

JULIE SHELTON

✉ julie@forage.com.au

☎ 0439 944 690

📍 West Hobart Tasmania 7000

KEY SKILLS

- ◇ Event management
- ◇ Editing, proof-reading
- ◇ Copywriting, storytelling
- ◇ Extensive software proficiency: PC & Mac
- ◇ Marketing & PR
- ◇ Creative problem-solving
- ◇ Public speaking
- ◇ Staff, contractor, stakeholder management
- ◇ Small business start-up & management

EDUCATION & TRAINING

2000

Cert IV Small Business Management

1996-2002

Cert IV Workplace Assessment & Training

1987

Tasmanian Enterprise Workshop

1984-5

BEd – UTAS & Canberra CAE

AWARDS

- ◇ 2008 Winston Churchill Memorial Trust Fellowship
- ◇ 2016 Sunshine Coast Council Australia Day Award nominee

PERSONAL SUMMARY

Skilled communicator, storyteller and connector of people with a background in food, health, mining, training, travel & tourism industries. Experienced Director with a potent combination of big vision and attention to detail.

RECENT PROFESSIONAL ROLES

RESEARCH OFFICER

INTEGRITY COMMISSION TASMANIA 2020-present

Research and development of resources to support prevention/education unit project and website relaunch

Key Responsibilities

- Project mapping, development of templates, working with team members, researching, writing

MEDIA, MARKETING & FUNDRAISING OFFICER

ROYAL FLYING DOCTOR SERVICE TASMANIA 2018-2020

Awareness-raising and fundraising in southern Tasmania as per strategic plan and as directed by CEO

Key Responsibilities

- High-level networking with stakeholders incl all levels of government, media, funding bodies
- Managing donor relations and donor CRM database
- Running / participating in donor and public events, and local briefings for health professionals
- Developing, managing and reporting on annual marketing & fundraising budget and strategic plan

Key Achievements

- Established new Hobart office, moved to larger office
- Managed events for Hobart office launch and Governor's Winter Ball fundraiser at Government House
- Managed transition to new donor platform, re-coding and data cleanse, training of staff

OWNER / FOUNDING DIRECTOR

FORAGE 2009-present

Consulting company supporting clients including local government, NFPs and small-scale food producers

Key Responsibilities

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OTHER ROLES

- ◇ Food Curator, Peattie Events: Farm Gate Market, Street Eats @ Franko, Food & Beverage Collective
- ◇ Contributing writer, Hinterland Times
- ◇ Project Officer, Mary Valley CAN DO Project
- ◇ Project Manager, QLD Mining ITAB
- ◇ Creative Development, Tropical Industry Training Associates
- ◇ Marketing & Public Relations Officer, Townsville TAFE
- ◇ Executive Officer, Tasmanian Enterprise Workshop
- ◇ Travel Consultant, Webster Travel

PAST MEMBERSHIPS

- ◇ Founding Director, Food + Agribusiness Network (FAN)
- ◇ Founder, Slow Food Sunshine Coast Hinterland

INTERESTS

- ◇ Slow Food
- ◇ Kayaking
- ◇ Agritourism
- ◇ Community Radio

- Working with clients to identify needs and develop plan

Recent Achievements

- Delivered six mayoral events for City of Hobart
- Worked with Eat Well Tasmania on We Eat Local app

OWNER / FOUNDING DIRECTOR

REAL FOOD FESTIVALS 2010-2016

Annual event bringing together all elements of Sunshine Coast food in a weekend of learning and celebration

Key Responsibilities

- Creative direction and visioning
- Business planning, budgeting, logistics and risk management, sponsor relationship management
- Marketing, PR, advertising, media liaison
- Managing administrative / sales staff, 150 volunteers
- Managing relationships with industry stakeholders incl local and state government, exhibitors and sponsors

Achievements

- Founded and established company, brand creation
- Successfully ran five festivals; 35,000+ visitors to region with 98% desire to return

OWNER / FOUNDER

THE VILLAGE ORGANIC FARM 1999-2008

A small bio-dynamic farm producing organic / biodynamic produce, and information on sustainable farming practices

Achievements

- Established farm/factory/shop from greenfield site at Conondale to diversified, integrated farm with 13 employees
- Producer of eggs, milk, beef, pork, honey and value-added products including cheese, icecream, sausages

REFERENCES

Teresa Banman 0438 248 885 teresa.banman@integrity.tas.gov.au

Hon. Lara Giddings 0400 417 160 ceo@amatas.com.au

Andrew Eves-Brown 0403 795 899 andrew@eves-brown.com