

TANE NATION AND JOHN MCMORROW WIN THE 2024 ICON FCF SCHOLARSHIPS IN PUBLIC RELATIONS AT RMIT UNIVERSITY, MELBOURNE

(Melbourne, Australia, 27th January 2025) — [ICON](#) and the Future Communicators Foundation (FCF) have announced **Tane Nation** and **John McMorrow** as the winners of the 2024 ICON Future Communicators Foundation Scholarships. ICON sponsors **two annual scholarships** at **\$2500 AUD each** for senior undergraduates enrolled in Public Relations programs at [RMIT University](#), Melbourne.

The [ICON FCF Scholarship](#) is focused around a yearly theme addressing PR strategies for sustainability, with the 2024 theme focusing on “Communicating a Clean Energy Future in Australia.” Aspiring communicators are tasked with designing an inventive communications campaign that not only raises awareness of the theme, but motivates people to act.



Tane Nation won for his **We Ride: Community Health Sustainability Initiative** that “encourages sustainable modes of transportation, particularly in the work commute.” We Ride envisions sponsoring local cycling clubs through business partnerships, by conducting “outreach to businesses in the Richmond and Cremorne areas to establish cycling clubs.” Online tools are leveraged to encourage participation, with “Each team's performance . . . monitored through a WeRide board, which will be included as a key component of the Cycling Club Kit for participating businesses.”

"I'm thrilled to be a recipient of the Icon FCF Scholarship for 2024," says **Tane Nation, ICON FCF Scholarship Winner in Public Relations at RMIT**. "It's incredibly fulfilling to have my proposal recognised for reflecting my commitment to sustainability and innovation. The We Ride campaign was inspired by my passion for cycling, which greatly enhanced my mental and physical wellbeing. Designing a campaign that drives meaningful progress and encourages better health outcomes for our local community has been a truly rewarding experience."



John McMorro won for his **Miyawaki Forests Municipal Partnership**, which seeks to encourage "municipal councils across Australia to increase urban canopy cover by planting Miyawaki Forests." First developed in the 1970s by ecologist Akira Miyawaki, the planting system has demonstrated accelerated growth up to 10 times faster than traditional planting methods. McMorro says that the "Miyawaki Forests Municipal Partnership offers councils a highly cost-effective process to accelerate their tree canopy and carbon reduction goals and restore local ecosystems (birds, insects, plants)."

"I'm thrilled to receive the ICON FCF Scholarship," says **John McMorro, ICON FCF Scholarship Winner in Public Relations at RMIT**. "It will be so exciting for me to learn from such a committed group of communications professionals and to contribute my skills, experiences, and passion for the environment and sustainability."

Dr. David Micallef, Senior Lecturer and Program Manager in Public Relations at RMIT University congratulated Tane and John on their achievements. "Issues of climate change and its impact on society are at the forefront of the minds of students coming through our program," said **Dr. Micallef**. "The work by Tane Nation and John McMorro shows their passion for these issues and the creativity with which future communicators tackle these important global challenges. Thank you to the Future Communicators Foundation and ICON for supporting our students to consider and tackle these challenges."



ICON: SUPPORTING STUDENTS + SUSTAINABILITY IN PUBLIC RELATIONS

"We're thrilled to partner with the Future Communicators Foundation and RMIT University to offer a scholarship that challenges the next generation of professionals to create inventive and practical communication campaigns addressing the climate crisis and social justice issues," says **Joanne Painter, Co-Founder** of **ICON**. As part of their commitment to the Future Communicators Foundation, **ICON** is sponsoring two annual academic scholarships at AU\$2500 each from 2023 through 2027.

The **ICON 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](#). Along with the reward, the Scholarship winners receive a one-hour mentor meeting with **ICON** Group Account Director Fiona Nwoke, and future opportunities with FCF international programs.

"Having spent the first 9 years of my career in the UK working in national radio before transitioning to large PR agencies and then spending the last six here in Australia leading an ever-growing team at **ICON**, I see first-hand the importance of mentorship to encourage and guide the next generation of PR leaders to affect social impact and change. The industry is always evolving and I believe the practice of continually sharing experiences and knowledge strengthens us both as practitioners and mentors," said **Fiona Nwoke, Group Account Director** at **ICON**.

Since its founding 21 years ago, **ICON** 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**. "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

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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