

# Sarah Prime



## CHAMPION OF CHANGE

As former National Rural Woman of the year, Sarah Prime is a thought leader on the topic of rural contraction, decline and exodus, and a champion of change for rural revitalisation.

When she walked away from a successful corporate career in Queensland and returned to her roots in South Australia's Eyre Peninsula, Sarah Prime was shocked to witness the decline that had transpired in the space of one generation. Refusing to stand by and watch more rural regions reach a tipping point of no return, she developed the ground-breaking Champions Academy formula for creating change agents.

Sarah is highly regarded for her next generation foresight and commitment to mentoring up and coming business, industry and community leaders and empowering youths to shape the future they want to grow up in. She is widely recognised for her ability to lead others to recognise their human potential and showing them how to apply it to a cause greater than themselves.

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Sarah's Website (including Media Kit)  
<https://sarahprime.com>

Sarah's LinkedIn  
[www.linkedin.com/in/sarahprime-au](http://www.linkedin.com/in/sarahprime-au)

Rural Womens Award acceptance speech  
<https://youtu.be/46YFIAW8fr0>

3 min clip about Champions Academy  
<https://youtu.be/5sSBOKFf3hs>

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LinkedIn @sarahprime-au

Instagram and Twitter @sarahprime\_au

Facebook facebook.com/sarahprime.shadowbox

## THEMES SARAH CAN TALK ABOUT:

- The global pattern of rural contraction, decline and outbound migration, and reinvention of what it means to be rural;
- How people who live in cities are more closely linked to rural challenges and opportunities than they might realise;
- The critical role that 'sense of place' and social cohesion play in individual and community resilience;
- Empowering the next generation to become problem solvers, innovators and entrepreneurs (shedding light on the valuable contributions the youth demographic can make to community planning and decision-making);
- Breaking autopilot – the power of intent, recognising every situation as a conscious choice to be made;
- The idea of 'Problem Hunting': a method for individuals, businesses and communities to use time, energy and resources with a sense of purpose and focus, enabling them to thrive by design (as opposed to by default);
- The impact and opportunities of mentoring relationships, and the many different shapes they might take;
- Giving perspective to the significant changes that COVID has bought about, and how we can leverage them.

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- W100 Mentor In Residence 2020
- Rural Womens Awards 'Bud Program' Mentor 2020
- Westpac Social Change Fellow 2019
- Australian of the Year Local Hero
- SA Finalist 2017
- Telstra Business Womens Award Purpose & Social Enterprise SA Winner 2016
- Agrifutures Rural Womens Award National Winner 2015
- Champions Academy Founder 2015

