

CURRICULUM VITAE

FOR

JULIE SHELTON

Full Name: Julie Anne Shelton
Address: 151 Patrick Street
West Hobart TAS 7000
Telephone: 0439 944 690
e-mail: julie.shelton@bigpond.com



Skills Summary:

- Visionary with recognised background in strategic planning and delivery to completion
- Excellent communicator across all media and public speaker
- Reliable administrator with exceptional attention to detail
- Project manager and facilitator of major initiatives
- Awarded event manager able to work across multiple simultaneous projects
- Relationship manager skilled at establishing and developing strong working relationships with stakeholders incl government, industry
- Successful small business manager and staff supervisor

Referees:

professional - Pre-2016:
Andrew Eves-Brown
Head of Economic Development –
Sunshine Coast Council
andrew@eves-brown.com
0403 795 899

Recent:
Teresa Banman
Director, Misconduct Prevention
– Integrity Commission Tasmania
prevention@integrity.tas.gov.au
(03) 6165 6861

personal - **Hon. Lara Giddings**
Former Premier of Tasmania
CEO – Australian Medical Association
ceo@amatas.com.au
0400 417 160

RECENT EMPLOYMENT DETAILS

Oct 2020 to present **Research Officer – Integrity Commission Tasmania**

An independent statutory authority that improves the standard of conduct, propriety and ethics in public authorities in Tasmania, and delivers a strong educative, preventative and advisory role.

- Team member of project to research, write, design and publish misconduct prevention resources for the prevention and education unit
- Project mapping and developing templates for fact sheets, scenarios and other resources
- Assessing existing resources and re-writing and/or re-formatting for publication

Aug 2009 to present **Owner/Founding Director – Forage Pty Ltd**

Consulting and event company that connects enterprises along the supply chain and celebrates artistic endeavours in food

- Founding, business establishment and brand creation
- Designing and delivering events for City of Hobart
- Conducting research for Eat Well Tasmania
- Consulting with food producers, manufacturers, restaurateurs, retailers and consumers
- Providing support to food enterprises in fields such as business development, start-up, marketing and compliance



Oct 2018 to Jun 2020 **Media, Marketing & Fundraising – Royal Flying Doctor Service Tasmania**

Australian icon that delivers health services to rural and remote Tasmanian communities

- Establishing new Hobart office (co-located with AMA) and larger office
- High-level networking and awareness-raising with stakeholders at all levels of government, media, funding bodies
- Managing donor / stakeholder CRM database
- Managing Hobart office launch and Governor's Winter Ball fundraiser at Government House
- Conducting local briefings for health professionals
- Running / participating in donor and public events
- Developing, managing and reporting on annual marketing & fundraising budget and strategic plan
- Contributing to national initiatives and resources, including website and social media



Sep 2016 to Aug 2018 Food Curator – Farm Gate Market + Street Eats @ Franko

Farm Gate: a thriving food hub showcasing seasonality and provenance

Street Eats: a street food night market

- Coordinating market stallholders; working at weekly market on-site
- Developing menus for Street Eats @ Franko; curating food offerings and stallholder management for events offshoot



Dec 2010 to Aug 2016 Owner/Founding Director – Real Food Festivals Pty Ltd

An annual event that brought together all elements of Sunshine Coast food in a weekend of learning and celebration – Taste, Learn, Laugh!

- Founding, business establishment and brand creation
- Successfully running 5 festivals, survey design and administration
- Developing strong networks with all food industry stakeholders including local and state government, over 100 food & beverage enterprises (annually), sponsors and other stakeholders
- Business planning, budgeting, logistics and risk management; managing administrative and sales staff as well as 150 volunteers.



Feb 2002 to Aug 2004 Project Officer – Mary Valley CAN DO Project

A government funded re-skilling initiative

- Overall project management for regional project involving over 650 clients
- Purchasing, advertising and facilitating training as and where required, in fields such as IT, renewable energy technologies, chainsaws, pruning & grafting, tourism
- Facilitating workshops: “Future Options for Sustainable Farm Enterprises”

Apr 1999 to Feb 2008 Self-employed – The Village Organic Farm, Sunshine Coast

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

- Establishing farm/factory/shop from greenfield to diversified farm with 13 employees
- Facilitating interactive learning opportunities for tour groups, schools, TAFEs
- Managing a wholesale/retail operation – sourcing, purchasing, marketing and distributing wholefoods and organic produce to approximately 80 households and 20+ retail outlets

Mar 1994 to Aug 2016 Self-employed – The Crafted Word

Sole trader consulting business

- Writing regular column and feature articles for local newspaper
- Reviewing and updating training material for various mines; organising Dysart Youth Training Scheme launch and production of video for launch

OTHER EMPLOYMENT ROLES

TRAINING	<p>Tropical Industry Training Associates Manager, Creative Development (1996 - 97)</p> <p>Managing activities of the Creative Development Unit; developing multimedia resources to support and enhance industry training programs</p>
	<p>Townsville College of TAFE Marketing & Public Relations Coordinator (1992 - 93)</p> <p>Marketing to various stakeholders including schools, businesses; conducting tours of college facilities; organising college PR functions including TAFE Expo</p> <p>Coordinating preparation and printing of promotional and information material including the College Handbook, general and specific brochures, etc</p>
	<p>Tasmanian Enterprise Workshop Executive Officer (1986)</p> <p>Delivering a six-month program in business planning and entrepreneurship</p> <p>Scheduling lecturers, seminar leaders, accommodation and venues, advertising, media liaison, and organisation of final judging and presentation dinner</p>
MINING	<p>Queensland Mining ITAB Project Manager (1997 - 98)</p> <p>Implementing Generic Induction Program into all major QLD metalliferous mines; marketing program around Australia to interested industry groups</p>
	<p>Selwyn Mine Production Analyst (1989 - 92)</p> <p>Producing daily, weekly, monthly, six-monthly and annual reports</p> <p>Liaising with head offices in Sydney and Colorado, USA</p>
TRAVEL & TOURISM	<p>Tasmanian Visitor Corporation Member Services Executive (1989)</p> <p>Servicing members, principally small-to-medium enterprises in the tourism industry, including accommodation providers, food producers and eating establishments</p> <p>Representing members' interests to government bodies, provision of marketing advice and assistance, and promoting tourism in Tasmania</p>
	<p>Webster Travel Travel Consultant (1981 - 84)</p> <p>Consulting with clients and arranging domestic travel and accommodation</p>
MANUFACTURING	<p>National Industry Extension Service Referral Service Officer (1987 - 89)</p> <p>Establishing and running the NIES Business Hotline, an information service on government and private industry services</p> <p>Sitting on national committee overseeing national database development</p>

VOLUNTARY ROLES

Jul 2018 to Jan 2019 Presenter (Dinner with Julie & Carlos) – Edge Community Radio

A not-for-profit community radio station

As Hobart's only youth station, Edge Radio provides a mix of music, entertainment, local journalistic content and information to enhance Hobart's cultural landscape.

Apr 2015 to Dec 2015 Founding Director – Food and Agribusiness Network Ltd

Peak body for food and agribusiness industry in Greater Sunshine Coast, Queensland

The Food and Agribusiness Network Ltd (FAN) was established to create a more prosperous food and agribusiness economy that celebrates the provenance and innovation of the greater Sunshine Coast region. FAN provides a collaborative business network that connects the value chain from production to consumption.



Jul 2014 to Oct 2014 Member – Sunshine Coast Agribusiness Taskforce

Taskforce developed the Industry Plan for Sunshine Coast Agribusiness

The Sunshine Coast Agribusiness Taskforce was formed to develop an Industry and Investment Plan (IIP) for Sunshine Coast Agribusiness, one of the seven high-value industries identified in Sunshine Coast Council's strategy document: [Sunshine Coast—The Natural Advantage: Regional Economic Development Strategy 2013-2033](#)

The Agribusiness industry on the Sunshine Coast has a strong history in the region and supports a leading niche food and beverage growing and production from paddock to plate. It has seen strong productivity growth over the last five years, generating a current industry value of approximately \$365 million and providing more than 4000 jobs.

Mar 2012 to Oct 2014 Member – Sunshine Coast Food Tourism Reference Group

Industry leaders providing advice to Sunshine Coast Destination Limited and other stakeholders regarding development of the greater Sunshine Coast as a food tourism destination

Jul 2009 to Sep 2012 Founding Leader – Slow Food Sunshine Coast Hinterland

Not-for-profit community-based group, part of international Slow Food organisation

Slow Food is a global, grassroots organisation with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment.

Through a range of activities, Slow Food Sunshine Coast Hinterland facilitated relationships between producers, restaurateurs, retailers and consumers.



SIGNIFICANT COURSES UNDERTAKEN

- Bachelor of Education
 - 1984 University of Tasmania – achieved distinctions or high distinctions in every subject
 - 1985 Canberra College of Advanced Education (now University of Canberra)
- Certificate IV in Workplace Assessment & Training – 2002
- Certificate IV in Small Business Management – July 2000
- Certificate IV in Workplace Training Category 1 and Category 2 – 1996 & 1998
- Certificate in Training & Development (TND004) - 1996
- 1987 Tasmanian Enterprise Workshop (6-month personal development program in business planning and entrepreneurship)

OTHER SKILLS AND EXPERIENCE

Awards

- 2016 nominee - Sunshine Coast Council Australia Day Awards
- 2008 Winston Churchill Memorial Trust Fellow – Nourishing Local Food: shortening the distance from paddock to plate, an investigation of regulatory impediments to small-scale and artisanal food production, and initiatives that nourish relationships between producers and consumers
 - research undertaken in USA (Slow Food Nation), Ireland (Slow Food Terra Madre), UK (Soil Association), France (Slow Food) and Italy (Slow Food Terra Madre international)
- 2008 delegate representing Australia at Terra Madre in Turin, Italy

Skills

- proficient in a broad range of software programs, including Office Suite (Excel, Word, PowerPoint), WordPress, In Design, MYOB, SurveyMonkey, MailChimp, AccountEdge, Raiser's Edge
- able to liaise with industry from large-scale enterprises to micro start-ups
- experienced in dealing with government at all levels (local, state and federal)
- experienced in survey design and analysis
- interviewing and recording
- current drivers licence (car and motorbike)

Other

- contributing writer for various newspapers, print magazines and e-zines including Slow Food International, The Natural Artisan, QANTAS Q-Link
- voiceovers for training videos and commercial radio stations in Townsville