

# PENNY CLARINGBULL

## WRITER

I live in Toowoomba (Australia) but I work all over and was raised in Africa, SE Asia and England. I'm an experienced, professional communicator with wide-ranging expertise.

### EDUCATION

- BA Asian Studies, Murdoch University, WA
- BSc Hons, Geography: University College, London University
- Cert III Digital Media, Barrier Reef Institute of TAFE
- Certificate in Transmedia Storytelling

### AWARDS

- Vice-Chancellor's Commendation for Academic Excellence
- Berndt Memorial Prize in Anthropology
- Australian Society of Authors Mentorship
- Olvar Wood Writers Fellowship

### THE WRITING/DIGITAL SIDE OF THINGS

**I'm an experienced writer who can slip from conversational English into formal academic jargon without batting an eye. And I love digital media.**

**Here are some of the things I've done:**

- Web copy – websites, about pages, mainly small business
- Content writing (blog posts)
- Email marketing sequences
- Press releases - local government, non-profit, small business
- Feature stories – mainly non-profit newsletters
- Editing and proofreading – Murdoch University Asia Research Centre
- Corporate report and document writing – local government
- Grant submissions and acquittals – community, business, digital, natural resource management.
- Marketing material – brochures, flyers, guides
- Interpretive signage – Rows Bay Boardwalk, Coral Sea viewing platform
- Audio and video scripts
- Planning, policy and procedural documents
- Communication strategies.

### THE RESEARCH SIDE OF THINGS

Confession: I once wanted to be an academic. You won't see my incomplete postgrad stuff mentioned here, but there's quite a bit of it. However, I loved my non-academic work so much that I ended up doing that instead.

I love doing research though – I read and absorb information rapidly. Piles of documents make me happy. Strange, I know...but they are useful skills!

Maybe you have a research-related task. Perhaps you want someone to go through that backlog of documents and summarise them. Or you want them translated into information that everyone can use.

If so, get in touch with me.

# PENNY CLARINGBULL

CONT'D

## TRAINING

### I'm professionally developed (I think)

I've trained with some great communicators and community engagement professionals. That includes:

IAP2 Certificate in Public Participation  
Asset Based Community Development  
Thematic Interpretation/Behaviour Change – Prof. Sam Ham  
Collective Social Learning – Prof. Valerie Brown  
Community Based Social Marketing – Dr. Doug McKenzie-Mohr  
'Speakout' Community Engagement – Dr. Wendy Sarkissian  
Gov 2.0 – Government and Social Media

## CONTACT ME

**Phone:**  
+61 435 044 994

**Email:**  
info@commforchange.com

**Web:**  
www.commforchange.com

## SOME WORK HISTORY

I've worked in local government, non-profits and small business. That includes being a wine writer, an editor, a communications officer and several roles in sustainability and environmental education.

I've been involved in some award-winning behaviour change projects that focussed on water and energy conservation, the Dry Tropics Watersmart and Citisolar programs. There's a strong communications element to both of those projects, underpinned by robust research.

Both are based in the city of Townsville, in Queensland's dry tropics.

My environmental background also includes natural resource management. I've worked in North and Southern Queensland, in communications and in developing funding proposals.

Other fun projects include working in a great team to set up a sustainability education centre, complete with a solar pergola, outdoor classroom, a range of innovative tech and a Coral Sea view. We also developed an innovative education program to go with it.

## ANYTHING ELSE?

I'm a member of several copywriting/marketing masterminds and I'm always updating my communication skills.

I'm mildly obsessed by all things botanical. That means gardening, cooking, experimenting and creating with herbs, spices, oils, petals, you name it.

My husband built a wooden sailing boat and we spent many years exploring the islands along the Great Barrier Reef.

And... I believe in working with others to create inclusive, resilient communities. It makes life better for all of us.