



# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

Annual Reports and Audited  
Accounts for the year ended  
31st March, 2025

# 62<sup>nd</sup>

**ANNUAL  
GENERAL  
MEETING**

Uyo, Akwa-Ibom State  
**22nd May, 2025**



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## **PRE-2025 ANNUAL GENERAL MEETING PROGRAMME OF NIGERIAN INSTITUTE OF PUBLIC RELATIONS**

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9.30am - Procession

9.45am - National Anthem

9-50am - Recognitions

10.00am- Presentation of Inductees for Induction - Mrs. Maryam Sanusi, fnipr,

10.05am- Administration of Induction oath- Registrar

10.10am- Induction proclamation by President

10.15am- Presentation of Fellow Designates- Dr. Andee Itheme,fnipr

10.20am- Conferment of Fellowship by the President

10.25am- Presentation of Honorary Fellow-Designates - MC

10.30am- Decoration and Proclamation by Presidency

10.40am- Response on behalf of Honorary Fellows- by a new FNIPR

10.45am- Group Photograph

10.50am - End of pre-2025 AGM session.

**Non-Members depart**

**AGM STARTS FOR NIPR MEMBERS ONLY**

## **LIST OF HONORARY FELLOWS TO BE CONFERRED AT THE 2025 ANNUAL GENERAL MEETING, UYO, AKWA IBOM.**

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1. **Dr. Ahmed Abubakar Audi** (Commandant General, NSCDC)
2. **General Christopher Gwabin Musa** (Chief of Defence Staff)
3. **Comrade Audu Titus Amba** (National President NUT)
4. **Professor Sa'adatu Hassan Liman** (V.C. NSUK)
5. **Chief Uzuegbunam Okagbue** (Businessman/philanthropist)
6. **Mr. Tim Akano** (MD/CEO New Horizons Ltd)
7. **Dr Olalekan Fadolapo** (Director-General/CEO, ARCON)
8. **Mr. Idorennya Enang** (President and Chairman of Council, NIMN)
9. **Engr. Uwem Okoko** (MD/CEO Hensek Group, Uyo)
10. **Dr. Allen Ifechukwu Onyema** (Chairman/CEO Airpeace Airlines)



## LIST OF NEW FELLOWS

1 NSIRIM	Paulinus	Enyindah
2 OTONYE	Llewellyn	Davies
3 ETETA-ITA	Emmanuella	
4 OSAKWE	Chukwudifu	Godfrey
5 ABUBAKAR	Aliyu	
6 PHILIP	Yakubu	Bulmen
7 AMBI-MOHAMMED	Bashir	Alhassan
8 AKINTOMIDE	Taiwo	Omotayo
9 NANA	Udeme	Etim
10 UDOFIA	Elsie	Gabriel
11 DIKE	Lawrence	Bekwele
12 BELLO	Mohammed	Inuwa
13 OSELOKA	C.	Zikora
14 SANUSI	Samuel	Adesola
15 UMEH	Maja	Emeka
16 IKOKU	Mary	Nnennaya
17 ODUWOLE	Adeniyi	Adeola
18 AKANBI	Grace	Folake
19 OLAREWAJU	Olaoye	Abiodun



## **PROGRAMME FOR 2025 ANNUAL GENERAL MEETING (AGM) OF THE NIGERIAN INSTITUTE OF PUBLIC RELATIONS (NIPR)**

- Call to order

Notice is hereby given that the Nigerian Institute of Public Relations (NIPR) shall hold its 62<sup>nd</sup> Annual General Meeting as follows:

Date: Thursday May 22<sup>nd</sup>, 2025

Venue: Ceedapeg Hotel , Uyo , Akwa-Ibom State.

Time: 10.00 Hours, Nigeria Time

### **AGENDA**

1. To read the notice convening the meeting;
2. To note apologies received;
3. To approve the minutes of the 61<sup>st</sup> AGM of Thursday, April 25<sup>th</sup>, 2024
4. To receive the President's Report;
5. To receive the audited accounts for the year ended 31<sup>st</sup> March, 2025;
6. To Launch the 2025 Register of Members;
7. To ratify the Bye-laws creating NIPR Hubs;
8. To ratify the Bye-law establishing the Nigeria Reputation Management Group;
9. To ratify Bye-Law on Spokespersons Charter and Practice Code;
10. To ratify Bye-Law on Professional Standards Guide;
11. To ratify the Bye-Law establishing the College of Fellows; and
12. To transact any other business

**Signed:** Registrar, by order of council

## **PRESIDENT'S REPORT**

**'NEW DAWN' – REPORT BY THE PRESIDENT,  
CHAIRMAN OF COUNCIL, DR. IKE NELIAKU, fnipr,  
AT THE 62<sup>nd</sup> ANNUAL GENERAL MEETING OF THE NIGERIAN  
INSTITUTE OF PUBLIC RELATIONS (NIPR) HOLDING  
AT CEEDAPEG HOTEL, EWET HOUSING ESTATE,  
UYO, AKWA-IBOM STATE, THURSDAY, MAY 22, 2025.**

Very Distinguished Colleagues,

### **1. PREAMBLE:**

I bring you warmest greetings as I present this day, an account of our collective activities as an Institute, driven by our collective resolve for fresh ideas, fresh start and a new beginning, with a well-focused and never relenting council, backed by a responsive secretariat.

Today marks the end of tenure of the present council 2023- 2025, whose proclamation of the mantra "New Dawn" at its inception in August 25, 2023, propelled its entire activities with ideological and philosophical framework based on three core approaches, namely:

- i. **Big Family Approach**, embracing inclusion in place of Opposition;
- ii. **Value-driven Approach**, anchored on Professional Value, Reputational Value, and Financial Value;
- iii. **Enterprise Approach**, driven by reforms to reposition the Institute for creative reinvention, greater recognition, tangible relevance.

Guided by this framework, the Council, under my leadership embarked on numerous activities; ambitious as they may seem but achievable with our collective resolve to establish a New Dawn for the Institute.

Within the past 21 months of our administration, the Nigerian Institute of Public Relations has placed its name on the world map with our novel offerings that have:

- i. expanded the frontiers of our relationships at different levels, within and outside Nigeria;
- ii. expanded our membership base;
- iii. reactivated inactive members;
- iv. resuscitated ailing chapters;

- v. expanded opportunities for our members through training, retooling, and reskilling activities;
- vi. given better value to the profession; and
- vii. initiated a robust mechanism to man the reputation gate of our country.

These have been achieved through the following programmes and activities:

## **2. PROGRAMMES AND ACTIVITIES**

### **2.1 Caderisation' Policy and Placement of Public Relations in the Scheme of Service in the Federation.**

After about seventeen years of struggle, the National Council on Establishment, at its 45<sup>th</sup> Meeting in Bauchi on 13<sup>th</sup> December, 2023, unanimously approved the 'caderisation' and placement of Public Relations in the scheme of service in the Federation, heralding the transformation from the hitherto Information Officer Cadre to the dawn of Information and Public Relations Cadre in the civil service at federal, state, and local government levels.

This policy is gradually gaining momentum in implementation, with the Federal Ministry of Information and National Orientation taking the lead with the huge number of information officers being inducted into the Institute, to certify and professionalise their career. Already, over 170 information and Public Relations officers have been duly inducted and registered as members of the Institute. The implementation is being domesticated at the state and local government levels with encouraging feedback of success. Our gratitude will continue to go to our supervising Minister of Information and National Orientation, Alhaji Mohammed Idris, fnipr, who ensured the approval of the policy and has continued to inspire complete compliance nationwide.

### **2.2 University of Public Relations and Leadership.**

As part of our efforts to strive beyond limits for the profession, the institute is pioneering the initiative to establish the University of Public Relations and Leadership, the first of its kind in the world. This aims at bridging the gap between leaders and the public to address a critical need in leadership communication and deepening the discipline and practice of public relations in the world.

This project is pursued with the collaboration and support of the Nasarawa State Government, Federal Ministry of Information and National Orientation, Leadership Advancement Foundation, Global Alliance for Public Relations and Communication, and African Public Relations Association.

To this effect, the NIPR signed an MOU with Global Alliance in May 2024 at the APRA conference in Abidjan, Cote d'Ivoire for the facilitation of curriculum development, academic exchanges, global accreditation and resource sharing.

The University, to be sited at Gudi, Nasarawa State has received about 101 hectares of land allocated by His Excellency, Engr. Abdulahi Sule with work commenced to ensure take off in 2026. The location offers accessibility via major highway, railway and air route.

We appreciate the 79 member Project Implementation Committee (PIC) led by the Vice President of the Institute, Prof. Emmanuel Dandaura, fnipr, and comprising esteemed academicians and industry practitioners who have been working tirelessly since inauguration in September, 2024.

We envision to commence academic activities by 2026 with the collective effort of all, as this would be a



significant milestone in Nigeria's educational landscape and the global community at large.

### **2.3 Hosting of 2026 World Public Relations Forum.**

My dear professional colleagues, our great institute secured and is set to host a landmark event in 2026. The Forum will feature 3 major components, comprising the World Public Relations Forum (WPRF) activities, Africa Day by APRA, and the Silver Anniversary of Global Alliance. This is a significant achievement for Nigeria, positioning it as a central hub for global public relations discourse. The theme of the 2026 WPRF is 'Responsible Communication: The Voice of the World' and we are committed to hosting the Biggest, Brightest, and Boldest WPRF.

Nigeria will be the second nation to host the WPRF in the African continent after South Africa hosted in 2007. In preparation for these events, the council has instituted a three-level structure made up of:

- A. Global Consultative Policy Group (GCPG)**, that shall be responsible for global contacts, networks and mobilisation, including providing policy frameworks and direction for the successful hosting of the events. The Group is led by the President of Global Alliance for Public Relations and Communication Management.
- B. Continental Advisory Committee (CAC)**, a Pan-African Committee to generate ideas that will ensure a very successful African hosting, to be led by the Vice President of NIPR, with membership comprising all Global Alliance board members from Africa, all Presidents/Chairmen of National Public Relations organisations in Africa, all former living Presidents of NIPR, etc.
- C. National Planning Committee (NPC)**, which has the core responsibility to plan, organise, source funds, and coordinate a world class joint hosting of the events. Membership of the Committee has been deliberately constituted to be operative in nature and context, led by energetic, focused, and result-oriented professionals, with delivery capacity. The Coordinating Chairman is Dr. Suleiman Haruna, Director, Public Relations, Federal Ministry of Information and National Orientation, with Malam Yakubu Lamai, Director General Strategic Communication to Governor of Nasarawa State as Co-Chairman; and Mrs. Maryam Sanusi, Director of Public Relations and Communication, Federal Road Maintenance Agency, as Vice Chairmen. The NPS operates with 18 Work Teams.

A delegation led by the President, NIPR, was in Venice, Italy, to brief Board members of Global Alliance on our preparedness at the Annual General Meeting and events which took place from Thursday 15th May to Saturday 17th May, 2025. As you may have heard, the President was elected into the Board of Global Alliance as a Delegate at Large for Africa. This election, gives Nigeria a significant seat on the table of global public relations discourse.

## **2.4 National Secretariat Building at Radio House, Abuja**

Our journey towards owning a befitting national secretariat is being actualised with the commencement of construction of a three-floor building centrally located at the heart of Abuja, the Federal Capital Territory within the Radio House in Garki.

We are grateful to our media partner, Federal Radio Corporation of Nigeria for the leasehold agreement signed to enable the project, and the Honourable Minister of Information and National Orientation, Alhaji Mohammed Idris, fnipr, who has been a bastion of immense value and admiration in the consolidation of our agenda.

Dear colleagues, as we work to navigate through the huge financial requirement for this project, we beckon on your support, from the individual practitioners to the chapter, your corporate organizations and sectoral groups, sponsors and state governments for collective funding of this landmark building of the Institute's National Secretariat. We have designed strategies to market, honour and acknowledge contributors in a manner that is evergreen.

### **2.5 Nigeria Reputation Management Group**

As a professional body chartered by law to regulate the practice of Public Relations in Nigeria, we recognise the responsibility of manning the reputation gate of the nation since there must be a nation before the Institute. This realisation led to the unveiling of Nigeria Reputation Management Group on October 15, 2024 at 'The Rotunda', Federal Ministry of Foreign Affairs, Abuja. This Group among other responsibilities is charged to formulate, coordinate, and execute national reputation management strategies that promote Nigeria's image globally and locally, ensuring alignment with national interests and values, institutional mandates, and the strategic vision of the NRMG.

The NRMG shall be administered by a Board, chaired by Chief Yomi Badejo-Okusanya, fnipr, with 10 work groups; and a Body of Advisers chaired by Dr. John 'Reputation' Momoh, FNIPR.

The board has commenced work as we proceed to formalise its creation through a bye-law that will be presented for ratification by the general assembly at this AGM.

The NRMG will deliver as part of its mandate, an annual Nigeria Reputation Summit geared towards marking the Nigeria Reputation Day on 15<sup>th</sup> October each year, as adopted at the unveiling in 2024. Also, they have been charged with the development of NIPR Reputation House at our Property of over 7000 square meters at Institutional area, Airport Road, Abuja.

### **2.6 NIPR Diamond Anniversary Celebrations**

Dear members, with our collective participation, we placed the institute at the top of the mind of Nigerians, Africa and the world through our affiliates in APRA and Global Alliance, with the series of activities and events marking the 60<sup>th</sup> Anniversary Celebration, which lasted from June 1 to June 30, 2024. We played host to the President of Globa Alliance, Prof. Justin Green, the President of APRA, Mr.



Arik Karani, the former and first Vice President of Liberia, H.E. Dr. Jewel Howard Taylor, among other prominent national and international participants.

The celebration was also intentional in making great impact on our environment through a nationwide walk and tree planting exercise tagged "Going green for environmental sustainability" targeted at planting over 60 trees in each of the 36 states of the federation and the Federal Capital Territory. Participation across the chapters were massive and we appreciate chapters that won prizes due to their extra ordinary efforts during the campaign.

Very remarkable was the commemorative visit by a delegation of Council members, principal officers and members led by the President, Chairman of Council of the institute to Minna, Niger State, to felicitate with the former President and first Grand Patron of NIPR, H.E. General Ibrahim Badamasi Babangida, GCFR, who signed our enabling decree into law, in 1993. This was also complimented with the visit to the traditional stool of Minna, Emir Alhaji (Dr.) Umar Faruq Bahago (OON), after a brief reception by the State Head of Service on behalf of the Governor Umaru Bago of Niger State.

The Climax of the Diamond Anniversary Celebration was the grand finale, which featured two major events: an International Colloquium themed "Public Relations, Value Re-orientation, and Economic Transformation," that attracted participants from around the world; and a Dinner and Awards Night held at the prestigious Transcorp Hilton Hotel, Abuja, on Thursday, 27th June 2025.

These events commanded the participation of very notable Nigerians, including a former Head of State, H.E. General Dr. Yakubu Gowon, GCFR as father of the day, former first lady, H.E. Dame Dr. Patience Goodluck Jonathan, several Governors, our supervising Minister for Information and National Orientation, Alhaji Mohammed Idris, fnipr, Chairman/CEO of Airpeace Airlines, Dr. Allen Onyema, CON, former ministers, top government functionaries and captains of industries.

The colloquium provided a platform for thought leadership and served as a catalyst for deeper conversations on how public relations can contribute to Nigeria's development agenda, especially in the context of nation-building and economic sustainability.

While the cultural carnival and anniversary walk organised by the FCT Chapter, added a celebratory and community-oriented element to the event, the dinner and awards night offered prizes and awards in these categories:

- i. 58 Diamond lifetime Awards which accommodated former NIPR Presidents, Chairmen of Council, former NIPR Vice Presidents, Vice Chairmen of Council, Last Secretary General of NIPR, Notable former registrars, longest surviving member of NIPR, Notable elders of NIPR, Notable ex-council members and members with sustained contributions.
- ii. 7 Diamond Ambassadors of Brand Nigeria Awards
- iii. 3 Diamond Awards for Valour
- iv. 35 Diamond Awards for Excellence in Professional Service

- v. 1 Lifetime Achievement Award to Prof. Justin Green, President Global Alliance
- vi. 17 Awards for Excellence in Professional Compliance.

Very remarkable was the Prize for Excellence in the Promotion of Brand Nigeria earned and received by Chief Dr. Allen Onyema, CON, Chairman/ CEO of Airpeace Airlines; a prize of N250,000 which he returned to the Institute with a donation of N100,000,000. As we salute his love for the institute, we have moved forward to institutionalise a sustainable relationship through an endowment.

## 2.7 Establishment of 'NIPR-AirPeace Prize'

Arising from the above gesture and to deepen our relationship with Airpeace, while crediting our corporate Social Responsibility bank, the Council decided to establish an annual **'NIPR-Air Peace Prize for the Best Graduating Students in Public Relations'** at 12 selected Nigerian universities and federal polytechnics across the six geopolitical zones. This initiative aims to recognize and reward excellence among outstanding students who demonstrate exceptional promise in the field of public relations. The selected institutions include:

North Central: University of Jos, Jos; and Nasarawa State University, Keffi;  
North East: University of Maiduguri; and Federal Polytechnic, Bauchi;  
North West: Bayero University, Kano; and Kaduna Polytechnic;  
South East: Chukwuemeka Odumegwu Ojukwu University, Igbariam; and University of Nigeria, Enugu Campus;  
South South: University of Uyo; and Rivers State University; and  
South West: Lagos State University; Babcock University, Illishan-Remo.

A revolving endowment fund has been set aside for the prizes to ensure that they run in perpetuity, with the hope of taking in more tertiary institutions as time goes on. Commencement of this gesture is slated for the 2026 academic session.

## 2.8 Sectoral strengthening of the Public Relations Profession and practice through enactment of bye-laws

In consolidating and enhancing Public Relations practice within different sectors, the council has proposed a set of bye-laws for the hubs created which will make them serve as centers of excellence for best practise within that sector, create professional communities for networking, learning and collaboration, to address industry specific gaps and challenges, as well as serve as a think tank for research and innovation in sector related Public Relations issues.



The bye-laws proposed are to cover these activities and the following hubs:

- i. Energy Hub;
- ii. Maritime and Blue Economy Hub;
- iii. Aviation Hub;
- iv. Banking, Finance, Insurance and Pension Hub;
- v. Young Professionals Hub;
- vi. Legislative Hub
- vii. Royal Leaders Hub
- viii. Health Hub
- ix. Digital Economy Hub;
- x. Tertiary Institutions Hub
- xi. Sustainability Hub
- xii. Enterprise Hub
- xiii. Anti-Corruption and Consumer Protection Hub
- xiv. Spokespersons Charter and Practice Code
- xv. Nigeria Reputation Management Group
- xvi. College of Fellows

## **2.9 Revitalisation of Public Relations Consultants Association of Nigeria (PRCAN) and review of Bye-law to strengthen its functionality**

In a bid to strengthen the operations of our frontline sectoral group, the PRCAN, the Council appointed a Revitalisation Committee chaired by our distinguished Fellow, Dr. Nkechi Ali-Balogun. The Committee worked from December 2024 to April, 2025, delivered on its mandate creditably well, and submitted their Report on schedule.

After considering the recommendations of the Committee, we observed that the bye-law did not envisage the current governance structure by our practitioners in this sectoral group.

Accordingly, the Council resolved to put in motion the process of reviewing the bye-law that set up PRCAN to usher in a more vibrant, responsive, and relevant sectoral group, with an appropriate governance structure backed by law.

In the light of the above, in order not to create a leadership gap, and in line with the existing NIPR Bye-Law No. 3 of 1993, Council decided to set up an Executive Committee to run the operations and activities of PRCAN for a maximum period not exceeding 15 months. This is to enable the executive and the Council have sufficient time to review and amend the bye-law, have the bye law ratified by the Congress at the next Annual General Meeting, and conduct the association's election backed by law.

## **2.10 Advancing the Profession through Strategic Partnerships:**

The Council has entered into 11 (eleven) strategic partnerships with public and private institutions through the execution of agreements and Memoranda of Understanding (MoUs) carefully curated not merely for administrative collaborations but as a foundational drive to deliver long-term reputational growth, professional development, and financial resilience for the Institute and its members across the country.

These agreements and MoUs include the following:

### **i. Federal Radio Corporation of Nigeria (FRCN)**

The agreement between NIPR and FRCN enabled the Institute to secure a strategic parcel of land within the Radio House premises in Abuja for the construction of the NIPR National Secretariat, named The Public Relations Place. This initiative significantly enhances the visibility and prestige of the Institute through a physical presence in Nigeria's federal capital and a major media hub.

The agreement also provides for mutual programming, training, and institutional synergy. Financially, it ensures media coverage and airtime support that would otherwise require extensive expenditure. Professionally, it opens up collaboration on training and national reputation building efforts. We are very grateful to the leadership of Federal Radio Corporation of Nigeria.

### **ii. MoU with All-Rights Foundation Africa (TAF Africa)**

This MoU focuses on disability inclusion and aligns NIPR with social justice and global sustainable development goals. It underscores the Institute's commitment to inclusive communication and builds its reputational capital as a human-centred institution. Professionally, it diversifies the scope of public relations training and advocacy into underserved areas, offering members newer areas of engagement. Though not directly financial, this partnership supports reputational gains that can translate into project grants and international donor attention.

### **iii. MoU with Chukwuemeka Odumegwu Ojukwu University**

This academic partnership institutionalised the Obi Alfred Nnaemeka Achebe's Peace and Reconciliation Annual Lecture Series. The intellectual legitimacy and moral weight gained from associating with a distinguished monarch and Fellow of the Institute, and reputable academic institution has significantly boosted the image of the Institute. It creates a professional avenue for research collaboration, student engagement, and policy contributions in peace building and reconciliation communication—areas of growing importance in Nigeria's national development discourse.

#### **iv. MoU with Image Merchants Promotion Ltd (IMPR)**

This partnership birthed the involvement of the institute in the Annual Spokespersons Awards which has been rebranded Nigeria Spokespersons Award. The MoU has a clear sharing model in terms of responsibilities and benefits, and positions NIPR at the centre of celebrating communication excellence as it professionally provides a structured avenue for benchmarking and incentivising good communication practice, thus reinforcing the Institute's voice as a thought leader in public communication.

#### **v. MoU with Rightangle PR**

This collaborative partnership on the Reputation Perception Index (RPI) is formalised by an SPV—Reputation Perception Services Ltd—with NIPR holding a 20% equity stake. This index is designed to measure institutional reputation across Nigeria, thereby giving NIPR data-driven authority to evaluate leadership and institutions. Professionally, it introduces a modern and empirical tool for image measurement. Financially, it offers long-term profit participation. Reputationally, it elevates NIPR as a metrics-driven and globally aligned body.

#### **vi. MoU with the Advertising Regulatory Council of Nigeria (ARCON)**

The reciprocal membership and regulatory collaboration outlined in this MoU are revolutionary for the building of an Integrated Marketing Communications (IMC) ecosystem in Nigeria. NIPR's professional base is now empowered to interact across disciplines. The partnership allows for dual qualifications, professional exemptions, and collaborative enforcement of ethics. These gains enhance the professional mobility and credentialing of members and mutual enforcement of compliance, thus cementing collective relevance across the broader communication landscape.

#### **vii. MoU with the National Institute of Marketing of Nigeria (NIMN)**

This also supports reciprocal membership, corporate membership, and honorary recognitions with stipulated criteria as part of strengthening the Integrated Marketing Communication ecosystem, thus expanding our influence, collaboration and reinforcing professional ethics through shared regulation.

#### **viii. Media Partnerships with Nigerian Television Authority, DAAR Communications (AIT/RayPower), Channels Television, Federal Radio Corporation of Nigeria, Voice of Nigeria.**

We have also strengthened our partnerships with the electronic media as listed which has yielded tremendous benefits for the media houses and their workforce through trainings and granting of waivers for admission into the institute and major events of the institute at no or little costs. We pay glowing tributes to the leaders and managements of these organisations for

identifying with us. We appreciate media mileage gained through exposure of our programmes by these media organisations. Professionally, this has made NIPR a permanent stakeholder in the national communication architecture.

We hope that other relevant media organisations will key into this mutual beneficial partnership and engagement soonest.

#### **ix. MoU with the Global Alliance for Public Relations and Communication Management**

Perhaps the most far-reaching of all, this partnership with the Global Alliance seeks to establish in Nigeria, the first in the world, University of Public Relations and Leadership, with international recognition. The agreement includes curriculum development, training, and certification support. It opens global channels for members seeking internationally recognised credentials. It enhances NIPR's institutional prestige and creates a sustainable revenue model through academic enrolments and consultancy services.

#### **x. Nigerian Chamber of Commerce, Industry, Mines and Agriculture**

This MoU aims at building a strong relationship between the Institute and the enterprise industry sector. NACCIMA, being the focal organisation for the industrial sector in Nigeria, will work with the Institute, in promoting and strengthening our foothold in the enterprise sector.

#### **xi. Nigerian Conservation Foundation**

The NIPR is perfecting arrangement to sign a tripartite MoU between the Institute, the Nigerian Conservation Foundation, and Chukwuemeka Odumegwu Ojukwu University, to provide standard learning in the environment, climate change, and sustainability communication study in Nigeria

#### **3. Participation at the 48th Meeting of the National Council on Information and National Orientation/Offer inviting NIPR to use Facilities of the National Institute of Public Information, Kaduna as training center.**

The institute made great impact at the 48<sup>th</sup> meeting of the National Council on Information and National Orientation held in Kaduna from 11<sup>th</sup> -13<sup>th</sup> December, 2024. The meeting gave rise to several positive outcomes with great expectations from the institute as contained in the communique issued. The Institute was invited to consider using the National Institute of Public Information, Kaduna as a training facility.

Council welcomed and accepted the offer and a facility visit by a delegation of council members and principal officers, led by the President, Chairman of Council was undertaken to ascertain best use. The Federal Ministry of Information and National Orientation has committed to rapid renovation of the facility to enable our use.

#### 4. INVESTITURE OF PATRONS OF THE INSTITUTE

Following nominations and recommendations, the current Council, in keeping with our statutes approved the investiture as patrons of the Institute, 3 Governors, as we await confirmation of dates from others that have given positive indications on their recommendations. The governors invested as patrons include:

- i. **His Excellency, Prince Adedapo Oluseun Abiodun, MFR**, Executive Governor of Ogun State. The investiture took place at Abeokuta at the opening ceremony of the 1<sup>st</sup> Nigeria Public Relations Week in April, 2024 at the June 12 Center, Abeokuta, Ogun State.
- ii. **His Excellency, Mallam Umar Namadi**, Executive Governor of Jigawa State, whose investiture took place at the Ahmadu Bello Hall in Dutse, Jigawa State on January 14, 2025.
- iii. **His Excellency, Barr. Caleb Manasseh Mutfwang**, Executive Governor of Plateau State, had his investiture on the 28<sup>th</sup> of January, 2025, at the Government House, Ray Field, Jos, Plateau State.

#### 5. Conferment of Honorary Fellows

The Council considered and approved the conferment of Honorary Fellowship of the Institute on the under listed distinguished persons who have shown great support to the Profession and the Institute at large. These conferments eloquently align with our value driven and broad-based strategic engagements. The Honorary fellows include:

1. Mr. Salihu Abdulhamid Dembos – Director General, Nigerian Television Authority
2. Amb. Jake Epelle – Founder TAF Africa Foundation
3. Rev. Ladi Peter Thompson – Founder, Living Waters Unlimited
4. Prof. Justin Green – President/CEO, Global Alliance for Public Relations and Communication Management.
5. Dr. Mrs. Ajoritsedere J. Awosika, OON, MFR, mni – Chairman Access Bank Plc.
6. Senior High Chief Tony Akiotu – Former Group Managing Director, Daar Communication Plc.
7. Dr. Richard Okhumale Ikiebe- Accomplished Communicator and Academic
8. Hon. Jerry Joseph Damara- Chairman, Mesotho Group
9. Mrs. Nella Andem-Ewa Rabana, SAN, Fci Arb- Senior Advocate of Nigeria
10. Prof. Wahab Olasupo Egbewole, SAN - Vice Chancellor, University of Ilorin
11. Waziri (Sen) Ibrahim M. Ida, CON, Ph.D. – Wazirin Katsina
12. Senator Prince Nicholas Ukachukwu, MFR - Chairman SNECO Group
13. Senator Dr. Victor C. Umeh, OFR- Chairman, Senate Committee on Diaspora Affairs

14. Mr. Labaran Maku, CON- Former Minister of Information
15. Frank Nweke II- Former Minister of Information
16. Chief Chukwuemeka Chikelu - Former Minister of Information
17. Dr. Folashade Yemi-Esan, CFR- Former Head of Civil Service of the Federation
18. Senator Ahmed Wadada Aliyu- Distinguished Senator
19. HRH Alh,(Dr.) Rilwanu Suleiman Adamu, Emir of Bauchi
20. Mrs. Emmanuella Nneka Arukwe – Managing Director NNPC Foundation
21. H.E. Rt. Hon. Abass Tajudeen - Speaker of the 10<sup>th</sup> Assembly, House of Representatives
22. Chief John Nnia Nwodo- Former Minister of Information
23. Dr. John Momoh, MON – Chairman Channels TV

## **6. Consolidating the Digital Transformation**

We have made great strides in deepening our digital transformation. Our website has various portals utilised in the registration of our different programmes, thus ensuring easy access to our services. Members can log in to view their data and chapters through their admins can view chapter membership as well as make complaints if there are any. This has assisted in the management of our database as well as in the management of our other activities and events.

## **7. Electronic Voting System**

One of the gains of our consolidating our digital transformation is the introduction of an electronic voting system (EVS) which is the first of its kind in the history of the Institute. This charge was unanimously given at the 60th AGM of 2023, when this Council was elected. This will be a great departure from the previous tedious process of manual voting. The process leading to the elections of the new council has been driven digitally, from nominations, screening and today's voting process. The EVS is wholly deployed by members of the Institute. Council is once again grateful to the team led by Professor Uche Mbanaso, a professor of cyber security and Mr. Tosin Igbalawole, an ICT expert, who are rendering their professional expertise on pro-bono as their contribution to the growth of the Institute.

## **8. INDUCTION ACTIVITIES OF THE YEAR UNDER REVIEW**

Within the period under review, Council has inducted a total of 2,661 new members, comprising 2,418 practitioners and 243 student members. Breakdown of the numbers are as follows:

- |                |   |   |
|----------------|---|---|
| 1. 52 members  | - | (NPR Week) (Physical) April 25, 2024                                    |
| 2. 605 members | - | Special Diamond Anniversary induction June 20, 2024                     |
| 3. 540 members | - | 2 <sup>nd</sup> special Diamond Anniversary induction on July 11, 2024. |
| 4. 94 members  | - | Babcock University, July 22, 2024.                                      |
| 5. 191 members | - | Hybrid Induction, October 5, 2024                                       |





6. 421 members - Hybrid Induction, Radio House, Abuja December 7, 2024
7. 515 members - Hybrid Induction Nasarawa State University, Keffi, March 28, 2025

**Sub-Total = 2,418** (Two Thousand, Four Hundred and eighteen new members)

#### INDUCTION OF STUDENT MEMBERS

In addition to the above, 243 student members were also inducted, as follows:

- 55 Student members - on April 16, 2024 (University of Benin)
- 20 Student members - April 25, 2024 (McPherson University)
- 23 Student members - April 25, 2024 (Crescent University)
- 20 Student members - April 25, 2024 (Chrisland University)
- 35 Student members - April 25, 2024 (Moshood Abiola University)
- 40 Student Members - October 15, 2024 (Onabisi Onabanjo University)
- 50 Student members – February 13, 2024 (Maryam Abacha University)

**Sub-total = 243** (Two Hundred and Forty Three student members were inducted)

Total Induction under the current Council – 2,661

#### 9. PROFESSIONAL DEVELOPMENT

Our resolve to deepen professional development of our members has seen commitment to innovations in our deliveries to our members through various training programmes, Mandatory Continuous Programme for Development (MCPD), workshops, conferences, fireside chats, webinars and seminars. Our aim is to equip retool our members with the latest knowledge and skills necessary to excel in the dynamic field of public relations in particular, and leadership communication in general.

#### 10. LEGACY LECTURE SERIES

October each year have been designated as NIPR Month of Legacy Lecture Series. To this end, we have rejigged arrangements towards a sustainable celebration of the memories of our founding president through the annual Dr. Sam Epelle Gold Paper Lecture Series. Other legacy lectures have been introduced by the Council, in honour of our members. These include:

- i. His Majesty, Obi Alfred Nnaemeka Achebe National Peace and Reconciliation Annual Lecture, organised by the Nigerian Institute of Public Relations in partnership with Chukwuemeka Odumegwu Ojukwu University, Igbariam, Anambra State. This was initiated by Anambra state Chapter and adopted as a national programme. The Obi is a Fellow of the Institute.
- ii. High Chief Raymond Aleogho Dokpesi Annual Lecture on Communication and Development organized in his honour for pioneering the dawn of independent broadcasting in Nigeria, in 1994 with the establishment of Ray Power FM and subsequently, African Independent

Television (AIT) in 1996, took place on the 25<sup>th</sup> of October 2024 at AIT studio Abuja. This live programme on AIT network which coincided with his post-humous birthday had Mr. Dapo Olorunyomi, Founder/ Publisher of Premium Times Media Group as the guest lecturer. The event was organised in collaboration with Daar Communication Plc. Late High Chief Dokpesi was a Fellow of the Institute.

- iii. The Council approved hosting of His Highness, Aminu Ado Bayero National Integration Annual Lecture Series whose maiden edition was slated to hold in Kano state in the month of October, 2024 but could not hold due to legal limitations concerning the throne at the time. His Highness is a Member of the Institute.

### **11.DIRECTORS CONFERENCE**

The Annual Directors Conference has been rebranded and repackaged as Annual Directors Conference and Retreat, to make it more relevant, trendy, and attractive to participants. The Conference, which holds in November each year, was held under the new package in Uyo at Ibom Hotel and Golf Resorts, and in Asaba at the Maryam Babangida Leisure Park, in 2023 and 2024, respectively. To further enhance the professional, reputational and financial value of the Conference to the Institute, Council decided to experiment a third party engagement by outsourcing the planning and management, through a transparent bidding process. The maiden edition of this innovation, successfully commenced in 2024, with Winsterbel Communications limited.

### **12.NIGERIA SPOKESPERSONS SUMMIT**

The Council initiated the Nigeria Spokespersons Summit (NSS), to provide a platform for spokespersons in Nigeria to have the opportunity of learning new tolls and strategies of effective public communication, in line with trends in the sector. Two editions of the NSS were held in March 2024 and April 2025.

The second edition, witnessed the unveiling of the Nigeria Spokespersons Charter and Practice Code (SPCPC) by the Speaker of the 10<sup>th</sup> Assembly, House of Representatives, Rt. Hon. Abbas Tajudeen, FNIPR.

Immense gratitude goes to our supervising Minister for Information and National Orientation, Alhaji Idris Mohammed, fnipr for making it possible to have an array of former ministers of Information to share deep thoughts at the special Spokespersons clinic session at the event.

We want to celebrate the commitment and hardwork of Dr. Sule Yau Sule, fnipr and members of his committee for investing so much time and personal resources to successfully host the 1<sup>st</sup> and 2<sup>nd</sup> Nigeria Spokespersons Summit.

Dr. Sule, who is the highest-ranking elected Council Member, has notified of his retirement from the Council, after serving the Institute meritoriously in over 5 Councils for a cumulative period of 10 years.



### **13.ELECTION OF REGULAR AND CONFERMENT OF HONORARY FELLOWS**

The Fellowship Advisory Committee has initiated a more thorough screening exercise to process the applications of members seeking regular upgrade to the highest rank of Fellows of the Institute. To this end, some professional Fellows who have been duly processed as Fellows-designate are presented today for decoration following the approval of Council.

Council had also approved the conferment of honorary fellowship to deserving Nigerians for their contributions to the Nigerian Institute of Public Relations in particular and the Federal Republic of Nigeria in general, as we all have witnessed today.

On behalf of the current Council, I extend our warmest congratulations once again and urge the new Fellows, regular and honorary, to see this upgrade as a call to more service to the Institute and the nation at large.

### **14.COMPLIANCE AND ENFORCEMENT OF THE NIPR ACT**

Dear Colleagues, we have mounted strict compliance operations which are beginning to yield results in the battle against quackery. About three organisations has rescinded their decisions in posting unregistered practitioners to man public relations positions with apologies while affected officers are ready and seeking entrance into membership of the institute.

The Institute through the law enforcement agents is prosecuting a quack apprehended while organising training in the name of a chapter of the institute. He is currently on trial and now remanded in prison custody pending perfection of his bail conditions.

This is to warn those still engaging in quackery that their days are numbered. The Compliance and Enforcement committee led by Major General Chris Olukolade (Rtd), fnipr, shall get you.

### **15.NIGERIA PUBLIC RELATIONS WEEK**

The Nigeria Public Relations Week was conceived and offered to the Institute by one of our distinguished Fellow, Chief Yomi Badejo-Okusanya. He accepted to Chair the National Planning Committee of the first two editions of the Week, to help set the right framework and standard for hosting the events. As we round up the 2nd Nigeria Public Relations Week, we believe the initiative and innovation for a true professional congregation of the entire public relations family in Nigeria, has been rewarding to both the practitioners, government at different levels, and the nation has demonstrated the immense value of public relations to nation building and national development, We salute the commitment and sacrifice of the Chairman and Members of the National Planning Committee, for delivering a memorable 2nd NPRW, 'Ayaiya'.

### **16.PUBLICATION OF THE 3RD REGISTER OF MEMBERS**

In keeping to the NIPR Establishment Act, we recommenced the publication of Register of Members, after the first and only one was done in 1991. To the glory of God, the 2nd edition of NIPR Register of Members, with compendium of our laws, was published and presented at the Annual General Meeting

in Abeokuta in 2024. The 3rd edition will be circulated to members attending this Annual General Meeting, in appreciation of your sacrifice for being part of this great moment. It is not yet a perfect document, but work in progress, that will continue to be upscaled from one level to another.

### **17.ENGAGEMENT OF A NEW EXTERNAL AUDITOR**

In keeping with the mandate of the General Assembly at the 61st Annual General Meeting at Abeokuta in 2024, where the desire for a new auditor was expressed, Council approved the procurement of the services of a fresh Auditor through an open bidding and transparent process by the Establishment and Corporate Governance Committee. At the end of the rigorous process, bid from the firm of Wole Joshua & Co, Chartered Accountants, emerged most responsive to our needs and was engaged.

### **18.NATIONAL SECRETARIAT**

The National Secretariat has witnessed a lot of improvement with employment of additional staff to strengthen our operations. We are still not where we ought to be, as an Institute with professionalism and excellence as our motto.

To further mainstreaming service delivery at the National Secretariat, Council advertised for the positions of Director of Marketing and Head of Events and Protocol. I must report that the Establishment and Corporate Governance Committee was unable to find fit and proper persons among the applicants who are our members to fill the two positions. The process will be reopened in due course.

I will like to commend the staff of the National Secretariat, led by the Registrar. They have worked very hard, most times under pressure, with limited hands and a lot of constraints in the last two years. There is certainly a lot of head room to be filled, in their conduct and operations, but a lot of progress has been made.

### **19.CHAPTER RELATIONS AND RESUSCITATION OF DORMANT CHAPTERS:**

Council has continued with its efforts in resuscitating dormant Chapters and strengthening weak ones. We appreciate the mentoring services of some chapters like Bauchi who saw to the recent resuscitation of Borno chapter. There are bright prospects in Zamfara, Taraba, Kebbi, Yobe, etc. chapters. The new Council will hopefully continue to focus on more chapter in life support, including Oyo chapter, Sokoto, Gombe, etc. chapters, to mention a few.

### **20.CHAPTER ADMINISTRATION AND OPERATIONS**

Council has noted the inherent weaknesses in the operations of the Chapters. As a result of this, many of our chapters are not operating optimally, while some are non-committal in discharging their responsibilities.

In some cases, some chapters have operated outside the laws of the Institute, setting up their own practices. The Council has seriously resisted the temptation of dissolving some Chapter executives, who have the tendency of taking off on courses strange to the administration and operations of the Institute. Some chapters would want to dictate to the Institute how application of intending members



will be processed to become members of the Institute, including dictating how many pre-meetings will be attended before applying for membership.

That era is gone! While we acknowledge the place of Chapter Chairmen in processing new members, and have provided for that in the digital migration process, the inability of some Chairmen to learn and adapt to the new process will not hinder operations of the Institute. Chapter Chairmen should make efforts to learn and be educated on our processes, and avail themselves of the Institute's process and procedure.

For the avoidance of doubt, Chapters of NIPR are a creation of NIPR Bye Law, and governed by the Council of the Institute. Going forward, we will not fail to wield the big stick if the situation arises in future. We pray it would not get to that in any of the chapters.

However, to facilitate effective management of relationship between Chapters and National Secretariat, we have established a desk manned by a Chapter Relations Officer, in the person of Mr. Sunday Oda. The Officer will be available to handle matters arising from the chapters on first line basis.

## **21. INTRODUCTION OF CREDIT POINTS**

The Credit points is a system the Institute has put in place to monitor members engagement in Institute activities and professional growth.

Members have the option of attending training programmes, conferences and other learning events put together by the Institute. They can attend programmes organized by other professional associations which are related to Public Relations and Communications and would be graded for writing and publishing industry related materials. These events have been awarded different points based on their relevance and costing.

It is a system that rewards members with points which can be accumulated on an annual basis and can be accumulated for upgrade purposes for the membership levels that need upgrading, as well as other opportunities and considerations of the Institute.

Members would be enabled to upload certificates after completion of these programmes on the membership portal which would award these points automatically. This innovation is expected to be implemented with effect from January 5th, 2026. A breakdown of the point system and other details will be published in the Institute's website by August 4th, 2025.

## **22. AWARDS FOR CHAPTERS WITH HIGHEST NUMBER OF DELEGATES AT NIGERIA SPOKESPERSONS SUMMIT AND NIGERIA PUBLIC RELATIONS WEEK**

We have introduced this initiative for our two flagship programmes – Nigeria Spokespersons Summit and Nigeria Public Relations Week. This is to encourage chapters that go the extra mile to mobilise their members to attend national programmes.

## **23. COUNCIL CONSULTATIVE ACTIVITIES**

The Council has continued to engage regularly with Chapter Chairmen, Members, Fellows throughout the period under focus to sieve ideas and gauge perception while encouraging members towards positive contributions for the benefit of the institute and the profession.

## **24. CONSOLIDATING THE NEW DAWN**

Today's election of new Members of Council is expected to usher in the process of consolidating the new dawn. While we will make determined effort to complete the ongoing projects, the incoming Council will be expected to explore some new areas of frontiers to widen the acceptance and influence of the Institute.

Some of these new areas include the following:

i. Establishment of Annual Nigeria Public Relations Prizes and Awards

This is a new initiative to recognise, promote and celebrate exceptional public relations practitioners, icons and friends of the public relations and communication industry annually. It is proposed that the event will hold on the 7th of December each year.

ii. NIPR TV

To further deepen and strengthen its intervention in reputation building and management of the nation, the Institute is leveraging its partnership with leading broadcast media in Nigeria to introduce a television service. This will begin as a programme episode titled 'Reputation First', and eventually transform into an independent television broadcast organisation.

iii. Publication of Nigeria Public Relations Research Reports

We received a proposal from a member of the Institute, Prof. Oscar Odion Odiboh to partner with the Institute in the publication of 'Nigeria Public Relations Research Reports, with the Institute as the Publisher. The Education Advisory Board is reviewing and processing the partnership.

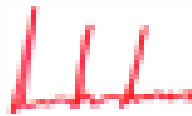
iv. Opening of New Partnerships

We will explore partnership with credible organisations in related sectors, such as, the Nigeria Bar Association, Nigeria Labour Congress, Civil Society Organisation, Traditional Institutions, Faith Based Organisations, etc.

## **25. Conclusion**

As we stand down as a Council, hoping to birth a new council, I want to on behalf of the outgoing Council thank the entire body of practitioners for making this tenure a memorable one. May the Institute grow from strength to strength, with our collective efforts as we look forward to hosting the world at the World Public Relations Forum in Abuja in 2026.

Thank you and God bless.



**Dr. Ike Neliaku, fnipr**

President, Chairman of Council

Nigerian Institute of Public Relations (NIPR)



Suite 4, Block A, A R O Plaza, Plot 2105  
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[www.niprng.org.ng](http://www.niprng.org.ng)

## **Annual Report and Financial Statements**

FOR THE YEAR ENDED MARCH 31, 2025



# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

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# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## CORPORATE INFORMATION

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### Governing Council

- |   |   |  |
|---|---|--|
| 1. Dr. Ike Neliaku fnipr                      | - | President & Chairman of Council<br>FCT Chapter                   |
| 2. Prof. Emmanuel S. Dandaura fnipr, FNAL     | - | Vice President &<br>Vice Chairman of Council<br>Nasarawa Chapter |
| 3. Dr. Sule Ya'u Sule fnipr                   | - | Kano Chapter   |
| 4. Mr. Akin Agbejule fnipr                    | - | Niger Chapter  |
| 5. Mrs. Olubunmi Adedoyin Badejo fnipr        | - | FCT Chapter  |
| 6. Prof. Kate Azuka Omenugha fnipr            | - | Anambra Chapter  |
| 7. Mallam Bashir Adamu Chedi fnipr            | - | Kaduna Chapter   |
| 8. Prince Ford ObiOzumba fnipr                | - | Imo Chapter  |
| 9. Dr. Saudat Salah Abdulbaqi fnipr           | - | Kwara Chapter  |
| 10. Mrs. Thelma Chika Okoh mnipr              | - | Lagos Chapter  |
| 11. Comrade Ini Ememobong Essien mnipr        | - | Akwa Ibom Chapter  |
| 12. Mallam Kabir Ali Kobi mnipr               | - | Bauchi Chapter   |
| 13. Pastor Paulinus Enyindah Nsirim mnipr     | - | Rivers Chapter   |
| 14. Prof. Sarah Benjamin Lwahas mnipr         | - | Plateau Chapter  |
| 15. Mr. Adaramola Temitope mnipr              | - | Ogun Chapter   |
| 16. Dr. Adewale Oladipo Oyekanmi mnipr        | - | Osun Chapter   |
| 17. Mr. Bajulaiye Olanrewaju Adetokunbo anipr | - | Lagos Chapter  |

### Federal Government Nominees

- |   |   |                                 |
|---|---|---------------------------------|
| 18. Brig. Gen. S.K. Usman (Rtd), fnipr, mni | - | FCT Chapter                     |
| 19. Hajiya Maryam Mohammed Sanusi fnipr     | - | FCT Chapter                     |
| 20. Mr. Jibrin Baba Ndace                   | - | Niger Chapter                   |
| 21. Dr Suleiman Haruna, anipr               | - | FCT Chapter                     |
| 22. Mr. Lanre Issa-Onilu                    | - | Lagos Chapter                   |
| 23. Chief Uzoma Onyegbadue, fnipr           | - | Registrar, Secretary to Council |

### HEADQUARTERS:

Suite 4, Block A, A R O Plaza, Plot 2105  
Herbert Macaulay Way, Wuse, Zone 6  
Federal Capital Territory, Abuja,

### WEBSITE :

[www.niprng.org.ng](http://www.niprng.org.ng)

### E-MAIL :

[info@niprng.org.ng](mailto:info@niprng.org.ng)

### External Auditors:

#### **WOLE JOSHUA & CO.**

(CHARTERED ACCOUNTANTS)

B14, Real Tower Centre

Ekukinam Street, Utako, Abuja

### Principal Banker:

Zenith Bank Plc

United Bank for Africa Plc

EcoBank Plc

Union Bank Plc



**MISSION AND VISION**

**MISSION:**

To be the foremost professional body committed to advancing excellence, ethical standards, and global best practices in the field of public relations in Nigeria, thereby enhancing national development and societal trust through effective communication.

**VISION:**

To regulate and develop the practice of public relations in Nigeria by enforcing a statutory code of ethics, providing continuous professional development opportunities, promoting public understanding of the profession, and fostering responsible communication that contributes to sustainable national progress.



# **NIGERIAN INSTITUTE OF PUBLIC RELATIONS**

## **GOVERNING COUNCIL'S REPORT**

---

### **1 Accounts**

The Governing Council have the pleasure in presenting the Annual Reports together with Audited Financial Statements for the year ended March 31, 2025

### **2 Legal Form**

The Nigerian Institute of Public Relations (NIPR) was established in 1963. The body attained the status of a Chartered Institute in June 1990 through Decree No. 16 (now an Act of the National Assembly, cited as CAP N114 LFN 2004) from which it derives the power and responsibility to register members, set parameters of knowledge to acquire to qualify to practise, regulate the practice and development of the PR Profession as well monitor professional conducts through an established Code of Ethics, amongst others. The law stipulates standard academic and professional qualifications required for admission into the Institute. As the sole regulator of Public Relations practice in Nigeria, the Institute is supervised by the Federal Ministry of Information and National Orientation.

### **3 Membership**

Membership Nominal Roll stood at 31,651 with 8,307 being financial members as at the year ended, March 31, 2025

### **4 Principal Activities and Operational Review**

#### **• Regulation and Accreditation**

Nigerian Institute Of Public Relations is empowered to determine who is qualified to be a public relations practitioner in Nigeria and to register such persons accordingly. It ensures that only properly certified professionals practice in accordance with the institute's Code of Ethics and Professional Standards.

#### **• Professional Certification and Development**

Through its Master Class Series and Mandatory Continuing Professional Development (MCPD) programmes, the Institute provides avenues for continuous learning and certification for both emerging and seasoned practitioners. These structured training sessions are aimed at enhancing competency, ethical conduct, and leadership in communication practices.

#### **• Promotion of Standards and Ethical Practice**

Nigerian Institute Of Public Relations sets and enforces professional standards and codes of conduct to ensure responsible communication. It monitors compliance with ethical guidelines across private, public, and not-for-profit sectors.

#### **• Knowledge Dissemination through Conferences and Annual Lectures**

The Institute hosts an Annual National Conference and General Assembly, which serve as the highest policy-making and professional development forum for the public relations industry in Nigeria. Additionally, the NIPR Annual Lecture Series provides a platform for high-level discourse on national issues, offering public relations perspectives on governance, development, and nation-building.

#### **• Public Advocacy and National Engagement**

The Institute plays a strategic advisory role on national reputation management, public policy communication, and citizen engagement. It interfaces with government agencies, the private sector, and civil society to elevate the strategic relevance of public relations in national development.

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## GOVERNING COUNCIL'S REPORT

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- *Chapter Coordination and Grassroots Engagement*

Through its state chapters, NIPR extends its reach across Nigeria by conducting local MCPD sessions, member engagement, and public enlightenment activities, thereby deepening professionalism at all levels.

### **Coverage**

The NIPR has Chapters across the thirty-six (36) States of the Federation and the Federal Capital Territory (Abuja), each Chapter is headed by an elected Chairman who is assisted by a Vice Chair and other Executive Committee members.

### **Activities**

- Training
  - Executive Membership
  - Training (MCPD)
  - Annual Lectures
  - Conferences
- Education
  - Educational Advisory
  - Examination
  - Study Center
- Membership
  - Membership Upgrade
  - New Application
  - Recertification of Membership
  - Nigeria Public Relations Week

## **5 Property, Plant and Equipment**

Movement in Property, Plant and Equipment during the year is as shown on page 20, Note 4 to the Financial Statements. In the opinion of the Management Team, the market value of the Institute's property is not less than the value shown in the Financial Statements, except where it was accounted for at the Cost at which the asset was Purchased or Constructed in line with the International Financial Reporting Standards (IFRS).

## **6 Events After the Financial Period**

There are no Post Balance Sheet Events which could have had material effect on the state of affairs of the Institute as at March 31, 2025 and the Surplus/(Deficit) for the year ended on that date which have not been provided for or disclosed in these Financial Statements.

## **7 Contingent Liabilities**

The Institute assessed the effects of Contingent Liabilities to ascertain whether it has adjusting effects on the current year Financial Statements. There were no contingent Liabilities of adjusting effects within the year.

For the purpose of disclosure, the Institute adopted the most pessimistic opinion of the Legal team in concluding that the Litigation in respect of the Institute's Unsettled Liabilities would not have any effect on the Assets or Liabilities of the Institute on the Future or Current year Financial Statements.

### 8 Employment and Employee

#### - **Employment of Physically Challenged Persons**

It is the policy of the Institute that there is no unfair discrimination in considering applications for employment including those from physically challenged persons.

All employees whether or not physically challenged are given equal opportunities to develop their experience and knowledge and to qualify for promotion in furtherance of

#### - **Health, Safety and Welfare of Employees**

Health, welfare and safety regulations are enforced within the Institute's premises and employees are aware of existing regulations. The Institute provides subsidies to all level of employees for medical, transportation etc. costs. In this regards, employees are advised to choose a clinic of their choice for easy medical care administration in accordance with the National Health Insurance Act. There is also group life insurance scheme for all categories of staff.

Incentive schemes are designed to meet the circumstance of each individual and implemented wherever appropriate and some of these schemes include payment of housing allowance.

The Institute maintains a contributory pension and gratuity scheme. However, in compliance with the Pension Reform Act 2014, the employer and employee respectively contribute 20% and 8% of pensionable emoluments. The Institute's contributions are deducted and remitted at source.

The Employer's Contribution to the Employee Pension Fund is as disclosed on Page 22, Note 19 to the Financial Statements

#### - **Employment involvement and training**

The Institute is committed to keeping employees fully informed as much as possible regarding the Institute's performance and progress. Employee's views and actions are called to bear whenever practicable on matters, which particularly affect them as employee.

#### - **Employment involvement and training**

Management, professional and technical expertise are the Institute's major assets and investment in their further development continues.

The Institute's skill base has been expanded by range of training provided to enhance the opportunities for career development of its employees. Training is carried out at various levels through in-house and external courses.

### 9 Donations and Gifts

No donation was made to Political or Charitable Institutions and Organizations during the year (2024: Nil). The Institute did not make any donation or gift to any political party, political association or for any political purpose during the year (2024: Nil)

### 10 External Auditors

The Auditors, Wole Joshua & Co., having indicated their willingness to continue in office, shall continue in office.



.....  
**Chief Uzoma Onyegbadue, fnipr**  
**Registrar, Secretary to Council**

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## TREASURER'S REPORT AS AT MARCH 31, 2025

---

I am pleased to present the year 2025 Financial Statements which were considered and recommended by the Governing Council at its special meeting, for your consideration and approval.

Below are the highlights of the 2025 Financial Statements:

	Period to March 31, 2025 ₦'000	2024 ₦'000	Change %
<b>ASSETS EMPLOYED</b>			
Non current assets	46,484,197	6,287,263	639%
Current assets	324,759,364	69,292,690	369%
Current liabilities	<u>17,064,859</u>	<u>24,573,221</u>	-31%
<b>Net assets</b>	<u><b>388,308,420</b></u>	<u><b>100,153,174</b></u>	288%
<b>ACCUMULATED FUNDS</b>			
Members' Fund	<u>106,434,473</u>	<u>51,006,732</u>	109%
<b>TOTAL FUND</b>	<u><b>106,434,473</b></u>	<u><b>51,006,732</b></u>	
<b>TURNOVER AND EARNINGS</b>			
Revenue	<u>408,986,732</u>	<u>226,376,775</u>	81%
Surplus/(Deficits) before income tax	242,343,737	112,479,081	115%
Non Operational Expenses	<u>186,915,996</u>	<u>69,685,961</u>	168%
Surplus/(Deficits) for the year	<u>429,259,733</u>	<u>182,165,042</u>	136%
Other comprehensive income	<u>0</u>	<u>0</u>	0%
Surplus/(Deficits) after Other comprehensive	<u><b>429,259,733</b></u>	<u><b>182,165,042</b></u>	136%

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF  
AFRICAN INSTITUTE OF PUBLIC RELATIONS  
REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

**Figure 1**

**Our Opinion**  
We have examined the financial statements of the company included in Exhibit 12. In our opinion, the company's financial statements are

- The Statement of Financial Position as at March 31, 2009;  
The Statement of Income and Expenses for the year then ended;  
The Statement of Changes in Equity for the year then ended;  
The Statement of Cash Flows for the year then ended; and

Supplementary of significant accounting policies are Pages 15 to 19 and other explanatory information are set out in pages 20 to 24.

In its opinion, the accompanying Financial Statements give a true and fair view of the financial position of the Nigerian Institute of Public Relations as at March 31, 2005 and of its financial performance and its cash flows for the year then ended in the manner required by the Companies and Allied Matters Act 2000 and in accordance with Statement of Accounting Standards issued by the Financial Reporting Council of Nigeria.

### Results and Discussion

**Basis of Opinion**  
We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those Standards are further described in the Auditor's responsibilities for the audit of the Financial Statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

[illegible]

**Our Independence**  
We are independent of the Institute in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code). We have fulfilled our other ethical responsibilities in accordance with the IESBA Code.

Similarly, our firm WOLFE KIRKMAN & CO. (CHARTERED ACCOUNTANTS) did not provide any non-audit services to the Institute during the year.

Information other than the Financial Statements and Audit Report thereon

Information other than the Financial Statements and Audit report thereon. The Institute is responsible for the other information. The other information comprises the report of the Management Team, Financial Highlights and Financial Summary but does not include the Financial Statements and our audit thereon.

Our opinion on the Financial Statements does not cover the other information and we do not express any form of assurance conclusion thereon.

any form of assurance conclusion thereon.

In accordance with our audit of the Financial Statements, our responsibility is to read the other information specified above and, in doing so, consider whether the other information is materially inconsistent with the Financial Statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

of this author's report, we conclude that there is a rational employment of this other information, and are inclined to report that fact. We have nothing to report in this regard.



Forrest, J. and J. Thompson  
Non-quantitative Methods  
for Measuring and Assessing  
Human Factors in the Workplace

**Audit - Computer - International Advisory Services - Corporate & Investment Services - Real Estate and Personal Asset Management Services Audit & Finance - Insurance Information - Other Financial Services**

### **Responsibilities of the Institute's Management for the Financial Statements**

The Institute is responsible for the preparation of Financial Statements that give a true and fair view in the manner required by the Company and Allied Matters Act, 2020, the Financial Reporting Council of Nigeria Act, 2011, and for such internal control as the Institute determines is necessary to enable the preparation of Financial Statements that are free from material misstatement whether due to fraud or error.

In preparing the Financial Statements, the Institute is responsible for assessing its ability to continue as a going concern, disclosing as applicable, matters related to going concern basis of accounting unless the Institute either intend to liquidate its activities or to cease operations or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Institute's financial reporting process.

### **Auditor's Responsibilities for the audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the Financial Statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these Financial Statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Financial Statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Institute's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Institute.
- Conclude on the appropriateness of the Institute's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Institute's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Financial Statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Institute to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Financial Statements, including the disclosures, and whether the Financial Statements represent the underlying transactions and events in a manner that achieves fair presentation.
- We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Joshua Oluwole, FCA  
FRC/2019/ICAN/00000019566  
**For : WOLE JOSHUA & CO.**  
**(CHARTERED ACCOUNTANTS)**  
**Abuja, Nigeria.**

**Date: ...May 20, 2025..**



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- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Institute's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Institute.
- Conclude on the appropriateness of the Institute's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Institute's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Financial Statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Institute to cease to continue as a going concern.
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- We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**For : WOLE JOSHUA & CO.**  
**(CHARTERED ACCOUNTANTS)**  
**Abuja, Nigeria.**

Joshua Oluwole, FCA  
FRC/2019/ICAN/00000019566

**Date: .....**

# ***NIGERIAN INSTITUTE OF PUBLIC RELATIONS***

## ***STATEMENT OF REVENUE AND EXPENDITURE***

**FOR THE PERIOD ENDED MARCH 31, 2025**

		<b>Period to March 31, 2025</b>	<b>2024</b>
	<i>Notes N°</i>	<b>₦</b>	<b>₦</b>
<b><i>REVENUE</i></b>			
Registration & Examination	12	14,648,080	14,250,800
Subscription & Induction	13	73,580,150	66,319,975
Certification	14	39,685,400	32,082,000
MCPD & Workshops	15	167,415,809	107,836,000
Sundry Income	16	<u>113,657,293</u>	<u>5,888,000</u>
		<b><u>408,986,732</u></b>	<b><u>226,376,775</u></b>
Less: Operational Expenditure	17	<u>166,642,995</u>	<u>113,897,694</u>
<b>Surplus of Income Over Operational Expenditure</b>		<b><u>242,343,737</u></b>	<b><u>112,479,081</u></b>
<b>Other Expenses</b>			
General & Administrative expenses	18	114,646,648	42,089,185
Personnel Cost	19	68,786,282	24,301,323
Depreciation & Amortisation	20	<u>3,483,066</u>	<u>3,295,453</u>
		<b>186,915,996</b>	<b>69,685,961</b>
<b>Surplus/Deficit for the year</b>		<b><u>55,427,741</u></b>	<b><u>42,793,120</u></b>

The Statement of Accounting Policies on page 15 to 19 and Notes on pages 20 to 24 form part of these Financial Statements.  
Auditors' report on page 9 & 10



# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2025

	Notes	Period to March 31, 2025 ₦	2024 ₦
<b>ASSETS:</b>			
<b>NON CURRENT ASSETS</b>			
PROPERTY, PLANT & EQUIPMENT	4	22,804,197	6,287,263
WORK IN PROGRESS	5	22,750,000	-
INVESTMENT (NIPR University)	6	930,000	-
		<u>46,484,197</u>	<u>6,287,263</u>
<b>CURRENT ASSETS</b>			
FEES & OTHER RECEIVABLES	7	87,532,468	35,373,509
CASH & CASH EQUIVALENTS	8	237,226,896	33,919,181
		<u>324,759,364</u>	<u>69,292,690</u>
<b>TOTAL ASSETS</b>		<u><u>371,243,561</u></u>	<u><u>75,579,953</u></u>
<b>FUNDS AND LIABILITIES:</b>			
MEMBERS FUND	9	106,434,473	51,006,732
OTHER FUND	10	247,744,230	-
		<u>354,178,702</u>	<u>51,006,732</u>
<b>CURRENT LIABILITIES:</b>			
TRADE PAYABLES	11	17,064,859	24,573,221
		<u>17,064,859</u>	<u>24,573,221</u>
<b>TOTAL FUNDS AND LIABILITIES:</b>		<u><u>371,243,561</u></u>	<u><u>75,579,953</u></u>

The Financial Statements on pages 12 to 24 were approved by the Governing Council on

..... / ..... / ..... and signed on it behalf by:

  
 .....  
 Dr. Ike Neliaku fnipr  
 President & Chairman of Council

  
 .....  
 oma Onyegbadue, fnipr  
 Registrar, Secretary to Council

The Statement of Accounting Policies and Notes to the accounts  
 on pages 20 to 24 form part of these Financial Statements.  
 Auditors' report on page 9 & 10

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## STATEMENT OF CHANGES IN FUNDS FOR THE PERIOD ENDED MARCH 31, 2025

		<b>AS AT MARCH 31, 2025</b>		
<b>MOVEMENT IN FUNDS:</b>		<b>ACCUMULATED FUNDS</b>	<b>OTHER COMPREHENSIVE INCOME</b>	<b>TOTAL</b>
	Note	₦	₦	₦
<b>Balance as at January 01, 2024</b>		<b>51,006,732</b>	<b>-</b>	<b>51,006,732</b>
Grants & Special Donation	10.b	-	247,744,230	247,744,230
Surplus for year	9 b	55,427,741	-	55,427,741
<b>Changes for the year</b>		<b>55,427,741</b>	<b>247,744,230</b>	<b>303,171,970</b>
<b>Balance as at March 31, 2025</b>		<b>106,434,473</b>	<b>247,744,230</b>	<b>354,178,702</b>

		<b>AS AT DECEMBER 31, 2023</b>		
<b>MOVEMENT IN FUNDS:</b>		<b>ACCUMULATED FUNDS</b>	<b>OTHER COMPREHENSIVE INCOME</b>	<b>TOTAL</b>
		₦	₦	₦
<b>Balance as at January 01, 2023</b>		<b>8,213,612</b>	<b>-</b>	<b>8,213,612</b>
Grants & Special Donation	10.b	-	-	-
Surplus for year	9 b	42,793,120	-	42,793,120
<b>Changes for the year</b>		<b>42,793,120</b>	<b>-</b>	<b>42,793,120</b>
<b>Balance as at December 31, 2023</b>		<b>51,006,732</b>	<b>-</b>	<b>51,006,732</b>

The Statement of Accounting Policies and Notes to the accounts  
on pages 20 to 24 form part of these Financial Statements.  
Auditors' report on page 9 & 10

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## STATEMENT OF CASH FLOW

FOR THE PERIOD ENDED MARCH 31, 2025

	Period to March 31, 2025 ₦	2024 ₦
<b>Cash flow from Operating Activities:</b>		
Surplus for the year	55,427,741	42,793,120
Depreciation of Property, Plant and Equipment	3,483,066	3,295,453
<b>Cash Flow Before Changes in Working Capital:</b>	<b>58,910,807</b>	<b>46,088,573</b>
Changes in Receivables	(52,158,959)	(30,346,442)
Changes in Payables	(7,508,362)	14,996,475
<b>Net Cash Used in Operating Activities</b>	<b>(756,514)</b>	<b>30,738,606</b>
<b>Cash flow from Investing and Financing Activities:</b>		
Investment in NIPR University	(930,000)	-
Special Grants	247,744,230	-
Additional/(Completed) Work In Progress for the year	(22,750,000)	-
(Acquisitions)/Disposal Non Current Assets	(20,000,000)	-
<b>Changes in Cash and Cash Equivalents</b>	<b>203,307,715</b>	<b>30,738,606</b>
Cash and Cash equivalents at January 01,	33,919,182	3,180,576
<b>Cash and Cash equivalents at March 31,</b>	<b>237,226,897</b>	<b>33,919,182</b>

The Statement of Accounting Policies and Notes to the accounts on pages 20 to 24 form part of these Financial Statements.  
Auditors' report on page 9 & 10

# **NIGERIAN INSTITUTE OF PUBLIC RELATIONS**

## **STATEMENT OF ACCOUNTING POLICIES**

### **FOR THE YEAR ENDED MARCH 31, 2025**

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The following are the significant accounting policies adopted and consistently applied by the Management Team of the NIGERIAN INSTITUTE OF PUBLIC RELATIONS in the preparation of its General Purpose Financial Statements for the period ended March 31, 2025:

#### **1 Basis of Accounting**

These financial statements are prepared on an accrual basis of accounting by the International Financial Reporting Standards (IFRS) and the Financial Regulations Act. The Institute applied the historical cost principle except where stated. Accounting policies have been applied consistently throughout the year.

The Institute's financial year is from April 01, to March 31, annual as contained in the Institute's Act. In order to comply with this, the Institute has prepared the current year Financial Statement from January 01, 2024 to March 31, 2025

Amounts are rounded to the nearest thousand, unless otherwise stated.

##### **1.1 Legal form**

Nigerian Institute Of Public Relations (The Institute) Hitherto Known As The Public Relations Association Of Nigeria, Was Established In 1963 Through The Pioneering Efforts Of Dr Sam Epelle, Alex Nwokedi, Aduke Alakija, Theo Awobogu, Kunle Ojora, Wilton High And Dan Agbakova. The Body Attained The Status Of A Chartered Institute Through Decree No. 16 Of 1990 (Now An Act Of The National Assembly, Cited As Cap N114 Laws Of The Federation Of Nigeria Lfn2004).

##### **1.2 Principal Activity**

The Law empowers the Nigerian Institute of Public Relations to register members, regulate and monitor the practice/development of the PR Profession as well as monitor professional conduct through an established Code of Ethics and Professional Conduct. The law also stipulates academic and professional qualifications required for admission into the Institute. As the sole regulator of Public Relations practice in Nigeria, the Institute is supervised by the Federal Ministry of Information and National Orientation.

##### **1.3 Composition of financial statements**

The financial statements are drawn up in naira (₦), the functional currency of the Institute. The following are the components of the financial statements in accordance with International Financial Reporting Standards (IFRS), CAMA 2020 and in the manner required by the Financial Reporting Council of Nigeria Act, 2011.

- Statement of financial position
- Statement of Income and Expenditure
- Statement of changes in Funds
- Statement of cash flows
- Notes to the financial statements.

#### **2 Basis of preparation and measurement**

##### **2.1 Statement of compliance**

The Institute's financial statements for the year ended March 31, 2025 and the accompanying comparative financial statement relate to the full year ended March 31, 2024 are presented in accordance with, and comply with, International Financial Reporting Standards (IFRS) and International Reporting Interpretations Committee (IFRIC) interpretations issued and effective for the periods presented.

##### **2.2 Functional and presentation currency**

Items included in the financial statements of the Institute are measured using the currency of the primary economic environment in which the entity operates ('the functional currency'). The functional currency and presentation currency of the Institute is the Nigerian Naira (₦). Except as indicated in these financial statements, financial information presented in Naira has been rounded to the nearest thousand.

**NIGERIAN INSTITUTE OF PUBLIC RELATIONS**  
**STATEMENT OF ACCOUNTING POLICIES**  
**FOR THE YEAR ENDED MARCH 31, 2025**

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**2.3 Going concern status**

In preparation of financial statements, management makes an assessment of the Institute's ability to continue as a going concern. Financial statements are prepared on a going concern basis unless management either intends to liquidate the Institute or cease operations, or has no realistic alternative but to do so. This assessment is usually expected to span at least a period of 12 months after the end of the reporting period.

These Financial Statements have been prepared in accordance with the provisions of the Statute establishing the Institute and Presented in Nigeria Naira (₦) which is the reporting currency of the entity.

**2.4 Critical accounting estimates**

Preparing financial statements in accordance with IFRS requires the Institute to make estimates, judgments and assumptions in the selection and application of accounting policies and in the reported amounts of assets, liabilities, revenues and expenses. For this reason, actual results may differ from those estimates.

Accounting estimates and underlying assumptions are reviewed on an on - going basis, and revisions to estimates are recognized in the year in which the estimates are revised and in any future year affected. Significant estimates and assumptions that may result in material adjustments in future years include: actuarial measurement of employee benefits; selection of useful lives and the depreciation/amortization method for property, plant and equipment/intangible assets; impairment on assets; classification of financial instruments; and contingent assets and liabilities.

**3 Basis of measurement**

The financial statements have been prepared under the historical cost basis except for the following:

- Investment properties measured at fair value.

**Financial assets measured at:**

- amortized cost.
- fair value through other comprehensive income (FVTOCI).
- fair value through profit or loss (FVTPL)

**Financial liabilities measured at:**

- amortized cost.
- fair value through profit or loss (FVTPL)
- Defined benefit obligations measured at the discounted future value of all expected future obligations plus past service costs and actuarial loss less actuarial gains.
- Inventory measured at lower of cost and net realisable value.

**Future accounting pronouncements**

**4 Application of new and revised International Financial Reporting Standards (IFRSs)**

**4.1 New accounting standards, amendments and interpretations issued but not yet effective**

The following revisions to accounting standards and pronouncements were issued but are not yet effective. Where IFRSs and IFRIC Interpretations listed below permits early adoption, the Institute has not applied any in the preparation of these financial statements.

The full impact of these IFRSs and IFRIC Interpretations is currently being assessed by the Institute, but none of these pronouncements are expected to result in any material adjustments to the financial statements.

**5 Significant accounting policies**

The significant accounting policies applied in the preparation of the financial statements are set out below:

**6 IFRS 15: Revenue**

Revenue is measured at the fair value of the consideration received or receivable for services, in the ordinary course of the Institute's activities. "The Institute recognises fees and subscriptions to depict the transfer of promised services to members and students in an amount that reflects the consideration to which it expects to be entitled in exchange for those services".

A valid contract is recognised as revenue after;

- 'i. identify the contract with the Members
- 'ii. identify each of the performance obligations included in the contract,
- 'iii. determine the amount of consideration in the contract,
- 'iv. allocate the consideration to each of the identified performance obligations and
- 'v. recognise revenue as each performance obligation is satisfied.

The Institute recognises revenue from the following activities:

- Fees and subscription
- Conferences and courses
- Training and Master Class
- Donations, Event and Others

Revenue from Members is recognised when the following conditions are met:

Revenue for providing these services are recognised in the accounting period in which the services are provided. Each of the services are a separate performance obligation. Fees and subscription are recognised over time as the service is provided while all other revenue are recognised at a point in time.

**6 b Collectability assessment on whether consideration is probable**

The institute has applied judgement in assessing whether collectability is probable. For membership subscription, the Institute has assessed that collectability is probable for only members that have been active within the last three (3) years. This means that even though these active members may not have paid the membership fees for or in the current period, the likelihood of payment is more than 50%.

Provisions for Credit Losses and Expected Credit Losses are provided for by the Governing Council as at the year end. After review

**6 c Donations to the Institute**

The Institute receives donation from its members and other stakeholders, which are generally non-reciprocal transfers, involve transfers from entities other than the owners and these contributions are voluntary. These donations whether cash or asset (e.g. Property, Plant and Equipment) shall be recognized as income in the period it is received or receivable when and only when all the following conditions have been satisfied:

- There is irrevocable commitment from the donor to the Institute
- It is probable that the economic benefits arising from the donation will flow to the Institute and
- The amount of the donation can be measured reliably.

**6 d Donations by the Institute to institutions and others**

The Institute from time to time as a way to increase it's awareness among Nigerian students which in turn would increase students' enrolment of it's examination and as part of its corporate social responsibility (CSR) donates by way of non-reciprocal transfers in form of cash and/or assets (e.g. property, plant and equipment). In either way donation by cash or asset shall be accounted in the Institute's financial statement as follows;

- Donation by way of cash transfers shall be expensed during the year. Donations for the year is as disclosed on Page 24, Note 18 to the Financial Statements
- Donations by way of assets would be accumulated through Work In Progress and on completion this will fully handed over to the recipients



**NIGERIAN INSTITUTE OF PUBLIC RELATIONS**  
**STATEMENT OF ACCOUNTING POLICIES**  
**FOR THE YEAR ENDED MARCH 31, 2025**

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**7 Foreign currency transactions**

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of foreign currency transactions and from the translation at exchange rates of monetary assets and liabilities denominated in currencies other than the Institute's functional currency are recognized in Income and Expenditure within finance income/ expense. Monetary items denominated in foreign currency are translated using the closing rate as at the reporting date. Non-monetary items that are measured based on historical cost in a foreign currency are not translated.

**8 Employee Benefits**

**8.1 Wages, salaries and annual leave**

Wages, salaries, bonuses, other contributions, paid annual leave and sick leave are accrued in the period in which the associated services are rendered by employees of the Institute.

**8.2 Defined Contribution Scheme**

The Institute operates a defined contribution retirement benefit scheme for its employees. A defined contribution plan is a pension plan under which the Institute pays fixed contributions into a separate entity. In a defined contribution plan, the actuarial risk falls 'in substance' on the employee. The employee contributes 8% while the Institute contributes 20% of the emoluments (basic, housing and transport allowance). The Institute has no legal or constructive obligations to pay further contributions if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

The assets of this scheme are held by pension fund administrators, which are funded by contributions from both the employee and the Institute. The contributions are recognised as employee benefit expense when they are due. Prepaid contributions are recognised as an asset to the extent that a cash refund or a reduction in the future payments is available. The Institute operates only a defined contribution pension scheme.

**9 Cash and Cash Equivalents**

Cash and cash equivalents as shown in the statement of financial position comprise cash in hand or bank, deposits held at call with banks and time deposits which are readily convertible to cash with a maturity of three months or less.

**9.1 Statement of cash flows**

The statement of cash flows shows the changes in cash and cash equivalents arising during the period from operating activities, investing activities and financing activities.

The cash flows from operating activities are determined by using the indirect method. Net income is therefore adjusted by non-cash items, such as changes from receivables and liabilities. In addition, all income and expenses from cash transactions that are attributable to investing or financing activities are eliminated.

In the statement of cash flows, cash and cash equivalents includes cash in hand, deposit held at call with banks, other short term highly liquid investments with original maturities of three months or less. The cash flows from investing and financing activities are determined by using the direct method.

**10 Property, plant and equipment**

Property, plant and equipment are stated at cost less accumulated depreciation. Cost includes: expenditure that are directly attributable to the acquisition of the property, plant and equipment (PPE). Historical costs includes expenditure that is directly attributable to the acquisition of the item. When parts of an item of PPE have different useful life, they are accounted for as separate items of PPE. Costs relating to PPE under construction or in the process of installation are disclosed as capital work in progress. The cost attributable to each asset is transferred to the relevant category immediately the asset is available for use.



# **NIGERIAN INSTITUTE OF PUBLIC RELATIONS**

## **STATEMENT OF ACCOUNTING POLICIES**

### **FOR THE YEAR ENDED MARCH 31, 2025**

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Subsequent costs are included in the asset's carrying amount or recognized as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Institute and the cost can be measured reliably. All other repairs and maintenance costs are charged to the Statement of Income & Expenditure during the financial period in which they are incurred.

Construction work in progress is not depreciated. All such assets, once available for use are capitalised within the appropriate class of property, plant and equipment and subjected to the applicable depreciation rate in the year they are used.

Land is not depreciated by the Institute. Depreciation of other items of property, plant and equipment is calculated using the straight-line method to allocate their cost, less their residual values over their estimated useful lives, as follows:

<b>ASSETS CLASS</b>	<b>USEFUL YEARS</b>
Buildings	60%
Leasehold Land	2%
Plant and Machinery	12.50%
Motor Vehicles	12.50%
Furniture, fittings and equipment	10%
Graduation Gown	10%

Depreciation starts when assets are available for use. The assets' residual values and useful lives are reviewed annually, and adjusted if appropriate.

#### **11 Inventories**

Inventories are stated at the lower of cost and net realizable value. Net realizable value is the estimated selling price in the ordinary course of business, less any applicable selling expenses.

The cost of finished goods and work in progress is determined using the weighted average method and comprises raw materials, direct labour, other direct costs and related production overheads (based on normal operating capacity), incurred in bringing inventory to its present location and condition but excludes borrowing costs.

#### **12 Payables**

Payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Other payables are classified as current liabilities if payment is within one year or less. Otherwise, they are classified as non-current liabilities.

Payables are recognised initially at fair value and re-measured annually where they are denominated in foreign currencies.

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## NOTES TO THE FINANCIAL STATEMENTS

AS AT MARCH 31, 2025

4	PROPERTY, PLANT & EQUIPMENT	AS AT MARCH 31, 2025				
		LEASEHOLD LAND	MOTOR VEHICLE	OFFICE EQUIPMENT	ACADEMIC GOWN	OFFICE FURNITURE
ASSET CLASS		₦	₦	₦	₦	₦
Costs/Valuation:						
Balance as at January 01, 2024		248,093	13,912,500	7,566,489	3,340,000	1,431,287
Additions		20,000,000	-	-	-	-
Disposals		-	-	-	-	-
Balance as at March 31, 2025		20,248,093	13,912,500	7,566,489	3,340,000	1,431,287
Depreciation:						
Balance as at January 01, 2024		-	11,130,000	6,541,779	1,336,000	1,203,327
Charge for the year		-	2,782,500	334,000	334,000	32,566
Balance as at March 31, 2025		-	13,912,500	6,875,779	1,670,000	1,235,893

### Net Book Value:

As at December 31, 2023	248,093	2,782,500	1,024,710	2,004,000	227,960	6,287,263
As at March 31, 2025	20,248,093	-	690,710	1,670,000	195,394	22,804,197

	PROPERTY, PLANT & EQUIPMENT	AS AT DECEMBER 31, 2023				
		LEASEHOLD LAND	MOTOR VEHICLE	OFFICE EQUIPMENT	ACADEMIC GOWN	OFFICE FURNITURE
ASSET CLASS		₦	₦	₦	₦	₦
Costs/Valuation:						
Balance as at January 01, 2023		248,093	13,912,500	7,566,489	3,340,000	1,431,287
Additions		-	-	-	-	-
Disposals		-	-	-	-	-
Balance as at December 31, 2023		248,093	13,912,500	7,566,489	3,340,000	1,431,287
Depreciation:						
Balance as at January 01, 2023		-	8,347,500	6,395,392	1,002,000	1,170,761
Charge for the year		-	2,782,500	146,387	334,000	32,566
Balance as at December 31, 2023		-	11,130,000	6,541,779	1,336,000	1,203,327

### Net Book Value:

As at December 31, 2022	5,565,000	1,171,097	2,338,000	260,526	9,582,716
As at December 31, 2023	2,782,500	1,024,710	2,004,000	227,960	6,287,263

There was no capital expenditure authorized by the Council and contracted but not provided for in these accounts.  
Nigerian Institute Of Public Relations did not charge any of its assets to secure liabilities of third parties.

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## NOTES TO THE FINANCIAL STATEMENTS

AS AT MARCH 31, 2025

	Period to March 31, 2025	2024
	₦	₦
<b>5 WORK IN PROGRESS</b>		
Opening Balance	-	-
Additional:		
Construction Work Done in the year	22,000,000	-
Completed Building	750,000	-
Less: Completed Work	-	-
<b>Closing Balance</b>	<b>22,750,000</b>	<b>-</b>
	<i>Nigerian Institute of Public Relations Office Building .</i>	
<b>6 INVESTMENT</b>		
NIPR University	<b>930,000</b>	<b>-</b>
	<i>Nigerian Institute Of Public Relations Established its University in Nasarawa Satte. This amount represent the preliminary work done in establishing the Institution.</i>	
<b>7 FEES &amp; OTHER RECEIVABLES</b>		
Members Dues & Subscriptions	83,922,218	31,773,509
Dues from Secretariat Staff	875,000	100,000
Donations Receivables - Annual General Meeting/Assembly	360,250	2,750,000
Public Relations Consultants Association of Nigeria	2,375,000	750,000
	<b>87,532,468</b>	<b>35,373,509</b>
<b>8 CASH AND CASH EQUIVALENTS</b>		
UBA Plc US\$	17,902,225	5,615,711
UBA Plc Account 1	903,337	33,975
UBA Plc Account 2	3,361,702	12,696,713
<u>UBA Register of member</u>	7,933,463	-
UBA (National Spokespersons Awards)	3,792,607	-
UBA (National Spokespersons summit)	724,315	-
UBA (NIPR building Account )	20,488,853	-
UBA (NIPR University Account)	9,799,658	-
Zenith Bank 1 (NIPR Exams )	200,299	-
Zenith Bank 2 (Holding Account)	154,720,124	-
Zenith Bank (Gowns and Ceremonies )	4,002,531	35,675
UBN Plc Account 1	3,199,573	6,572,296
UBN Plc Account 2	3,621,906	2,062,406
Eco Bank (Annual General Meeting)	6,478,165	6,877,137
Cash in Hand (Imprest)	98,138	25,268
	<b>237,226,896</b>	<b>33,919,181</b>
<b>9 CHANGES IN ACCUMULATED FUNDS</b>		
<b>Opening Balance</b>	<b>50,028,078</b>	<b>7,234,958</b>
Net Surplus for the Year	55,427,741	42,793,120
<b>Closing Balance</b>	<b>105,455,819</b>	<b>50,028,078</b>
<b>9 b SURPLUS/(DEFICITS) FOR THE YEAR</b>		
Net Surplus for the Year	<b>55,427,741</b>	<b>42,793,120</b>
<i>Net Surplus for the year is stated after charging:</i>		
Depreciation	3,483,066	3,295,453
Bank Charges	1,274,699	291,101
Auditors' Fees	700,000	400,000

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## NOTES TO THE FINANCIAL STATEMENTS AS AT MARCH 31, 2025

	Period to March 31, 2025 ₦	2024 ₦
<b>10 OTHER SPECIAL FUND</b>		
Opening Balance	-	-
Other Comprehensive Income	247,744,230	-
Closing Balance	<u>247,744,230</u>	<u>-</u>
<b>10.1 Other comprehensive income</b>		
<i>Items that will never be reclassified to Income or Expenditure</i>		
Surplus/(Deficit) in financial assets fair valued through other comprehensive income	-	-
<b>Total other comprehensive income</b>		
Gain/(Loss) on Foreign Currency Revaluation	2,047,755	-
Grants and Special Purpose Gift	245,696,475	-
<b>Total comprehensive Earnings for the year</b>	<u>247,744,230</u>	<u>-</u>
<b>11 ACCRUED EXPENSES</b>		
Dues to Service Providers ( <i>Courier Services</i> )	6,905,555	11,322,767
Audit Fees	700,000	400,000
Personnel Cost ( <i>PAYE &amp; PENSION</i> )	459,304	-
Outstanding on Leasehold Land	5,000,000	-
Other Provisions	4,000,000	12,850,454
	<u>17,064,859</u>	<u>24,573,221</u>
<b>INCOME</b>		
<b>12 REGISTRATION &amp; EXAMINATION</b>		
Membership Registration	784,000	-
Membership Examination	6,364,080	7,213,050
Membership Forms	7,500,000	7,037,750
	<u>14,648,080</u>	<u>14,250,800</u>
<b>13 SUBSCRIPTION &amp; INDUCTION</b>		
Membership Induction	43,753,700	42,807,000
Annual Subscription	29,826,450	23,512,975
	<u>73,580,150</u>	<u>66,319,975</u>
<b>14 CERTIFICATION</b>		
Membership Recertification	445,000	844,000
Master Class	39,240,400	31,238,000
	<u>39,685,400</u>	<u>32,082,000</u>
<b>15 MCPD &amp; WORKSHOPS</b>		
Mandatory Continuing Professional Development	14,215,000	2,815,000
Annual Conference of Directors	17,150,000	7,370,000
Annual General Meeting/Assembly	131,498,709	52,470,000
Economic Community of West African States	-	40,725,000
Training	2,353,200	2,477,000
Tertiary Workshop	2,198,900	1,979,000
	<u>167,415,809</u>	<u>107,836,000</u>

# NIGERIAN INSTITUTE OF PUBLIC RELATIONS

## NOTES TO THE FINANCIAL STATEMENTS AS AT MARCH 31, 2025

	Period to March 31, 2025	2024
	₦	₦
<b>16 SUNDRY INCOME</b>		
Upgrading of Membership	2,967,400	2,405,000
Transcript/Past Questions	14,040	13,000
Courier	754,800	1,020,000
Donations Received	563,500	2,450,000
Spokeperson Submit/ Awards	57,950,000	-
Register of Members	47,465,053	-
Convocation/Collection of Certificates	3,942,500	-
	<b>113,657,293</b>	<b>5,888,000</b>
<b>17 OPERATIONAL EXPENDITURE</b>		
Workshop / Induction/Training	10,754,720	7,802,112
Economic Community of West African States		
Training	27,928,952	31,737,445
Master Class	16,821,226	13,787,876
Spokeperson Summit	6,500,000	5,000,000
Directors Conference	11,584,500	6,879,300
Meetings and Conferences	13,844,597	420,000
Examination Expenses	690,000	-
Annual General Meeting/Assembly Expenses	72,170,000	40,041,420
Checkup Dues and Chapters Operating Cost	6,349,000	8,229,541
	<b>166,642,995</b>	<b>113,897,694</b>
<b>18 ADMINISTRATIVE COST</b>		
Cadreization	-	2,673,000
World Public Relations Forum	31,381,201	-
Website & Information Technology Consortium	5,205,843	4,719,850
Transport and Travelling	23,560,660	19,954,050
Stationeries and Printings	3,760,000	1,024,200
Advertisement and Publicity	1,000,000	-
Media Coverage	605,000	-
Workshop & Confrences	5,476,760	-
Repair And Mainteanance	790,903	1,061,615
Telephone and Internet	358,992	329,350
Courier/Postage	7,510,680	810,149
Office Consumables and Television Subscription	130,127	101,930
Rent and Rates	10,000,000	3,500,000
Utilities	1,034,784	862,320
Gift and Donations	3,892,000	890,000
Newspaper	501,000	34,730
Legal and Professional Fee	-	2,650,700
Bank Charges	1,274,699	291,101
Audit Fee	700,000	400,000
Consultancy Services	2,000,000	-
Vehicle and Generator Fuel	6,340,000	566,190
Subscription	2,324,000	-
Commission	6,800,000	2,220,000
	<b>114,646,648</b>	<b>42,089,185</b>

# **NIGERIAN INSTITUTE OF PUBLIC RELATIONS**

## **NOTES TO THE FINANCIAL STATEMENTS**

**AS AT MARCH 31,**

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	<b>Period to March 31, 2025</b>	<b>2024</b>
	<b>₦</b>	<b>₦</b>
<b>19 PERSONNEL COSTS</b>		
Salaries & Wages	60,583,315	24,301,323
Gratuity & Ex-Gratia	8,202,967	-
Staff Welfare	-	-
	<b>68,786,282</b>	<b>24,301,323</b>
<b>20 DEPRECIATION</b>		
Office Equipment	334,000	146,387
Motor Vehicle	2,782,500	2,782,500
Furniture & Fittings	32,566	32,566
Academic Gown	334,000	334,000
	<b>3,483,066</b>	<b>3,295,453</b>



### Note

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 Nigerian Institute of Public Relations