



Danae Jones
SPEAKER NOTES

DANAE JONES
CONSULTING
360° MARKETING

Danae Jones started her first business at the age of 12. She went on to be a well-known multi award winning television and radio identity. At the age of 23 Danae then built from scratch a media and marketing empire which was one of Queensland's largest full service marketing agencies employing 12 full time staff and 25 subcontractors. The media group was responsible for launching Far North Queensland's first ever dedicated business magazine.

Danae Jones was the first Far Northerner to take out the Australian Institute of Management's Queensland Young Manager of the Year and was also awarded the Business Woman's Young Entrepreneur of the Year soon after.

Danae Jones boasts extensive contacts throughout Australia, she has the marketing, media, business development and public relations know how you need to achieve results.

With over 20 years' experience in the industry, a Diploma in Journalism, Diploma in Public Relations & Marketing, and a Speech & Drama Teaching Degree through the Trinity College of London, Danae is not only qualified, but she has a long line of Management, PR and Media awards under her belt. She has even developed her very own public relations, public speaking, media training, customer service and sales and social media courses which are well recognised throughout the country.

She frequently delivers these courses to the government, corporate and political sectors to assist them in developing their skills. The fourth generation Cairns local and mother of two is driven by a passion to help make a difference in a community that her family helped pioneer.

Danae was recently at the forefront of the Cairns Chamber of Commerce's most financially successful 4 year history, increasing net profit by 89% (2012 vs 2015) and growing the membership base by 67% since 2012.

She is now doing her bit to give back and putting her skills to good use for The Salvation Army to assist them in growing their fundraising base across the Far North to support the disadvantaged.

Having never lost an election she is well sought after in the political arena for running political campaigns – local, state and federal for both sides of politics. She is also the marketing and public relations master mind behind numerous private sector and government campaigns and is regularly called in to train company spokespeople and handle media crisis situations.



Very few people know of her enormous national triumphs in changing laws and seeking justice for those she represents as Danae Jones rarely speaks of it, but just a few of the well-known campaigns she has successfully spearheaded throughout her career include:

NOTABLE NATIONAL PR CAMPAIGNS

REGIONAL BROADCAST NEWS INVESTIGATION (2001–2002)

In 2001 Danae Jones was the key driving force behind a national investigation into the adequacy of local broadcast news in Regional Australia. Through media and public pressure the investigation brought about a change in law through the Australian Broadcasting Authority (ABA). The 12-month fight saw her rally the support of politicians on both sides of the political spectrum and an agreement was formed to ensure that there was a minimum standard of local news produced in Regional Australia.

TV Stations that had shut down their news services in Regional Australia throughout the late 90s and into the early 2000s were forced to bring back their newsrooms and produce a minimum standard of local news content to keep their broadcasting licenses. The reason TV stations produce local news content in all regional markets each day, is a direct result of this change in legislation.

MALU SARA BOAT TRAGEDY RECOGNISED (2010)

While working as the Senior Media Adviser to a Federal Member of Parliament she fought alongside the legal team representing the victims of the Malu Sara boat tragedy and secured bipartisan support to acknowledge that both the State and Federal Government Departments involved in the rescue and recovery mission which saw the loss of six lives were negligent.

Danae Jones drafted the motions for Parliament House to vote for the establishment of a trust to support the victims of the tragedy and a memorial to be constructed on Badu Island and Thursday Island in the Torres Strait. The trust to benefit the families of the victims now sits in perpetuity.

THE BANKING ROYAL COMMISSION (2018–2019)

Danae Jones was instrumental in the launch of the Banking Royal Commission that has just drawn to a close in Federal Parliament, working on behalf of Bank Victims Pty Ltd, an advocacy

group representing over 2,500 bank victims across Australia that were seeking justice for alleged fraudulent and criminal conduct from the banks they dealt with. The group funded Danae Jones Consulting to launch a political and media campaign to raise awareness of the problems everyday Australians were facing with the banks and ensure all members of parliament and all political and financial reporters were thoroughly briefed of the enormity of the problem and the need for a Banking Royal Commission (BRC) to take place.

Danae Jones lobbied political parties of all persuasions to demand better of the banking sector and of its own government bodies (ASIC, ACCC, CCMC etc). After two solid years of campaigning and lobbying for justice, the Federal Government through political and media pressure was eventually forced to launch the Banking Royal Commission into the banking sector and the findings have been nothing short of horrifying. The final report for the BRC was handed down in February 2019.

Danae continues to work with legal teams, forensic financial analysts and the bank victims to ensure they are adequately compensated for the gross misconduct of the banks.

There are numerous other confidential and undisclosed crisis management projects that Danae Jones has worked on over the years, which to this day have not been made public.



FNQ COMMUNITY GRASS ROOTS CAMPAIGNS

CAIRNS COMMUNITY ENTERPRISE (2009)

Danae Jones was one of the founding board members of the Cairns Community Enterprise (now BACC), which was established to generate trailing income for local sporting groups and charity groups through the Bendigo Bank.

Danae was engaged to handle the Marketing and Public Relations campaign for the first two years of the organisations inception to ensure it gained traction in community and received strong take up from members of the public. To date, the organisation has managed to fundraise and donate millions of dollars of funds for local charity groups and not for profits to help them sustain their operations well into the future.

FNQ MEDICARE LOCAL – THE PLEDGE (2014)

A community based initiative to have members of the public pledge to make a positive change in their life over a 12-week challenge to reduce sugar intake, exercise, quit smoking, eat less fatty foods etc.

The campaign was extremely successful, attracting widespread media attention and a large uptake from the community to pledge to make a positive difference in their life and go in the draw to win fantastic prizes at the end of the campaign.



THE SALVATION ARMY – RED SHIELD APPEAL & CHRISTMAS APPEAL (CAIRNS, ATHERTON TABLELANDS, CASSOWARY COAST) (2015–2019)

For the past four years Danae Jones has spearheaded the Event Management, Marketing, Public Relations and Fundraising initiatives on behalf of The Salvation Army to raise much needed funds for those less fortunate in the local community of Far North Queensland. The target groups receiving support from these efforts are those suffering from mental illness, homelessness, domestic violence, drug, alcohol and gambling addiction.

Since her engagement to lead this campaign, The Salvo's have increased their fundraising efforts by a massive 60%, and engagement in the local community is the highest it's been in over a decade.

TOUR OF THE TROPICS (2018–2019)

Danae Jones was engaged to establish the brand, lead the promotion, event management and public relations efforts to ensure maximum community participation in the Tour of the Tropics, a three-day food, wine and cycling event bringing pro and amateur riders to Far North Queensland to race for major prize money while also immersing themselves in all that the FNQ community has to offer from a tourism perspective.

Tour of the Tropics is a not for profit entity and a great deal of money raised from the events are donated to worthwhile causes in the local community. In 2018 the chosen charity was COUCH Cancer Wellness Centre, whereby \$50,000 was raised and donated to the organisation to assist in building a new Cancer Wellness Centre for Cancer sufferers and their families.



Facebook: @danaejonesconsulting & @DanaeTV
Twitter: @danae_jones
LinkedIn: Danae Jones & Danae Jones Consulting
Instagram: @danaejonesconsulting
YouTube: DanaeTV

0487 901 054

DANAE@DANAEJONES.COM.AU
PO BOX 928E, EARLVILLE QLD 4870

DANAEJONES.COM.AU