



Background

Deakin University is one of the 'new generation' Australian universities. The university offers both graduate and post graduate courses in five academic faculties – Arts, Business & Law, Education, Health & Behavioural Science and Science & Technology. It is also an international leader in distance education and is at the forefront of web and multimedia-based teaching and learning technologies.

Key challenges

- To raise their profile and increase appeal to students in the Indian market, through various media.
- Deal with any negative stories on Deakin.
- Achieve media mileage for all the faculties visiting India.
- To popularize their study programs.

Communication objectives

- To generate visibility for various faculty visits to India.
- Inviting and managing media at the events.
- Soft profiling opportunities for its India CEO.
- Identifying and ensuring participation in industry stories.
- Securing press coverage for Deakin affiliates - Chifley Business School.

Strategy & key initiatives

- Create media friends for Deakin.
- Educate key influencers: students, academics and parents about Deakin's course offerings.
- Enhance the corporate image quotient for Deakin's India office and spokesperson.
- Initiate a dialogue between foreign academics and Indian media to help them identify and elaborate on international trends.

Events

Brett Lee's India Visit

- Co-ordinated schedule and arranged select media interactions for Deakin's face, Brett Lee.

Visit of senior faculty members

- Arranged select media interactions.
- Achieved the desired media mileage and created a platform in which they could voice their opinions.
- Senior faculty members were also invited by leading publications to pen authored articles.

Crisis Management

Crisis: The racial attacks on Indian students in Australia, which also included one student from Deakin.

- Presented Deakin's side of the story which denounced the fact that the attacks were entirely racial.
- Shared the Vice Chancellor and Brett Lee's opinion on the issue with the media.
- Instead of lying low, Deakin stood tall and faced the onslaught.
- GRI advised Deakin on handling the media, allowing them to clearly communicate their message.

Promotions

- Consistently ensure that Deakin University is featured in the monthly event calendars of the related publications.
 - Education Supplements/ Education magazines.
 - Industry stories related to educational sector of various publications.

Destination Feature Stories

- GRI helped Deakin maintain their position and consulted them on handling various media queries.

Select Media Coverage

The collage consists of several newspaper clippings and media coverage items:

- Top Left:** A clipping from 'BEST ADVICE I GOT' featuring a woman's portrait and text about Deakin University.
- Top Middle:** A clipping titled 'ATTACKS ON INDIAN STUDENTS' with the headline 'Aus to draft hate laws'. It includes a photo of a group of people and text about the Australian government's response to racial attacks.
- Top Right:** A clipping titled 'Deakin keen on partnership' with a photo of a man. The text discusses Deakin University's partnership with the Indian government.
- Middle Left:** A clipping titled 'Indian students will get security escorts' with a photo of a woman. It reports on the Australian government's decision to provide security escorts for Indian students.
- Middle Right:** A clipping titled 'Speedster speaks' with a photo of a man. It features an interview with Brett Lee, the Vice-Chancellor of Deakin University.
- Bottom Left:** A clipping titled 'What is the Indian student population like at Deakin University?' with a photo of a woman. It provides statistics and information about the Indian student population at Deakin University.
- Bottom Right:** A clipping titled 'We have brought out a CD informing students of safety measures' with a photo of a woman. It reports on Deakin University's initiative to create a CD for students.