

Sally Williams

Presenter, Sustainability Advocate, Educator & MC

For over 25 years, Sally Williams has been a mainstay of the Australian media landscape. Beamed into millions of Australian homes every day, she urged Australians to 'buy better' as the face of Brand Power, the branded advertising concept representing leading FMCG brands.

Like so many Australians, Sally's alarm at the state of the planet was the catalyst for a change in her choices and consumption habits. It's this journey into a more sustainable lifestyle and launch Sustainable Sally.

Sally's long-standing relationship with Australian audiences is built on trust. Her transition to a focus on sustainability reflects a transition made by so many Australians. It's not easy but it's about making better choices one choice at a time.

Sally is a sustainability advocate, presenter, facilitator, educator and motivator in the B2B and B2C sector and works extensively supporting Brands to help market their planet friendly products and services directly to the end user consumer. Importantly, Sally has established herself as a spokesperson for both corporate and government sectors as new mandates and procedures drive our social habits toward more sustainable practices helping us all to make better, more sustainable choices.

Her media appearances include Sustainable Living segments on Channel Seven's Vasili's Garden show, Afternoon on 3AW and Origin Energy's "Good Energy Switch" video series. She helped launch and endorse Australia's first sustainable shopping trolleys for Supercart Australia. Made from recycled HDPE these trolleys and baskets are becoming the preferred choice for many Australian supermarkets.

Sally is very involved in the recycling industry and is Sustainability Ambassador for Australia's largest privately owned plastics recycling manufacturer, Martogg & Co hosting their Closing the Loop video trilogy and their Industry Moment webinars and Life Cycle Management events.



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