

2025 Gold Quill Award Winners

Category 01: Internal Communication

Award of Excellence

Title	Winner	Organization	Chapter	Country
Engaging staff in a new brand identity for Burnet	Christine Elmer SCMP	Burnet Institute	Australia (VIC)	Australia

Award of Merit

Title	Winner	Organization	Chapter	Country
Boral STAAR Employee magazine	Boral	Boral		
Building the Firm of the Future with the KPMG Global Growth Academy	KPMG International - KPMG Global Growth Academy	KPMG International	Toronto	Canada
Employee Launch of Refreshed Membership Program and New App	Barbara Munro	Calgary Co-op	Calgary	Canada
GISI Employee Ownership Campaign	Blue Communications and GISI	Blue Communications	New Jersey	United States
Our People. Our Energy. Our Story.	Michael Pintabona	Jemena and Zinfra		Australia
The Caliber Way Launch Communication	PartnerComm, Inc. and Caliber	PartnerComm, Inc.	Dallas	United States
Unlocking Worlds Of Opportunity: Repositioning Euromonitor's Brand For An Internal Audience	Global Marketing Team, Euromonitor International	Euromonitor International		United Kingdom

Category 02: Employee Engagement

Award of Excellence

Title	Winner	Organization	Chapter	Country
Transformative Care, Inclusive World: Holland Bloorview 2030	Holland Bloorview Kids Rehabilitation Hospital	Holland Bloorview Kids Rehabilitation Hospital		Canada

Award of Merit

Title	Winner	Organization	Chapter	Country
Building the Firm of the Future with the KPMG Global Growth Academy	KPMG International - KPMG Global Growth Academy	KPMG International	Toronto	Canada
Omnicom Benefits with Friends campaign	PartnerComm, Inc. and Omnicom Group	PartnerComm, Inc.	Dallas	United States

Category 03: Human Resources and Benefits Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
GISI Employee Ownership Campaign	Blue Communications and GISI	Blue Communications	New Jersey	United States

Award of Merit

Title	Winner	Organization	Chapter	Country
Harmonizing the Team Member Experience Through a Two-Year Change & Communication Strategy	Avolta and WTW Team	Avolta and WTW		United States
Morgan Stanley 2025 Annual Enrollment Campaign	Morgan Stanley Benefits Communication Team	Morgan Stanley		United States
Stanley Black & Decker Financial Education Campaign	PartnerComm, Inc. and Stanley Black & Decker	PartnerComm, Inc.	Dallas	United States

Category 04: Change Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Aecon WasteWalk Challenge	Aecon Corporate Communications & Marketing	Aecon Group Inc.	Toronto	Canada
The Xcellerator Programme	Actuate, Game On Performance and MTN CXO	The Actuate Group (Pty) Ltd	Africa	South Africa

Award of Merit

Title	Winner	Organization	Chapter	Country
Connect! A virtual conference to help drive change	Mel Loy	Hey Mel! Communication & Training	Queensland	Australia
Connecting Cultures: A Unified Approach to Change Communications across U.S. and Canadian Teams	LifeLabs & Quest Diagnostics	LifeLabs & Quest Diagnostics	Toronto	Canada
Go! Cashless with KTA	Communications Team, Kansas Turnpike Authority	Kansas Turnpike Authority	Kansas City	United States
Project Connect EPR Implementation	Unity Health Toronto	Unity Health Toronto	Toronto	Canada
Tackling bullying, sexual harassment and discrimination - changing workplace culture at Gold Fields	Charmane Russell	R&A Strategic Communications	Africa	South Africa

Category 05: Safety Communication**Award of Merit**

Title	Winner	Organization	Chapter	Country
Parking Enforcement Officer Safety Campaign	Shannon Cartier	Toronto Police Service		Canada
SaskPower Farm Safety Campaign 2024	Heather Johnson, CMP	SaskPower	Regina	Canada
Your EV Deserves Better	Proof Strategies & Electrical Safety Authority	Proof Strategies & Electrical Safety Authority		Canada

Category 06: Leadership Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Inspire and Engage: Siemens Energy Business Conference 2024 Leadership Communications	Carla Guest	Siemens Energy	Toronto	Canada

Award of Merit

Title	Winner	Organization	Chapter	Country
Manager Minute E-newsletter	Interior Health	Interior Health	BC	Canada

Category 07: Marketing, Advertising and Brand Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Don't be a Tosser!	Natalia Giraldo, Catherine Khuat, Rupert Saville	NSW Environment Protection Authority		Australia
It's Finger Lickin' KD	Zeno Group Canada + Kraft Heinz	Zeno Group Canada		Canada
Love Your Lunch Day	Zeno Group Canada + Newell Brands Canada	Zeno Group Canada		Canada
See My Name	Molson Coors, Rethink	Molson Coors, Rethink		Canada
Stop Mr. Sprawl	Environmental Defence Canada & Principles (Toronto, Canada)	Principles (Canada)		Canada
Turkey. Do It More Often	Zeno Group Canada + Turkey Farmers of Canada	Zeno Group Canada		Canada
Whitby's 'Care Closer to Home' Campaign	Town of Whitby - Communications and Creative Services Team	Town of Whitby		Canada
Your EV Deserves Better	Proof Strategies & Electrical Safety Authority	Proof Strategies & Electrical Safety Authority		Canada

Award of Merit

Title	Winner	Organization	Chapter	Country
#NotJustMySkin Global Awareness Campaign	World Skin Health Coalition & Principles (Toronto, Canada)	World Skin Health Coalition & Principles		Canada
Amdocs Employer Brand Launch - Live Amazing. Do Amazing.	Amdocs	Amdocs		United States
Blue Sky Network Rebrand and Repositioning	Maple Leaf Communications	Maple Leaf Communications	Ottawa	Canada
Co-op Essentials	Chelsea Whiteside	Federated Co-operatives Limited	Saskatoon	Canada
Connecting Arts & Science students with study groups	Faculty of Arts & Science, University of Toronto	Faculty of Arts & Science, University of Toronto	Toronto	Canada
Future Pharmacy Recruitment Campaign	Office of Communications, Leslie Dan Faculty of Pharmacy, University of Toronto	University of Toronto, Leslie Dan Faculty of Pharmacy	Toronto	Canada
Hello Canola	The National Canola Marketing Program	FleishmanHillard High Road		Canada
Joy Sparks Here	Zeno Group Canada + Newell Brands Canada	Zeno Group Canada + Newell Brands Canada		Canada
STAPLES Center to Crypto.com Arena: What 25 Years Reveal About the Future of Sports Venues	Stephanie Germain	PCL Construction		United States

Category 09: Media Relations**Award of Merit**

Title	Winner	Organization	Chapter	Country
Leveraging media to drive better retirement outcomes for Australia's superannuation members.	ASIC Communications and Corporate Affairs team	Australian Securities and Investment Commission		Australia
Nobel Prize awards ceremony	University of Toronto Communications	University of Toronto Communications	Toronto	Canada

Category 10: Community Relations**Award of Merit**

Title	Winner	Organization	Chapter	Country
Baslay Coffee: Brewing a Better Future for Filipino Mountain Farmers	Energy Development Corporation	Energy Development Corporation	Philippines	Philippines
Commemorative Art Commission	Windsor-Detroit Bridge Authority	Windsor-Detroit Bridge Authority	Toronto	Canada

Category 11: Government Relations and Public Affairs**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Whitby's 'Care Closer to Home' Campaign	Town of Whitby - Communications and Creative Services Team	Town of Whitby		Canada

Category 12: Public Sector/Governmental Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Financial Hardship Report, Industry and Consumer Awareness Campaign	ASIC Communications and Corporate Affairs team	Australian Securities and Investment Commission		Australia
Whitby's 'Care Closer to Home' Campaign	Town of Whitby - Communications and Creative Services Team	Town of Whitby		Canada

Award of Merit

Title	Winner	Organization	Chapter	Country
Consent Can't Wait	Australian Government Department of Social Services	Australian Government Department of Social Services	Canberra	Australia
Feeder Main Water Crisis	Joni Delaurier, Thalia McRae, Crisis Communications Team	The City of Calgary	Calgary	Canada
Go! Cashless with KTA	Communications Team, Kansas Turnpike Authority	Kansas Turnpike Authority	Kansas City	United States

Category 14: Issues Management and Crisis Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Whitby's 'Care Closer to Home' Campaign	Town of Whitby - Communications and Creative Services Team	Town of Whitby		Canada

Award of Merit

Title	Winner	Organization	Chapter	Country
Edmonton for Everyone	Jenny Adams, Vy Nguyen, Brandi Thorne	The Adams Agency	Edmonton	Canada

Category 15: Corporate Social Responsibility**Award of Excellence**

Title	Winner	Organization	Chapter	Country
ONEOK's United Way Campaign: "We give as ONE."	PartnerComm, Inc. and ONEOK	PartnerComm, Inc.	Dallas	United States

Award of Merit

Title	Winner	Organization	Chapter	Country
Support responsibly	Andreja Lenart, Alan Šćuric, Niko Kušar, Jure Tovrljan, Eva Šterk	Pristop d.o.o., Telekom Slovenije d.d.		Slovenia

Category 16: Nonprofit Sector Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
#NotJustMySkin Global Awareness Campaign	World Skin Health Coalition & Principles (Toronto, Canada)	World Skin Health Coalition & Principles		Canada
2024 Archbishop's Campaign	Catholic Archdiocese of Melbourne - Communications Office	Catholic Archdiocese of Melbourne	Australia (VIC)	Australia
Chain of Empowerment: Trauma-Informed Communications for Survivor-Centered Storytelling	ChangeMakers	ChangeMakers		Canada
Combating Digital Poverty	The Smith Family	The Smith Family	Australia (NSW)	Australia
Locked Out Campaign	ChangeMakers	ChangeMakers		Canada
Our Lungs Make Our Lives	Edelman Canada	Lung Health Foundation and Edelman Canada	Toronto	Canada
Stop Mr. Sprawl	Environmental Defence Canada & Principles (Toronto, Canada)	Principles (Canada)		Canada

Award of Merit

Title	Winner	Organization	Chapter	Country
2024 Without Limits Advocacy Campaign	Phoebe Dey, SCMP	Cystic Fibrosis Canada	Edmonton	Canada
Breast Cancer Care WA Influencer Campaign	Purple	Purple		Australia

Category 19: Climate Change and Sustainability Communication**Award of Merit**

Title	Winner	Organization	Chapter	Country
GREEN GAMES - ALLIANZ AUSTRALIA	Green Games Allianz Australia	ALLIANZ AUSTRALIA		Australia

Category 21: Communication Training and Education**Award of Excellence**

Title	Winner	Organization	Chapter	Country
SCM1: Strategic Planning And Outcomes	Sia Papageorgiou FRSA, FCSCE, SCMP and Adrian Cropley OAM, FRSA, IABC Fellow, SCMP	Centre for Strategic Communication Excellence	Australia (VIC)	Australia
SCM2: Tangible Influence and Impact	Sia Papageorgiou FRSA, FCSCE, SCMP and Adrian Cropley OAM, FRSA, IABC Fellow, SCMP	Centre for Strategic Communication Excellence	Australia (VIC)	Australia

Award of Merit

Title	Winner	Organization	Chapter	Country
York Region Corporate Media and Spokesperson Training	The Regional Municipality of York	The Regional Municipality of York	Toronto	Canada

Category 22: Special And Experiential Events**Award of Excellence**

Title	Winner	Organization	Chapter	Country
UFS Women's Breakfast	UFS Human Resources: Organisational Development	University of the Free State	South Africa	South Africa

Award of Merit

Title	Winner	Organization	Chapter	Country
Girls Take Flight at Billy Bishop Toronto City Airport	PortsToronto	PortsToronto	Toronto	Canada
U of T Campaign Milestone Event	University of Toronto Brand Hub	University of Toronto	Toronto	Canada
UBC Okanagan Debates	Marten Youssef, Suann Brown, Leanne Takenaka, Nathan Skolski, Adam Eisenbarth, Wiesie Stoneson	UBC Okanagan	BC	Canada
UTM All-Nation's Powwow	University of Toronto Communications	University of Toronto Communications	Toronto	Canada
Welcoming ATM	NLB d.d.	NLB d.d		Slovenia

Category 23: Digital Communication**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Calgary Foothills Primary Care Network Public Website Redesign	Communications Team - Calgary Foothills Primary Care Network	Calgary Foothills Primary Care Network	Calgary	Canada
Launching Unity Health's new electronic patient record (EPR) system	Unity Health Toronto	Unity Health Toronto	Toronto	Canada
Morgan Stanley 2025 Annual Enrollment Website	PartnerComm, Inc. and Morgan Stanley	PartnerComm, Inc.	Dallas	United States
Omnicom Benefits with Friends campaign	PartnerComm, Inc. and Omnicom	PartnerComm, Inc.	Dallas	United States

Award of Merit

Title	Winner	Organization	Chapter	Country
Element experience project	JJ Tardieu Taylor	Rio Tinto		United Kingdom
Future Students site	University of Toronto Communications	University of Toronto Communications	Toronto	Canada
Sanofi All Well U.S. Portal	Gallagher	Gallagher		United States

Category 24: Audio/Visual**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Omnicom Benefits with Friends campaign	PartnerComm, Inc. and Omnicom Group	PartnerComm, Inc.	Dallas	United States
Our Lungs Make Our Lives	Lung Health Foundation and Edelman Canada	Lung Health Foundation	Toronto	Canada
Rare Connections in NMOSD	Alexion, AstraZeneca Rare Disease	Alexion, AstraZeneca Rare Disease		United States

Award of Merit

Title	Winner	Organization	Chapter	Country
Grand Insurance Designs	Intermediated Insurance Australia Employee Communication Team	IAG		Australia
Limitless	WJE Communications & Marketing Team	Wiss, Janney, Elstner Associates (WJE)	Chicago	United States
Of Purpose and Success: Serving Inspiration through Messages of Gratitude	Megaworld Foundation, Inc.	Megaworld Foundation, Inc.		Philippines
UTM La Cloche video	University of Toronto Communications	University of Toronto Communications	Toronto	Canada

Category 25: Social Media**Award of Merit**

Title	Winner	Organization	Chapter	Country
City of Calgary Parks Social Media	Anna Blaxley	City of Calgary		Canada

Category 26: Publications**Award of Excellence**

Title	Winner	Organization	Chapter	Country
BCDA 2023 Annual Report: One Clark	Bases Conversion and Development Authority	Bases Conversion and Development Authority		Philippines
Billy Bishop Toronto City Airport 2023 ESG Report	PortsToronto	PortsToronto	Toronto	Canada
ONEOK 2023-2024 Corporate Sustainability Report	Annell Morrow, Susan Sherwood, Megan Patterson, Megan Washbourne	ONEOK, Inc.	Tulsa	United States
The DiabetesToday Magazine	PRMR Inc. Pamala Proverbs, PhD, ABC, APR,	PRMR Inc.	Barbados	Barbados

Award of Merit

Title	Winner	Organization	Chapter	Country
Our Journey: Success Stories of Hope and Resilience	Megaworld Foundation, Inc.	Megaworld Foundation, Inc.		Philippines
University of Toronto Magazine, Autumn 2024 issue	University of Toronto Communications	University of Toronto Communications	Toronto	Canada
Women and Children's Health Research Institute 2023-2024 Annual Report	WCHRI Communications: Yolanda Poffenroth, Katrina Grey, Breanne Sampson	Women and Children's Health Research Institute	Edmonton	Canada

Category 27: Writing**Award of Excellence**

Title	Winner	Organization	Chapter	Country
Omnicom Benefits with Friends campaign	PartnerComm, Inc. and Omnicom Group	PartnerComm, Inc.	Dallas	United States

Award of Merit

Title	Winner	Organization	Chapter	Country
Genuine Parts Company (GPC) The Power of Wellbeing Campaign	GPC and Gallagher Communications	Gallagher Communications		United States
JOM: The Magazine, "Melting Before Our Eyes: A Materials Art Mystery"	The Minerals, Metals & Materials Society: Kaitlin Calva, David Rasel, Cheryl Geier, and Kelly Zannas	The Minerals, Metals & Materials Society		United States
Never Stand Alone	Eugene S. Acevedo and Media Wise Communications, Inc. / Muse Books	Media Wise Communications, Inc. / Muse Books	Philippines	Philippines
Project Pursuit Support: Spotighting PCL's Water Infrastructure Construction Expertise	Hannah Hargrove	PCL Construction Enterprises, Inc.		United States