

MR HUGH CLIFFORD MACKAY

Citation for the conferral of a Doctor of Letters (*honoris causa*)

Mr Chancellor, it gives me great pleasure to present Hugh Clifford Mackay for conferral of the degree Doctor of Letters (*honoris causa*).

Hugh Mackay is a prominent Australian with close links to the city of Bathurst and its community and who has made significant contributions to Australian business and in particular to the marketing and advertising industries.

As a psychologist and social researcher, Hugh Mackay has spent more than 35 years studying the attitudes and behaviour of the Australian community, reporting his findings for the past fourteen years in the Mackay report.

This prestigious quarterly publication is much sought after and is the only continuous program of qualitative social research in the world.

Hugh Mackay attended Sydney grammar school from 1950 to 1954 after which he worked for four years with McNair Surveys on media and marketing research during which time he contributed to Australia's first television ratings survey. This led to employment by the Australian Broadcasting commission for whom he conducted audience research between 1960 and 1962.

A Bachelor of Arts graduate in psychology and philosophy from the University of Sydney Hugh Mackay attained a Master of Arts in philosophy from Macquarie University where he also holds the post of Honorary Professorial Fellow in the Graduate School of Management.

Hugh Mackay's seminal contribution to marketing and advertising was his development of qualitative research methods, in particular the use of group discussion to identify human attitudes and behaviour patterns. This work was conducted at George Patterson under the banner of Consensus Research.

In 1971 he established Mackay Research as his own research and consulting business under whose aegis he established in Bathurst the centre for communication studies in 1975.

Hugh Mackay is a member of the Australia Council and a Fellow of the Australian Psychological Society and of the Australian Institute of Management, a member of the Ethics Committee of the Law Society of New South Wales. He is also a founding member of the Board of Management of the St James' Ethics Centre which is a forum for promoting discussion on ethical issues in business and the professions. He also serves on the National Education Committee of the Heart Foundation.

Hugh Mackay is perhaps best known as a broadcaster and the author of a number of books including *Hugh Mackay on Advertising and Research*, *Reinventing Australia* and *Why Don't People Listen?*

Mr Chancellor, I commend to you broadcaster, columnist, author, researcher and communicator, Hugh Clifford Mackay for the conferral of the award Doctor of Letters (*honoris causa.*)

Dated this Tenth day of May One Thousand Nine Hundred and Ninety Five