



Media Release

8 June 2021

Jesuit Communications Australia wins prestigious IABC Gold Quill Award

Jesuit Communications Australia (**Jescom**) has been awarded a Gold Quill Award by the International Association of Business Communicators (IABC) for its *Australian Catholics* outreach campaign to the Catholic education sector in over the past two years - and in particular during periods of remote learning in 2020.

For more than 40 years, IABC's Gold Quill Awards have recognised excellence in strategic communication worldwide and are acknowledged as one of the most prestigious awards programs in the industry.

In conferring the award, the judges noted Jescom's extensive collaboration, innovation in overcoming challenges and professional execution - particularly given scarce resources.

"This award is testament to the tremendous work each and every one on the Jescom team put into serving our communities these past two years; be it seeking out stories, engaging our writers, analysing our data, answering the phones, listening to the needs and challenges of teachers and leaders in the Catholic Education sector, onboarding new subscribers or keeping track of our metrics and in so many little and big ways looking after the communities we serve – and each other" said Jescom CEO Monika Lancucki.

When Australian schools moved to remote learning due to the COVID pandemic, Jescom worked tirelessly to ensure that no child in the Catholic Education sector need be deprived of Religious Education due to lack of resources. The ministry, whilst navigating significant operational challenges of its own, opened its rich archive of digital Religious Education resources to any school or Catholic Education Office in the country who wanted to use it – free of charge – for the duration of remote learning, worked tirelessly to onboard those who responded, and then worked with education providers who wanted to retain the service to put in place arrangements to ensure its seamless continuation.

"We'd like to thank our subscriber community for placing their trust and confidence in us to help deliver Religious Education to Australian students throughout 2020 and beyond - both our new subscribers who have recently come on board, as well as our

longstanding subscribers, whose support prepared us to be ready to serve the sector in this way” Ms Lancucki said.

“We congratulate all the Gold Quill Award winners on their achievements and their quest for excellence in communication.”

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About Jesuit Communications Australia

Established in 2005 Jesuit Communications is the Media and Communications Ministry of the Australian Jesuits. Catering not only to Australia’s 5.2 million-strong Catholic community, but to anyone with an interest in matters of faith and social and environmental justice and a passion to create a better tomorrow, Jesuit Communications Australia publishes *Australian Catholics*, *Madonna* and *Eureka Street* magazines.

About *Australian Catholics*

With a print circulation of more than 103,000 copies *Australian Catholics* is the largest circulation Catholic print magazine in Australia. It inspires Catholic school and parish communities around the country with thought-provoking and inspirational articles and resources advancing matters of faith and social and environmental justice. At least 25% of each edition is peer-generated content written by students.

AC+ is the corresponding digital subscription to a fully searchable digital database of *Australian Catholics* articles from the past 10 years together with liturgy resources, classroom exercises, quizzes and other useful faith-focused material. It now includes access to the Education Hub and, for staff of subscriber schools, to the Teachers’ Forum.

Enquiries about access to AC+ can be made to: subs@australiancatholics.com.au