



# HOLLY RANKIN

Artist and Strategist, Executive Director  
of Sentiment

Holly Rankin is an artist and strategist working at the intersection of culture, politics and public affairs. Best known as ARIA and APRA nominated recording artist Jack River, Holly mobilises culture, community and connection to effect systemic change.

Holly is the co-founder of Sentiment, a public affairs and communications company that helps organisations and individuals engage with the moment and shape what comes next.

As a strategist and advisor, Holly has played a leading role in nation-building campaigns for consent, political integrity, the Australian music industry, human rights and climate change.

In response to the 2025 NSW Mid North Coast floods Rankin co-led a national-first partnership between her local community and the SES to mobilise and deploy community volunteers.

Throughout all of her work, Holly is driven to build a fair, future-fit society - for women, for regional Australians, for First Nations people and for her daughter Magnolia's generation.