

## **MR GRAHAM COX**

### **Citation for the conferral of a Master of Arts (Communication) (*honoris causa*)**

Charles Sturt University is proud of its heritage of providing vocational education and of the role it has played in establishing new courses and disciplines in higher education. It is, therefore, most appropriate that as the University accepts its first students into the new advertising strand of the Bachelor of Arts (Communication) and as this becomes the first course in Australia to achieve international accreditation by the International Advertising Association that we honour a doyen of the Australian Advertising Industry.

Graham Cox was born 12 November 1935 and was educated at the Mosman Boys High School and the North Sydney Technical Boys High School where he achieved the Leaving Certificate in 1951 before joining his chosen vocation of advertising at the age of 16. He has now served this field of endeavour in Australia and overseas for over forty years. Graham Cox cut his teeth as an Advertising Department Junior where he showed enough promise and ability to become an Assistant Advertising Manager before his 21st birthday and to be appointed a Director of Maurice Kay Advertising before he was 26. It was, however, at George Pattersons that Graham Cox made his imprint on Australian Advertising.

During his 26 years at George Pattersons, Graham Cox served in a number of capacities including 21 years on the Sydney Board of Directors and more recently as Deputy General Manager of that company while it has become the leading agency in Australia.

In the early 1980's Mr Cox was seconded to the Australian Government to provide private sector expertise for the establishment of the Information Co-ordination Branch of the Department of Administrative Affairs.

Since 1988 he has represented the Advertising Federation of Australia on the Cigarette Advertising Code Council of the Media Council of Australia and has also been a member of the State Board of the Advertising Federation of Australia.

Graham Cox has an obvious passion for his chosen profession and seeks to convey that passion to those young people entering it. This has been evident in his appointment as judge in the National Advertising Federation of Australia Graduate Scholarship, in his continuing interest in our own Foundation scholarship scheme and in the establishment of an advertising strand in our Bachelor of Arts (Communication) course.

It is with pleasure and pride that Charles Sturt University recognises the contribution that Graham Cox has made to the profession and discipline of Advertising throughout his career. With his retirement next month it is appropriate that we recognise a career that began with an apprenticeship served without the opportunity of a higher education and that ends at a time when the coming generation of advertisers will benefit from new educational opportunities built on the experience and expertise of people like him.

**Dated this Eleventh Day of May One Thousand Nine Hundred and Ninety Four**