisbane 2018
- keynote at national education conferences - home economics (HEIA) and ag educators (FFAEC)

### Effective advocacy

- developed and implemented the award-winning Sew it Again and Slow Clothing projects
- led the ABGC public awareness campaign to highlight risks of Philippines' banana imports
- led the media advocacy campaign for dentists to achieve water fluoridation in Queensland

### Quality writing

- authored *Slow Clothing: finding meaning in what we wear*
- published lead paper in the Home Economics Journal of Australia (Vol 22, No1, 2015)
- published in magazines: Ruth, ABC Organic Gardener, PIP, The Walkley Magazine, OUTBACK

# Key skills

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

# Awards and recognition

2019 – Awarded a Winston Churchill Fellowship  
2018 – Excellence in Rural Journalism Awards, Social Media category winner, Slow Clothing  
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 Country Women’s Association - member
- Queensland Rural, Regional and Remote Women’s Network – member
- Australian Institute of Company Directors – non-financial member

# Career summary

## Board roles

2014-current **Fashion Revolution** Australia committee member  
2011-2016 **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, author, speaker and workshop presenter undertaking leadership work. Managing the Textile Beat social media platform and travelling Australia advocating 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 Cotton IPM project **The University of Queensland**