

**Jane Milburn***B AgSc GAICD FARLF*

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**Overview**

Jane Milburn is an accomplished writer and media advisor with a proven record of effective advocacy for rural, health and professional groups. Jane's extensive business, media and government networks provide excellent linkages and outcomes for clients and contacts. Jane is a fellow of the Australian Rural Leadership Foundation, a graduate of the Australian Institute of Company Directors, and is enrolled in postgraduate leadership studies at James Cook University.

Jane is principal of Milburn Media and Marketing, a consultancy specialising in communications, issues management and advocacy services. Jane values integrity, creativity and purpose. She demonstrates flexible, innovative thinking, as well as enthusiasm and commitment to tasks she undertakes. Jane was instrumental in reactivating the Rural Press Club of Queensland as a leading agribusiness network, and made a life member in 2009.

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**Career highlights****Recognised leadership**

- graduate of the Australian Rural Leadership Program on the Rural Press Ltd scholarship
- eight years in executive roles at the Rural Press Club, including as president from 2006-2008
- initiated the Health Media Club as a network for health communicators and journalists

**Effective advocacy**

- brokered and implemented the 612 ABC Brisbane Swap It campaign for healthier waistlines
- led the media advocacy campaign for dentists to achieve water fluoridation in Queensland
- led the media and public awareness campaign to highlight risks of Philippines' banana imports

**Quality writing**

- published in magazines such as The Walkley Magazine and OUTBACK
- writing and editing industry publications, including Australian Bananas and Diabetes iQ
- developed website blog as 2010 RIRDC Rural Women's Award Queensland runner-up project

## 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

### Education

- 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

## Career summary

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### Board work

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

### 2011-2012

communications manager **Diabetes Queensland**

- managed a team of four - events, website, media, publications
- media networking and story placement
- secured media partnerships with ABC radio, Queensland Country Life, Gold Coast Bulletin, Queensland Times
- wrote tenders to secure fundraising partnerships with Bicycle Queensland, Brisbane Markets, Somerset Regional Council
- oversight of all publications and comms products
- developed communications strategy and media plans
- created and implemented communication campaigns
- provided comms support for health projects
- 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

## Career summary

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### 2002–present

director and principal consultant to **Milburn Media and Marketing**

current and previous 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 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 on integrated pest management project **The University of Queensland**

## Referees

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Teena Girdis	ABC TV executive producer 730 Queensland
Brett de Hayr	National Facilitator Landcare Australia
Dr Kay Pearse	Chair West Moreton-Oxley Medicare Local
Peter Lewis	ABC regional and rural affairs reporter past president Rural Press Club

*(contact details available on request)*