



The Cole Lawson Communications Scholarship

(The Scholarship was established in 2009 and is maintained by an annual gift from Cole Lawson Communications Pty Ltd.)

1. Purpose

The purpose of the Scholarship is to support a student entering their final year in the Bachelor of Communication program in the field of public relations.

2. Definitions

In these Rules -

Scholarship means the Cole Lawson Communications Scholarship.

Cole Lawson means Cole Lawson Communications Pty Ltd.

Head means the Head of School, School of Communication and Arts.

Relevant Field means the field of public relations.

3. Award and Value of the Scholarship

- (1) Senate may award one Scholarship each year, on the recommendation of the Head.
- (2) The value of the Scholarship will be determined annually by the selection committee, in consultation with Cole Lawson, and will be at least \$3,000.

4. Additional benefits

Cole Lawson may offer the recipient of a Scholarship a vacation internship at any Cole Lawson site for any period during the period in which the recipient holds the Scholarship, determined by Cole Lawson in consultation with the recipient.

5. Eligibility for award

An applicant is eligible for the Scholarship, if the applicant –

- (a) submits an application to the Head, by the closing date for applications; and
- (b) has successfully completed COMU1052, COMU1152 and #4 COMU-coded courses at level 2 or higher.
- (c) does not hold another scholarship that the Head considers to be similar.

6. Selection of Award

- (1) For the selection process, the Head must establish a selection committee, comprising –
 - (a) the Head, or nominee, as chair of the committee; and
 - (b) a representative of Cole Lawson; and
 - (c) one member of the University's academic staff who is currently teaching in the relevant field.
- (2) The Scholarship is awarded to the applicant showing the greatest merit as demonstrated by-
 - (a) academic achievement in courses undertaken in the Relevant Field; and
 - (b) the strength of the interest and commitment that the applicant demonstrates in pursuing a career in public relations or communication; and
 - (c) high level of skill in writing that the applicant demonstrates in a paper of no more than 1000 words on the topic chosen by Cole Lawson for the year; and
 - (d) the applicant's motivation and other personal qualities including leadership potential; and
 - (e) any other matter that the selection committee considers to be relevant to the applicant's future success in a public relations or communication profession.

7. Conditions for scholarship

- (1) The recipient may hold the Scholarship for 1 year, subject to the recipient – not holding another scholarship that the Head considers to be similar.
- (2) If a recipient fails to satisfy rule 7(1), the recipient must show cause why the scholarship should not be cancelled.