



## Jane Milburn

*B AgSc FARLF*

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## Overview

Jane Milburn is an agricultural scientist, a freelance writer and Australian Council of Agricultural Journalists vice-president. As an award-winning writer and media advisor, she has a proven record of effective advocacy for rural and professional groups.

Jane's extensive agribusiness, media and government networks provide effective linkages and outcomes for clients and contacts. These networks evolved from earlier roles as a rural reporter with the ABC, reporter at the Townsville Bulletin and sub editor at The Courier-Mail. Jane is principal of Milburn Media and Marketing, a consultancy specialising in writing, publishing, issues management and advocacy services, and a fellow of the Australian Rural Leadership Foundation.

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## Career highlights

### Recognised leadership

- recently graduated from the Australian Rural Leadership Program after being awarded the Rural Press Ltd scholarship, and judged 2010 RIRDC Rural Women's Award Queensland runner-up.
- eight years in executive roles at the Rural Press Club that were pivotal to it becoming a leading agribusiness network group, and as president from 2006-2008 led the club into the electronic age, established a paid secretariat, and overhauled the club's corporate governance.

### Effective advocacy

- led the media and public awareness campaign for the Australian Banana Growers' Council regarding the pest and disease risks of importing Philippines' bananas.
- developed and implemented a media/political strategy for Australian Dental Association Qld branch which contributed to the Queensland Government decision to introduce water fluoridation.
- worked with AgForce Queensland on the Every Family Needs A Farmer campaign and identified opportunities to advance the farm group's policy objectives.

### Published writing

- writes about the farming of food in Australia at [www.foodfarmingaustralia.com](http://www.foodfarmingaustralia.com) and for publications such as The Walkley Magazine and OUTBACK magazine.

## Awards and recognition

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2010 – RIRDC Rural Women’s Award, Queensland runner-up  
2010 – Mort Johnston Professional Development Scholarship  
2009 – Rural Press Ltd 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 – Australian Council of Deans of Education Excellence in education journalism,  
best print media feature, highly commended

### Education

- Fellow of the Australian Rural Leadership Foundation 2010
- Australian Institute of Company Directors - Foundations 2010, Essentials 2006 and 2007
- Bachelor of Agricultural Science, University of Queensland (nee Lindy Jane Capon) 1979

## Career summary

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### 2002–present

principal consultant **Milburn Media and Marketing**

current and previous clients include:

**farm groups** AgForce Queensland, Australian Banana Growers’ Council and Queensland Citrus Growers

**professional groups** Australian Dental Association Queensland and Commerce Queensland

**government** including the Queensland Department of Primary Industries for the Leading Sheep project

**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 Queensland Government **Office of Minister for Primary Industries and Fisheries 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 in Victoria and Queensland, **1980** research assistant **The University of Queensland** adoption of integrated pest management