

JANE MILBURN

Jane is a media consultant and award-winning writer with an established track record of effective advocacy for rural and professional groups. She has driven successful media/political campaigns for AgForce Queensland, the Australian Banana Growers' Council, Queensland Citrus Growers and the Australian Dental Association Queensland branch. She has a wide-ranging media and political network of contacts based on earlier roles with the ABC, The Courier-Mail, and a primary industries minister. Jane was active in re-establishing the Rural Press Club of Queensland and is now developing a national network.

Objectives

Jane is a skilled strategic thinker with solid experience on not-for-profit boards looking for a position on a paid board.

Board roles

Australian Council of Agricultural Journalists, secretary (2008-current)
Rural Press Club of Queensland Inc, president 2006-2008
Primary Industries Week Inc, treasurer 2004

Main achievements

Advocacy:

- Jane works with the AgForce Queensland executive to identify and implement media opportunities to ensure the farm group's advocacy objectives are advanced.
- Jane developed and implemented a sustained media and political lobbying strategy with successive Australian Dental Association Queensland presidents which eventually led to the Queensland Government introducing water fluoridation.
- Jane leads the ongoing public awareness campaign for the Australian Banana Growers' Council about the pest and disease risks of importing Philippine bananas.
- Jane undertook high-level media advocacy which led to compensation being awarded to central Queensland growers impacted by the citrus canker incursion.

Leadership:

Jane has been selected in Course 16 of the highly competitive Australian Rural Leadership Program and was awarded the Rural Press Ltd open scholarship. Jane's eight years in executive roles at the Rural Press Club were pivotal to it now being the premier agribusiness network group in Queensland. As president from 2006-2008, Jane set up the website www.ruralpressclub.com.au and its electronic booking process, established a paid secretariat, and overhauled the club's corporate governance, constitution, and accountability to members.

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Main achievements (cont)

Profile raising:

As part of Jane's commitment to raising awareness of rural issues, she manages the Every Family Needs A Farmer campaign for AgForce and has written award-winning stories for OUTBACK Magazine and The Courier-Mail.

Attributes

Jane has an extensive media and political network which provides effective linkages and outcomes for clients and contacts. Jane demonstrates flexible out-of-the-box thinking, as well as enthusiasm and commitment to causes in which she believes. Jane has an ability to communicate her view while maintaining respect for the views of others. Jane places great emphasis on behaving ethically, with integrity and professionalism in all endeavours and is committed to social justice. Jane is an advocate for rural Australia and agriculture, as the source of all food.

Skills

Jane's skills include writing, editing, design, desk-top publishing, planning and implementing profile-raising strategies and campaigns. Jane is a capable MC and networker, and enjoys meeting new people.

Awards

Member 2009 - Course 16, Australian Rural Leadership Program

Finalist 2007 - Queensland Media Awards, Excellence in Rural Reporting

Winner 2005 - media award Queensland Primary Industries Achievement Awards

Finalist 2005 - industry communication Queensland Primary Industries Achievement Awards

Highly commended 1999 - Australian Council of Deans of Education Excellence in education journalism, best print media feature

Memberships

Media Entertainment and Arts Alliance, Rural Press Club of Queensland, Royal National Association, Women on Boards, Gallery of Modern Art.

Education

- Bachelor of Agricultural Science, The University of Queensland (nee Lindy J Capon) 1979
- AICD - Directors Essentials - Role of the Director and the Board & Introduction to Board Meetings and Governance - 2006
- AICD - Directors Essentials - Introduction to Financial Statements for Directors & Assessing Company Performance for Directors - 2007

milburn
media
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Work profile

2002–current director **Milburn Media and Marketing** www.milburnmedia.com

- offering savvy but simple, flexible and effective ways of communicating your message
- seeking and creating stories about people, places, events and opportunities

Current and recent clients include AgForce Queensland, Australian Banana Growers' Council, Australian Prawn Farmers' Association, Leading Sheep project, Australian Dental Association Queensland Branch, RCS, Anderssen Lawyers, OUTBACK magazine

2000–2001 media advisor Queensland Government **Office of Minister for Primary Industries and Fisheries Henry Palaszczuk**

1992–2000 sub editor (part-time) **The Courier-Mail**

1995–2000 freelance journalist

- published Guide for Woolgrowers for **AgForce Sheep and Wool**
- media strategy, media releases and liaison for **AgForce**
- editor of **The Grazier** and writing **UGA** media releases
- contributor to **The Courier-Mail**
- contributor to **The Sunday Mail**
- contributor to RACQ **The Road Ahead**
- public relations writing for **Griffith University**

1993–1994 Qld correspondent (part-time) **Australian Campus Review Weekly** newspaper

1992 media liaison officer (part-time) **Griffith University**

1986–1991 rural reporter, layout sub editor **Townsville Bulletin**

1985 freelance writer published in Queensland Country Life, The Australian, People, Post, the NQ Register

1981–1985 rural reporter, **ABC Rural** radio and television in Victoria, New South Wales and Queensland

1980 research assistant **The University of Queensland** cotton industry project