

Bio,



Belinda Collins

Social Entrepreneur

Author, Professional Communicator, Speaker

Grad Dip Public Relations, RMIT

B Bus, Human Resources, Mktg and Industrial Relations

Maiden Name: Belinda Richardson

Birthplace & home: Melbourne, Australia

Belinda Collins is a social entrepreneur and author with a passion for social justice issues affecting the world's children. She is sought after as a speaker and writer.

At 25, through the running of a successful PR consultancy, she was named Young Business Hero in her home state of Victoria. At 27 she decided to close the business to widen her view of the world. From a white, middle class background, she knew little of the plight of the world's two billion people who survive on less than \$1 per day. She began a career in the media team of international humanitarian organisation, World Vision, where she met Princess Kasune Zulu in 2002. Belinda decided then and there to do all in her power to bring Princess' story to life.

In her time with World Vision Australia Belinda headed the Media/Public Relations team through the Boxing Day tsunami period, raising \$80 million in fourteen days and managing the World Cup Asia Tsunami Cricket match. She brought issues such as HIV/AIDS, poverty and child soldiers to the attention of mainstream Australia through articles in key media.

Today Belinda works with Leadership Victoria and also as a consultant to Australia's Third Sector; undertaking strategic projects and brokering relationships between charitable organisations and potential funders. Her recent clients include the Australian Football League, Richmond Football Club and the University of Melbourne.

Belinda is a regular contributor to Australia's Third Sector Magazine.

Belinda lives with her husband Darren and their son Samuel in Melbourne, Australia.

Belinda Collins can be contacted on +61413 701 037 e. belinda@princesszulu.com