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SUSTAINABILITY AGENCY

SPEAKER PROFILE
MEDIA KIT 2026



JOSIE JONES OAM

The One Tonne Mermaid

Environmental advocate | Community changemaker | Award-winning speaker

Victorian Local Hero, Order of Australia Medal recipient, creative strategist and freediver, Josie Jones has spent more than 15 years protecting Australia's coastline. What began as daily volunteer clean-ups on Mornington Peninsula beaches grew into citizen science that now informs public conversation, coastal management and government decision-making.

> "The One Tonne Mermaid"
> The nickname given to Josie by National Geographic

2020
Victorian Local Hero, Australian of the Year Awards

2022
Medal of the Order of Australia (OAM)

2024
Good Design Award, The Beach Hand Bin

2026
Keep Australia Beautiful Victoria Award winner

Evidence that changed how a coastline is cared for

156,000+
litter items documented following mechanical beach raking

20,000+
volunteer hours dedicated to Mornington Peninsula's bays since 2011

5.3 tonne
of rubbish personally collected from local shorelines

71.5%
reduction in small litter during the Beach Hand Bin pilot

MEDIA COVERAGE

Since 2012, Josie Jones OAM has attracted extensive media coverage for her pioneering work in litter prevention, environmental advocacy and community action. Her work and research have featured in The House of Wellness, ABC News, The Age, Herald Sun and numerous other publications.

PROJECT FUNDING

Mornington Peninsula Shire funding supported the Beach Hand Bin initiative, The Only Butt Litter campaign, The Annual Seaside Scavenge and Rye Community Festival which pairs community participation, Environmental education and Policy.

RESEARCH CONTRIBUTION

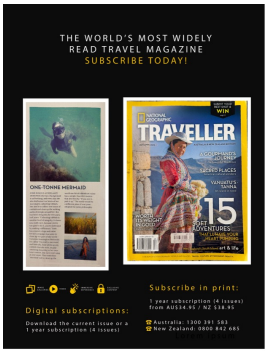
Josie's coastal litter findings were included in the Commissioner for Environmental Sustainability Victoria's State of the Bay reporting 2024 Indicator 11: Litter and plastics' on pages 78 to 92 of the Scientific Assessments which presents the results of her work.

AWARDS

Australian of the Year Local Hero and Medal of the Order of Australia (OAM) recipient. Recipient of the Dame Phyllis Frost Award and multiple Keep Australia Beautiful awards, including the 2026 Waste Prevention and Reduction Award for Hand in Hand for the Coast. Creator of the Beach Hand Bin, recognised with a 2024 Australian Good Design Award.

SCHOOLS & COMMUNITY

Environmental education and talks for schools including Woodleigh, Geelong Grammar School (Toorak Campus), Dromana College, Frankston High School and Primary Schools in Mornington, Mt Eliza, Sorrento, Rye, Dromana including community groups across the Peninsula and Frankston,



Josie was dubbed the' One Tonne Mermaid' by National Geographic in 2015, leading to a strong litter prevention campaign



Josie (right) with Joss Crawford, CEO of EPA Victoria, at the 2026 Keep Australia Beautiful Victoria Tidy Towns & Cities Sustainability Awards



Josie fronts the Shire's "My beach is your beach" #binyourlitter campaign

Talks that turn concern into action

Each presentation is grounded in lived experience, environmental evidence and practical ways audiences can act.

01 Environmental stewardship and ocean protection
What our beaches and bays reveal about waste, biodiversity and everyday choices.

02 From grassroots advocacy to systems change
How daily beach clean-ups grew into evidence that reshaped the Shire's beach cleaning.

03 Citizen science and evidence-based decision-making
Collecting and presenting community data that decision-makers can act on.

04 Leadership, resilience and community mobilisation
Finding your voice, challenging convention and sustaining momentum for over a decade.

05 Creativity, sustainability and social impact
How design thinking produced the award-winning Beach Hand Bin.

06 How individuals can influence government and policy
Practical lessons from working with councils, state agencies and elected representatives.



Josie presenting coastal litter evidence, with Zoe McKenzie MP

WHAT AUDIENCES SAY

10/10

average rating
40 survey responses

40 of 40 **respondents reported a significantly increased understanding of the topic**

Post-event audience surveys, July–October 2026. Quotes used with consent.

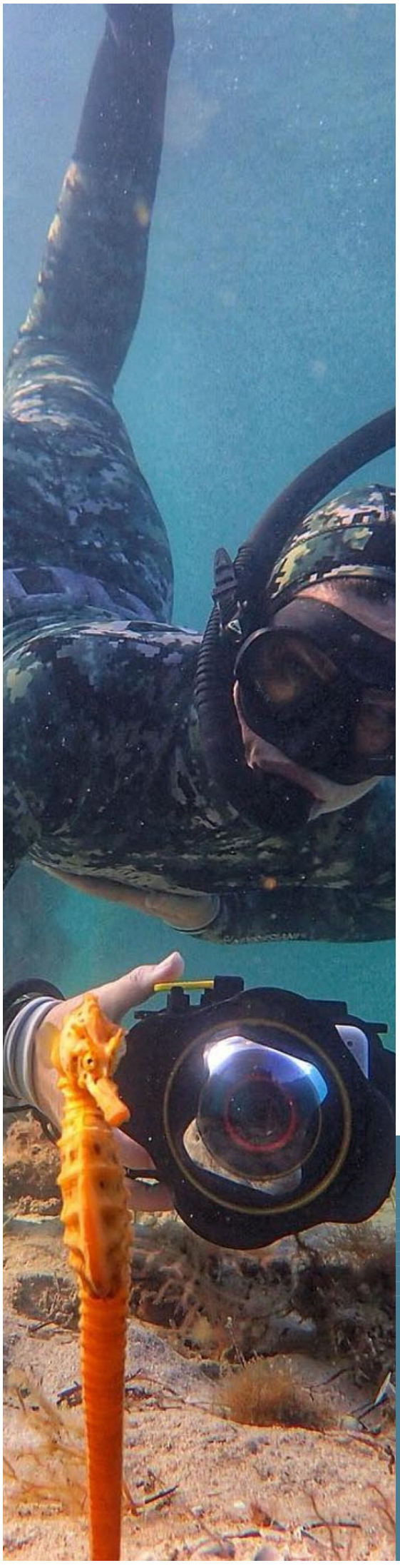
"Fantastic presentation, informative and engaging."
AUDIENCE SURVEY RESPONDENT

"Josie's presentation was fantastic. Her passion-driven research and analysis provided a powerful model for our students' Futures projects. Thank you for inspiring us!"
MICHELLE _ WOODLEIGH SCHOOL

"Josie was an engaging, entertaining and highly knowledgable presenter."
AUDIENCE SURVEY RESPONDENT

"Josie's passion, tenacity and expertise on the subject shone through … we would all be advocates against mechanical beach cleaning now!"
HEATHER BARTON AM - CHAIR, FRANKSTON MORNINGTON PENINSULA REGIONAL GROUP, ORDER OF AUSTRALIA ASSOCIATION

"One of her greatest strengths was maintaining a positive outlook … This helped students believe they could really make a difference."
BRENDAN MCKINNON - SUSTAINABILITY COORDINATOR,FRANKSTON HIGH SCHOOL



Bring the ocean's story to your stage

MEDIA COVERAGE

Named Josie "The One Tonne Mermaid"

ABC News Coverage of Litter prevention and Coastal management

ABC Radio

Print and online coverage

RECOGNITION & AWARDS

2020 Australian of the year Local Hero Victoria

2019 Mornington Peninsula Australia Day Citizen of the Year

2024 Good Design Award, The Beach Hand Bin

Third place, Border Garden competition

SPEAKING EXPERIENCE & EDUCATION

Guest speaker, Frankston Mornington Peninsula Regional Group

Sustainable Business Strategy studies, Harvard Business School

Invite Josie to speak

Available for conferences, workshops, schools, community events and corporate speaking engagements.

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