

Jane Flemming OAM, OLY

Marketer, Former Olympic Athlete, MC and speaker

Jane Flemming is founding managing director of sponsorship and marketing company, Flemming Promotions (“FP”), which has provided marketing advice to corporations in Australia and the UK, its clients have included Cadbury, Samsung, British Airways and Coates Hire. FP has also commercially managed several high profile Olympic Champions and legends.

In 2013 Jane became a founding Director of a community health initiative, LIVE LIFE GET ACTIVE (“LLGA”). LLGA builds a fitter, healthier and happier Australia by delivering FREE physical, mental and social health, fitness, nutritional and wellness initiatives both online and in the parks, suburbs and cities of Australia. LLGA has now launched more than 350+ sites across 6 Australian states. LLGA has recently been named as one of 4 NFP’s selected from an international field of more than 500, awarded the Global “Fit for Life Foundation” award.

Jane Flemming is also a well known Australian sporting personality. During her sporting career, she was a dual Olympian, dual Commonwealth Games Gold medallist and dual Silver medallist. She held 13 national titles, had a world ranking of 2 and broke numerous records in elite competition. She remains the Commonwealth Games and Australian Heptathlon record holder (set in 1990).

Jane retired from representative athletics in 1997 to focus on a marketing, media, health and commercial career. She has worked for Channels 7, 9, 10 and SBS, the Olympic Broadcast Service (OBS) and radio in Olympic, Commonwealth and World Championship commentary roles, presented week-nightly television sports news as well as appearing as a host and special guest. She is a regular contributor to magazines and newspapers, and provides sponsorship and marketing expertise to numerous high-profile publicly listed companies.

She is heading to Paris 2024 Olympic Games as an Athletics commentator having already commentated track and field and Ceremonies at 6 Olympic Games, and Youth Olympic Games for OBS, 9 World Championships, 5 Commonwealth Games. Jane is also a regular expert commentator on all things sport, sponsorship, health and wellbeing.



Amongst her activities, Jane also operated a successful merchandising business from 1996 to 2001, wrote and published a book “*Fast Track to Success*” and is a highly experienced and popular keynote conference speaker and MC.

Jane is President of Athletics Australia, a director of the Sydney North Health Network and a Graduate of the Australian Institute of Company Directors.

Jane has devoted a significant amount of her time to charities including as director of the “Humpty Dumpty Foundation” (2006 – 22) and is an ambassador for the “The National Breast Cancer Foundation” (since 1998). In 2007, she walked the Kokoda Track raising funds for Ronald McDonald House Charities and in 2010 climbed Mount Kilimanjaro to raise in excess of \$1 million for Humpty Dumpty Foundation. In 2016 Jane also walked across the Tasmanian overland track.

Jane was awarded the Medal of the Order of Australia for her services to Athletics and the community in 2014, in 2016 was named in Westpac’s and the Financial reviews Australia’s list of 100 most influential women, in 2019 was awarded the Government of NSW “Community Service Award” in recognition and appreciation of her outstanding contribution to the community and in 2023 was named one of Australia’s “100 most influential women in sport”.

Jane is married to Ian Purchas (insolvency practitioner) and they have twin boys, James and Samuel, born in May 2008.

Client testimonials

“ The feedback from the Technology team was extremely positive and they highly endorsed you. Thanks so much.

- **BHP Billiton**

“ She was fantastic!

- **Love Corporation**

“ Everybody in a very diverse audience thought she was excellent.

- **Australian Defence Force Academy**

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