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ICON AGENCY LAUNCHES THE “ICON AGENCY FCF SCHOLARSHIP IN PUBLIC RELATIONS” AT RMIT UNIVERSITY, MELBOURNE

(Melbourne, Australia, 8th November 2023)—In partnership with the Future Communicators Foundation (FCF), [ICON Agency](#) has launched **two annual scholarships** at **\$2500 AUD each** for **senior undergraduates** enrolled in Public Relations at [RMIT University](#), Melbourne. The four-year Scholarship program rewards two students on a yearly basis, with funds provided by ICON Agency to directly support student education. Along with the reward, the Scholarship winners receive a one-hour mentor meeting with a senior executive at ICON Agency and future opportunities with FCF international programs.

The [ICON Agency FCF Scholarship](#) is focused around a yearly theme addressing PR strategies for sustainability, climate, and social justice, with the 2023 theme focusing on “Social Responsibility to the Environment in Australia.” Aspiring professionals 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’re thrilled to partner with the Future Communicators Foundation and RMIT University to offer a scholarship that challenges the next generation of PRs to create inventive and practical communication campaigns addressing the climate crisis and social justice issues,” said **Joanne Painter, Co-Founder of ICON Agency**.

“I am deeply honoured to collaborate with the Future Communicators Foundation and Icon Agency to provide FCF Scholarships to public relations students at RMIT University,” said **Dr. Deborah Wise, Senior Lecturer in the School of Media and Communication and Program Manager of the Bachelor of Communication (Public Relations) at RMIT University**. “This partnership not only presents students with a distinctive opportunity but underscores the imperative for tomorrow’s public relations leaders to possess a profound grasp of sustainability, climate, and social justice matters. Their pivotal role in crafting narratives around these global challenges cannot be overstated.”



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The **ICON Agency FCF Scholarship** competition is open to senior undergraduate students enrolled in Public Relations programs at RMIT University, Melbourne, including the [Bachelor of Communication](#) and the [Bachelor of Professional Communication](#). Students are required to create a mock campaign brief, short video, and statement of purpose as part of their submission, focusing on one key campaign idea that can be implemented in their community.

All submitting students are admitted to the **FCF Global Student Cohort**, providing opportunities for students with industry internships, mentorships, and international recognition. Student videos are exhibited and promoted on the [FCF Youtube channel](#). Deadline for applications is 19th November 2023, with the winners announced on 6th December. Submission information can be found at: <http://futurecomms.org>.

ICON AGENCY COMMITS TO TWO SCHOLARSHIPS OVER FOUR YEARS

As part of ICON's commitment to the Future Communicators Foundation, the firm will sponsor two annual academic scholarships at AU\$ 2500 each over 4 years.

"Having spent many years sitting on university advisory boards, I see first-hand the importance of strengthening links between industry and academia," said **Joanne Painter, Co-founder of ICON Agency**. "Our decision to support the Future Communicators Foundation Scholarship program is an extension of our social responsibility program, and my own experience advising and mentoring students over the past decade."

Since its founding 21 years ago, Icon Agency has put social values at the heart of its business and culture. This stems from the founders' strong belief that every business, large or small, has a moral obligation to contribute to human progress and the protection of the planet.

"Being all about people, and having a clear purpose to do right in the world, is something we take very seriously," says **Joanne Painter, Co-founder of ICON Agency**. "Whether it's sponsoring gender equality research, or donating our time to university boards, we're big believers in getting involved and giving back to our industry."



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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>

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