

PRESS RELEASE

Universities from around the Commonwealth win awards for PR excellence

Universities in Australia, Canada, India and South Africa were amongst the winners of the annual Association of Commonwealth Universities (ACU) PR, Marketing and Communications Awards, announced at a special Gala Dinner last night (25 November) in Melbourne, Australia.

The award winners – provided with a bursary by the ACU to attend the conference – each received a trophy in recognition of their achievement. The awards were presented by Peter Reader, Director of Marketing and Communications at the University of Portsmouth, UK, and Chair of the PR, Marketing and Communications Network steering committee. He emphasised the high quality of entries across all four categories, and praised the diversity of submissions – 81 entries were received from 43 universities in 15 countries.

The results of the 2010 ACU PR, Marketing and Communications Awards are:

Student publications

Winner: Athabasca University, Canada – *Athabasca University Student Recruitment Publications*

Honourable mentions: Nelson Mandela Metropolitan University, South Africa – *Way2Go and Aspire*
University of Leicester, UK – *Postgraduate Prospectus*

Corporate publications

Winner: Indian Institute of Technology, Bombay, India – *Raintree – Notes from the Campus*

Honourable mentions: Wilfrid Laurier University, Canada – *2010 President's Report*
University of the Free State, South Africa – *Dumela Newsletter*

Websites

Winner: Murdoch University, Australia – *Beyond the student prospectus: Blogs, Facebook, Twitter, YouTube*: <http://bloggers.murdoch.edu.au/winners>

Honourable mentions: Strathmore University, Kenya – *Strathmore University website*,
www.strathmore.edu
University of the West Indies at St Augustine, Trinidad and Tobago – *UWI Today*, <http://sta.uwi.edu/uwitoday/default.asp>

Outreach and community relations

Winner: Universiti Sains Malaysia, Malaysia – *NEMGRADS USM-MALAKOFF Environmental Awareness Project 2010*

Honourable mentions: Glasgow Caledonian University, UK – *The Caledonian Club*
North West Frontier Province University of Engineering and Technology,
Pakistan – *UET Gemstone Development Centre (GDC)*

ENDS

Notes to editors:

1. The Association of Commonwealth Universities (ACU) was established in 1913 and is the oldest inter-university network in the world, with over 500 members in six continents. Its

mission is to strengthen the higher education institutions within its membership through international co-operation and understanding. The ACU operates a series of professional networks for staff in key roles, undertakes research and policy analysis on key issues in international higher education, and has active programmes in libraries and information, research management, gender and university governance. Her Majesty the Queen, the Head of the Commonwealth, is Patron of the ACU. For further information, visit www.acu.ac.uk

2. The ACU PR, Marketing and Communications Network was launched in 2003 and currently has over 400 members across 300 institutions Commonwealth-wide. The network is open to communications professionals in all ACU member organisations. It brings together professionals in the field and provides a practical channel through which members can exchange experiences, share good practice and keep abreast of current thinking. The network is hosting its 3rd biennial conference in Melbourne, from 24-26 November 2010.
3. The ACU PR, Marketing and Communications Awards began in 2005, and aim to recognise, encourage and celebrate the achievements of universities and the professionals who work within them, and to draw attention to models of good practice for the higher education sector internationally. Entries are judged by an international panel of experts, and all entrants receive feedback on the strengths of their entry and recommendations for its enhancement.
4. For further information, please contact:
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