

Alexandra de Blas – Biography

Alexandra de Blas is a leader in the field of environmental communications in Australia. She is the principal of **de Blas**, a communications company specialising in sustainability, climate change, agriculture and the NGO sector.

Alexandra spent eight years as the environment specialist at ABC Radio where she presented and produced *Earthbeat* a weekly national environment program until 2005. She received 5 international and national awards including: the 3rd World Water Forum Journalists prize, Kyoto, Japan; and the United Nations Association of Australia World Environment Day Award for Radio.

She has given key note addresses at a range of national and international conferences and has hosted many public discussions for broadcast. She is a member of the Editorial advisory Board of *Ecos* the CSIRO's sustainability magazine.

From 2005 – 2008 Alexandra was the Communications Strategist at Bush Heritage Australia, where she was responsible for rebranding the organisation, overhauling its website and increasing media exposure by more than 500%.

She ran property launches in remote outback locations which achieved excellent media coverage. Exposure included: front page of the *Sydney Morning Herald*, and *The Good weekend*; features on Radio; *The Australian* and *The Guardian* newspapers; national TV news ; and TV features on *ABC 7.30 Report*, NBC, CNN International and Reuters international.

Alexandra's research on pollution from the Mt Lyell copper mine in Tasmania received extensive national media attention. The SBS *Dateline* report on her situation received the Walkley and Eureka awards in 1994 and Alexandra received a Vincent Fairfax Fellowship for her effort.

Her qualifications include a Bachelor of Science Degree, and First Class Honours (1A) in Environmental Studies. She spent 2 ½ years writing a PhD on environmental communication before withdrawing to return to the ABC.

Alexandra has worked extensively in rural Australia and particularly loves Tasmania's wilderness and the vast Outback. She began her career as a Rural Reporter for the ABC in Queensland, then went on to broadcast on the Country Hour in Tasmania and Victoria. She also played an integral role in the establishment of the French Black Truffle Industry in Tasmania.

Website: www.deBlas.com.au