

JANE METLIKOVEC

SOCIAL IMPACT COMMUNICATOR, FOUNDER



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EDUCATION

DEAKIN UNIVERSITY
Master of Communication
2016

RMIT UNIVERSITY
B.A. Journalism
2002

ABOUT

I am the Founder and Managing Director of Upstride, an Australian social impact communications agency, with more than 20 years' professional experience.

I am an award-winning professional communicator and creator, and I believe that sharing powerful stories can create a better, more equitable world.

I work with people and organisations on projects that are contributing to creating better communities and are helping to improve people's lives.

ACCOLADES

MUMBRELLA COMMSCON
AWARDS
*Government Campaign of the
Year – winner, 2022*

WOMEN IN MEDIA AWARDS
AUSTRALIA
*Entrepreneur of the Year –
finalist, 2020*

PRIA AWARDS
*Best government campaign in
Australia – top 5
2019, Victoria – winner, 2018*

WORLD VR AWARDS
*Best VR Marketing in the World –
finalist, 2018*

WALKLEY AWARD
*Best deadline reporting of event
(team award) – winner, 2010*

EXPERIENCE

FOUNDER & MANAGING DIRECTOR, 2018 – PRESENT

Upstride Agency

I am the founder of Upstride Agency, a social impact communications agency focusing on projects that create a healthier, happier and better world.

Based in Melbourne, Upstride works with organisations across Australia on projects and initiatives that improve our communities, our natural environment, our health and our day-to-day lives.

We believe in the transformative power of communication that connects with the right people, in the right way and at the right time.

Our clients include: Department of Transport, Metro Tunnel, Department of Health and Human Services, Anglicare Victoria, Department of Environment, Land, Water and Planning, Red Nose Australia, Children and Young People with Disability Australia, the Victorian Agency for Health Information, Queensland Advocacy Incorporated and the Australian Psychological Society.

Our high profile campaigns include Red Nose Day 2020 and Thunderstorm Asthma for the Department of Health. We also generate our own content projects where there is an opportunity to share stories to drive meaningful change in society.

We are a growing agency, with a team of three all-female staff, plus a dedicated roster of project-based sub-contractors, suppliers and partners.

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EXPERTISE

Social impact campaigns
Writing and storytelling
Communications strategy
Digital, interactive, mixed reality production
Diversity communication campaigns
Startups, growing teams
Fundraising campaigns
Communications teams management
Content production
Project management and finance

EXPERIENCE CONT.

COMMUNICATIONS CONSULTING, VICTORIAN GOVERNMENT 2017-18

Department of Environment, Land, Water and Planning

- Communications and engagement creation for high-profile, sensitive project
- Department of Transport
- 'Melbourne, meet your new train' campaign creation and execution, including VR experience creation.

DIGITAL DIRECTOR, 2015 – 17

Think HQ

- Direct all digital work, create national digital campaigns
- Lead digital and design teams

COMMUNICATIONS MANAGER, VICTORIAN GOVERNMENT 2009 – 15

Department of Education and Training

- Led Digital Communications team, Internal Communications team, School Communications team.
- Acting Media Manager, Senior Media Adviser

Independent Broad-based Anti-corruption Commission (secondment)

- Communications Team Leader overseeing IBAC's first communications team and functions, including media, digital, internal communications, engagement.

JOURNALIST/SENIOR REPORTER, 2002 - 09

Herald Sun/News Corp

- Covered major stories in Australia & across the world, including: London Bombings, Black Saturday & more
- Specialist rounds reporter in politics, education, health, police, courts and online.