

CAPABILITY STATEMENT

Joanna Jones



Manager Ag Production & Adoption

CONTACT DETAILS

0438 010 707

Tech 4, Unit 2
30-38 Innovation Dr
Dowsing Point
TAS 7010

QUALIFICATIONS

- B Ag Sc (Hons)
- PhD (Horticulture Science)
- Grad Cert in University Learning and Teaching
- Graduate Tasmanian Future Industry Leaders Program 2018

PROFESSIONAL ASSOCIATIONS

- Australasia-Pacific Extension Network

COMMITTEES OR BOARDS

- Smart Approved WaterMark Expert Panel
- Director, Private Forests Tasmania

Joanna Jones is the Manager of the Ag Production & Adoption team and contributes across a range of Pinion Advisory's business units. Jo started with Pinion Advisory in 2020, bringing extensive research, development and extension skills from a range of agricultural disciplines.

Jo is an experienced project manager, with well-developed relationship management and communication skills. She has extensive experience in group facilitation, training and education. Jo is competent at all stages of the RD&E spectrum, having designed and delivered her own impactful research programs, as well as delivering extension programs for other researchers, both at a local and national level.

She is focused on empowering practice change and innovation across the agricultural sector. Jo is collaborative in her approach and passionate about empowering resilience building in rural communities.

Areas of expertise

- Project management
- Agricultural research and development
- Extension and communication
- Training material development
- Social research
- Learner engagement
- Plant physiology and production
- Grower decision support

Professional experience

- Pinion Advisory - Manager – Ag Production & Adoption, 2025-current
- Pinion Advisory - Senior Consultant - Agribusiness, 2020-2025
- University of Tasmania, TIA - Associate Head of Learning and Teaching, 2019-2020
- University of Tasmania, TIA - Program Leader of Learning and Teaching, 2018-2020
- University of Tasmania, TIA - Post-Doctoral Researcher, 2005-2020
- ABC Country Hour - Rural Reporter, 2002-2004

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Relevant projects

PROJECT	ROLE & DESCRIPTION	CLIENT	YEAR/S DELIVERED
Farm Business Resilience Framework design study	Project manager to develop detailed advice and recommendations for delivery methods and learning frameworks for a Tasmanian Farm Business Resilience (FBR) Program.	Department of Natural Resources and Environment Tasmania	2022 - 2023
Forewarned is Forearmed climate coaching for on-farm decision making	Project manager to build the extension product and to train advisors from the five industries to deliver workshops to producers, to encourage use of the FWFA tools to improve risk management.	Meat and Livestock Australia	2022-2023
Livestock Advisor Essentials	Project manager of social research to explore stakeholder needs, and design and coordinate delivery of program for upskilling young livestock consultants.	Meat and Livestock Australia	2020-ongoing
Environmental credentials for Australian grassfed beef	Project coordinator to develop a national online platform for grass-fed producers to demonstrate their sustainability credentials.	Meat and Livestock Australia	2020-ongoing
Livestock Advisor Updates	Coordinator of national workshop and webinar series targeting red meat industry advisors and consultants.	Meat and Livestock Australia	2020-2022
Taking grapevine yield forecasting into the digital age	Lead investigator and project research and development manager. Innovative project using NIR technology to non-destructively predict fruitfulness in grapevines.	Wine Australia and Department of Agriculture	2015-2020
Minimising fruitlet abscission in sweet cherry	Senior researcher investigating the causes of sweet cherry fruitlet abscission.	Horticulture Innovation Australia	2014-2018