Immersed in crowds of new students, our friendly emu proved to be a hit! Better still, our hand gesture was taking off encouraging student identity and connection, and it was only O day! The team at ECU sports were buzzing to see the effect our new mascot was having on upcoming students and recognised the powerful connections it was creating!

ECU sports also developed an effective emu design for our staff T-shirts which further promoted the emu as our ECU mascot.

With an encouraging pitch to marketing, we had the green light The ECU Emu Mascot!

Concept
At ECU Sports, we strive to give our students the best possible student experience, and recently realised we were missing something - a mascot! We agreed that not only would the mascot raise the ECU Sports profile to our wider community, it would also act as a direct link with the students themselves across all sports.

Following many discussions over the animal we believed would best represent our students, we settled on the great Australian Emu for many reasons. These include the Emu’s pure speed and athleticism; its representation on the 50¢ piece (a direct parallel with the $50 note which proudly displays Edith Cowan’s portrait); and its representative Australian heritage.

Once the department had decided on the Emu as the most suitable character, the 2012 Australian University Games saw the introduction of a simple hand gesture emulating our Emu that all students within the ECU community could identify.

Our Future!
What lies ahead for our newest member of ECU?
Our emu has an exciting journey ahead of him/her! But the first thing we need to do is name it! Once our mascot has a name, our next step is to fully incorporate this icon into our ECU Sports shirts, merchandise and of course, make a physical appearance at all our Uni games. We aim to not only connect our sports students through the emu identity, but to encourage the wider community to automatically associate ECU with it’s representative - the emu!

How it came to life - The process

Our friends at Character Creations got to work on creating our Emu and $4780 later we were riding around the office on it in preparation for it’s big debut - 2013 Orientation Day!

Students say:

“It’s different. Definitely makes people notice us more.”

“I love the new mascot. It’s fun and gets the emus going!”

“she is pretty friendly. A good dancer and a lot of fun. Nice and cuddly too!”

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