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## ICON AGENCY FUTURE COMMUNICATORS FOUNDATION SCHOLARSHIP

in Public Relations at RMIT University, Melbourne

### 2023 CALL FOR SUBMISSIONS

*PLEASE CIRCULATE WIDELY*

Welcome to the  **ICON AGENCY** FCF Scholarship!

In partnership with the Future Communicators Foundation (FCF), ICON Agency provides **two annual scholarship** at **\$2500 AUD each** for **senior undergraduates** enrolled in Public Relations at RMIT University, Melbourne. Scholarships are focused around a yearly theme addressing issues in environmental and social responsibility. Students are required to present a campaign brief addressing the yearly theme using low-cost resources.

#### **2023 Theme: "Social Responsibility to the Environment in Australia"**

**Eligibility.** The competition is open to senior undergraduate students (ie: penultimate or final year) enrolled in either: Bachelor of Communication (Public Relations); *or* Bachelor of Professional Communication (Public Relations "disciplinary specialisation") in 2023 and 2024; *or* the Bachelor of Professional Communication (Public Relations Major) in 2025.

**Submission Overview.** Each student is required to create and submit an individual communication campaign strategy based upon their own research and understanding. Students may draw on existing coursework including work carried out in a team, however the scholarship submission must be original work, authored by the submitting individual.

**Scholarship Aims.** The aim of the Future Communicators Foundation (FCF) Scholarship is to encourage students to think creatively about communicating challenging issues around sustainability, climate and social justice. Aspiring communicators are tasked to design an inventive communications campaign that not only raises awareness of these challenges but considers how to do so using low-cost and limited means. We look to innovation with few resources that embrace unique approaches. We want students to consider how to communicate these important issues within their communities.



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## HOW TO SUBMIT

- 1. Create a *maximum 2-page Campaign Brief*** emphasising a creative communications strategy that addresses social responsibility to the environment in Australia. *Focus on one clear idea that can be implemented using low-cost means within your community.* Students can deal with any aspect of environmental and social responsibility, including sustainability and climate justice, focusing on one key idea that can be implemented in their community using low-cost and limited means.
- 2. Up to 10 slides (a *deck*) can be included**, in PDF format (*optional but recommended*).
- 3. Create a 1-page Statement of Purpose (SOP)**, that describes your journey and why you deserve the ICON Agency FCF Scholarship. Please feel free to self-identify as coming from a minority, Indigenous, or Low Socioeconomic Status (SES) background. Your SOP should include:
  - Your full name; degree program; and contact information (email, phone);
  - A brief bio (maximum 50 words).
- 4. Create a 2 minute Video:** As we value public communication skills, create a maximum 2 minute video. This is your “elevator pitch” for the campaign strategy. Innovation is welcome in presentation, approach, and design that breaks down complex ideas into bite-sized chunks. Please upload to a streaming site or cloud service of your choosing (i.e. YouTube, Dropbox) and provide the URL in your application email. All videos will be archived by FCF and shared online as part of our global student cohort and environmental sustainability initiative.

## SUBMISSION INSTRUCTIONS

Your Submission Documents should contain:

- Max. 2-page Campaign Brief
  - Max. 1-page Statement of Purpose
  - 2–3 minute Video (provide Link/URL)
  - Up to 10 slides in .PDF format (optional)
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- Submissions must be written in English; documents must be in 8.5x11” format, 12 point font, in Word docX, RTF or PDF. Feel free to space lines at 1.5.



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Send documents via **email** containing:

- Your full name; University; degree program; and contact information (email, phone);
- The URL / link to your Video;
- Attach all requested documents to the email in required format; and
- Address the email Subject as:

“2023 ICON FCF Scholarship Submission – <Your Name>.”

**Send completed applications**, with documents as PDF, RTF or Word docX attachments, in an email to: [applications@futurecomms.org](mailto:applications@futurecomms.org).

*Queries about the scholarship are also welcome at this email address.*

*Please ensure to include all requested materials and information above.*

*Incomplete submissions will not be accepted. Please do not email videos.*

*All submissions will be archived online with applicants receiving public name recognition and professional feedback on their entries. By submitting you agree to these terms.*

**SUBMISSION DEADLINE: NOVEMBER 19th, 2023**

### **Benefits:**

- The scholarship winner(s) will receive \$2500 AUD each, along with a one-hour mentor meeting with a senior executive at ICON Agency.
- All submitting students are admitted to our FCF Global Student Cohort, and will receive access to the FCF Newsletter, providing information on scholarships, mentoring, internships and opportunities for students in Communications, PR, Journalism, and adjacent fields, with a focus on climate, sustainability, and social justice.
- All submitting student videos will be exhibited and promoted on the FCF Youtube channel, offering a chance for international recognition in the industry.
- Students will have opportunities to participate in further outreach around climate and social justice issues by networking with our FCF cohorts of students, mentors, and partners around the globe.



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### **ABOUT ICON AGENCY**

Icon is a diverse team of over 80 people with a common purpose. We work across creative, digital, web, content, PR and communications to deliver positive outcomes and change behaviours. Founded in 2002, our model is adapted to the disruptive forces reshaping modern marketing and communications: the declining influence of paid media; direct-to-consumer brand marketing; the rise of ecommerce; and the experience economy. Icon is a 100% Australian-owned and based SME. Our revenue remains within Australia to support local jobs and innovation. Learn more at <https://iconagency.com.au>.

### **ABOUT THE FUTURE COMMUNICATORS FOUNDATION**

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around sustainability, climate and social justice. The FCF is an initiative of The PR Trust, a 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications. Learn more at:

<http://futurecomms.org> | <http://theprtrust.org>