

# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## Annual Report 2016-2017



**AASM**  
AUSTRALIAN ASSOCIATION  
OF SOCIAL MARKETING

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## President's Report

Welcome to the 2016-17 Australian Association of Social Marketing (AASM) Annual Report. It is my pleasure to write to you in my role as the President of the association. The AASM was founded eight years ago and the association acts as the peak body representing social marketers and social marketing. The association has members from the private, public, university, and non-profit sector.



2017 has seen the continuation of new ideas, technologies, and tools in the social marketing and behaviour and social change space. Technologies such as gamification, mobile apps, storytelling videos, and wearable health technologies are increasingly used to support social change objectives. New research tools such as cognitive neuroscience (neuro-marketing) and video ethnography are also being used to help understand social issues, and to evaluate citizen responses to behaviour and social change efforts. Ideas that acknowledge the complexity and multiple influences on human behaviour, such as systems thinking, social ecology theory, social practice theory, and reflexivity are now more prominent in social marketing. These emerging ideas are important, as many of the big social problems we face such as obesity, climate change, and inequality are omnipresent; yet many social marketers face budget cuts, limited resources, and challenges in obtaining support in the policy environment. It is an exciting, yet challenging time to be a social marketer. There are many great examples of social marketing in Australia – our community remains a world leader in the field. There are also many excellent ideas and projects in social marketing around the Asia-Pacific region. As the AASM focuses on increased collaboration with the Asia-Pacific region and possible transformation to a regional association, there will be great opportunities to share, learn, and improve our social change efforts.

The core values of the AASM are to be **connective, inclusive, informative, and reflexive**. We aim to provide a platform for people to access information and the latest thinking, have opportunities to connect and work together with others, and to represent those working to effect social change. We do this by running regular events, providing a host of resources on the AASM website, through email and posts to our members, and continual canvassing, reflection and acting upon feedback from our members. The AASM is a community, and the most important and vital part of the community is its membership. The AASM is your community. As outlined above, there are several activities and ways through which members can engage with the AASM and with each other, and we encourage you to be active.

The AASM is also fortunate to have a great management committee. The AASM management committee are a conscientious and hard working group of people who voluntarily devote their time, care, and attention to a whole host of activities and tasks involved in running the association and in representing the social marketing community. Without our members and dedicated work of the AASM management committee, my job as President would be impossible, so I would like to acknowledge and thank the committee.

In the past year, we had two new members join the AASM management committee. Associate Professor Maria Raciti was elected at the AGM in September 2016, taking on the role of AASM Viewpoint Editor. Maria's knowledge of social marketing, services marketing, and higher education, and her leadership in Indigenous Studies Research will be of great benefit to the AASM. Tracey Bridges was appointed to the management committee in



October 2016, taking on the role of Stakeholder Engagement. Tracey leads the social marketing network in NZ and is a key stakeholder in the AASM transforming to a regional association for Asia-Pacific. We have also had two committee members step down this year. I would like to thank Melissa Blair who successfully led the AASM re-brand and development of marketing and social media strategy. I also sincerely thank Pippa Rendel who led engagement with social change agencies and practitioners.

2017 has been a busy year for social marketing in Australia. The Journal of Social Marketing (free access for AASM members) goes from strength to strength featuring the latest commentary, research, concepts, and intervention tools in the field. Social Marketing Quarterly (discounted access for AASM members) continues to publish excellent case studies about social marketing programmes. As our e-newsletter has showcased, there are many exciting social marketing interventions being run here in Australia including Reduce Your Juice, Waste Not Want Not, and Victoria Against Violence to name a few. The 2016 International Social Marketing Conference was held in September 2016 and featured a smorgasbord of programmes, research insights, and tools and techniques for social marketing and social change. You can learn about some of the great work featured at the conference here: <http://www.aasm.org.au/events/conferences/>

Next year, we are very excited about the 2018 International Social Marketing Conference which is being held in Singapore, 15<sup>th</sup>-16<sup>th</sup> July 2018: <http://www.ismconference.com.au>. The event represents a great opportunity for social marketers and social change agents to network, learn, share, and be inspired by work from around the Asia-Pacific region. We hope to see you there. We were also excited about the continuation of the AASM Social Marketing Masterclass series with an event in Sydney – 21st July 2017 that was well attended and which stimulated much learning, sharing, and discussion of ideas. If you or your organisation would like to see a Masterclass event where you are, please do contact us.

The AASM welcomes and encourages fresh ideas, feedback, and comments from our members. If you wish to do so, please send us an email: [aasmaus@gmail.com](mailto:aasmaus@gmail.com), or attend an event, speak to one of the committee members, or attend the next AGM. The AGM will be held on Thursday 19<sup>th</sup> October, 13:00 to 14:00 pm at the ECL Building 460, Room 1.031 (post graduate suite), Murdoch University, 90 South Street, Murdoch, Perth 6150, Western Australia. I encourage members to attend the AGM or nominate a proxy.

Finally, I wish to sincerely thank all our members for your support, and I promise you that the AASM management committee and I will continue to do our very best to represent your interests, deliver member value, grow the association, and help strengthen social marketing and promote social good in Australia.

Warm regards



Ross Gordon

AASM President

## Member Value

The benefits of AASM membership are:

- ✓ **Credibility** of being a member of the peak body representing social marketing, behaviour, and social change in Australia
- ✓ **Preferential rates** to regular local events and seminars, symposiums, social marketing Masterclass, and ISMC
- ✓ **Exclusive access** to extensive online resources (including AASM Viewpoint, case studies, blogs, and video presentations on our website)
- ✓ **Monthly e-newsletter** with the latest news, ideas, cases, and opportunities in social marketing and social change
- ✓ Free access to Journal of Social Marketing and discounted access to Social Marketing Quarterly through the AASM website
- ✓ Opportunities to **network, connect & collaborate** with fellow social change agents
- ✓ **Job postings** in social marketing/social change listed on the website

Membership Fee (2 years) = \$150 Student Membership Fee (2 years) = \$40

As a member of the AASM you can access a range of resources on the AASM website:

[www.aasm.org.au](http://www.aasm.org.au).

Understanding the perceived value of AASM membership, identifying areas for improvement, and discovering ideas for future activities that we can deliver to benefit members is very important to us. Therefore, the AASM will be running a member value survey before the end of 2017. We strongly encourage all our members provide us feedback, and let us know what kind of association you want.

## Membership

Table 1: State breakdown of members at 15 September 2017

State	Member numbers
NSW	28
QLD	17
VIC	14
WA	7
SA	5
ACT	7
Overseas	14

As of 15 September 2017, the AASM has 92 members. One member is a lifetime member. The membership by state/country is shown in Table 1.

## Financial Report

The Committee presents the 2016-17 financials as follows in the profit and loss statement, and balance sheet. The year started with \$11,605.67 in the bank and ended with \$11,744.89. 2016 was a conference year and the ISM Conference in Wollongong provided an important revenue stream - generating a total of \$7452.26. The major expenses for the year were linked to on-going enhancements relating to AASM's technology tools, from the website to on-site administrative systems.

The Profit and Loss statement and Balance Sheet is shown in Tables 2 and 3.

Table 2: Profit and Loss Statement 2016-2017

<b>Australian Association of Social Marketing</b>				
<b>2016-17: End of Year Profit and Loss Statement, Budget and Actual</b>				
DATE: 30 June 2017				
	<b>ACTUAL</b> (as of 30 June)	<b>BUDGET</b>	<b>VARIATION</b>	
<b>INCOME</b>				
Conference income	\$ 7,452.26	\$ 7,000.00	\$ 452.26	
Local hub events / training seminars	\$ 5,425.83	\$ 5,000.00	\$ 425.83	
Memberships	\$ 12,588.16	\$ 8,000.00	\$ 4,588.16	
<b>TOTAL INCOME</b>	<b>\$ 25,466.25</b>	<b>\$ 20,000.00</b>	<b>\$ 5,466.25</b>	
<b>EXPENSES</b>				
Administration	\$83.70	\$ 500.00	\$ (416.30)	
Conference expenses	\$3,927.00	\$ 4,000.00	\$ (73.00)	
Legal, statutory, bank charges	\$235.88	\$ 250.00	\$ (14.12)	
Printing / promotional	\$1,252.30	\$ 1,000.00	\$ 252.30	
Subscriptions	\$5,232.22	\$ 3,000.00	\$ 2,232.22	
Travel and accommodation	\$2,106.27	\$ 3,000.00	\$ (893.73)	
Website	\$12,537.46	\$ 5,500.00	\$ 7,037.46	
<b>TOTAL EXPENSES</b>	<b>\$ 25,374.83</b>	<b>\$ 17,250.00</b>	<b>\$ 8,124.83</b>	
<b>NET PROFIT</b>	<b>\$ 91.42</b>	<b>\$ 2,750.00</b>	<b>\$ (2,658.58)</b>	

Table 3: AASM Balance Sheet June 2017

<b>Balance Sheet</b>	
<b>Australian Association of Social Marketing</b>	
<b>As at 30 June 2017</b>	
<b>Assets</b>	<b>30 Jun 2017</b>
<b>Bank</b>	
Cash at Bank	\$11,744.89
<b>Total Bank</b>	<b>\$11,744.89</b>
<b>Current Assets</b>	
Prepayment - Debit Card	\$112.16
<b>Total Current Assets</b>	<b>\$112.16</b>
<b>Total Assets</b>	<b>\$11,857.05</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
AASM NAB Credit Card 6033	\$47.80
<b>Total Current Liabilities</b>	<b>\$47.80</b>
<b>Total Liabilities</b>	<b>\$47.80</b>
<b>Net Assets</b>	<b>\$11,809.25</b>
<b>Equity</b>	
Current Year Earnings	\$91.42
Retained Earnings	\$11,717.83
<b>Total Equity</b>	<b>\$11,809.25</b>

## Governance

The Australian Association for Social Marketing (AASM) was formed in 2009. The association was incorporated under the Associations Incorporations Act 1981 and registered in Victoria. Being bound by the Consumer affairs laws of Victoria, the association is required to have a secretary. Cheryl Leo is the current secretary of the AASM.

## Annual General Meetings and Members

From 2015 onwards, the AGM has been held either in September or October. This enables the AASM to more readily meet the reporting requirements. The 2017 AGM is being held on Thursday 19<sup>th</sup> October, 13:00 to 14:00 at the ECL Building 460, Room 1.031 (post graduate suite), Murdoch University, 90 South Street, Murdoch, Perth 6150, Western Australia.

## Governance Structure

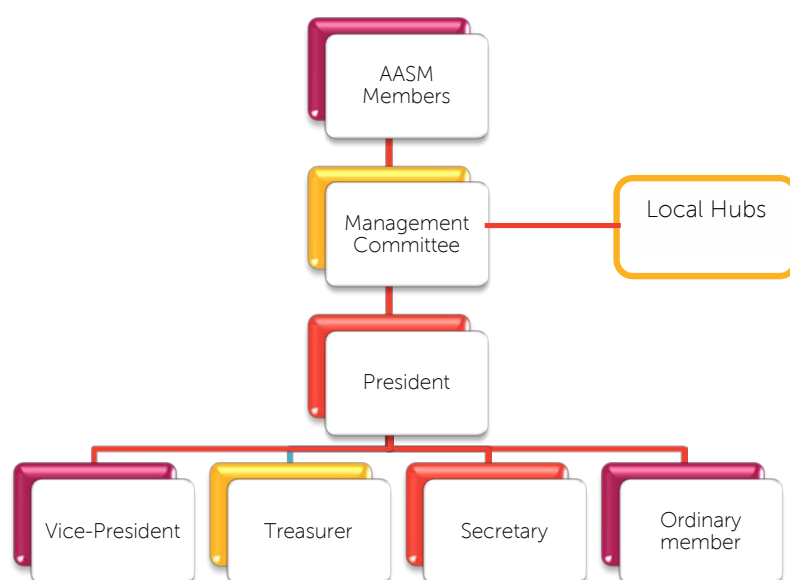
A Management Committee governs the association. There are currently eleven committee members. Seven members of the management committee are elected, three are appointed,

and one is a student representative. The Committee is accountable to the members for the successful performance and governance of the association. The association has no employees; therefore, all responsibilities of the association are delegated to the Committee. In 2016 to 2017, the structure of the Management Committee consists of a President, Vice-President, Secretary, Treasurer, six ordinary members, and a student representative. The Committee has developed position descriptions for the Committee members who are each responsible for a portfolio – see page 16.

## Organisation Structure

The following diagram outlines the direct relationships between the association and its membership, management committee, and local hubs.

Figure 1: AASM Organisational Structure



## Regional Hubs and Events

The AASM continues to offer a range of events including networking events, research seminars, conferences, and social marketing masterclass training. 2016-2017 saw 14 events being organised by the association: 4 in NSW, 3 in QLD, 1 in VIC, 1 in WA, 4 in NZ, and 1 online – see Table 4. Attendance at events since September 2016 was 309. If you are keen to get involved in hosting hub events in your area - please contact us using the details below. The AASM endeavours to grow our existing event hubs, and we look to develop new hubs and hold events across states and territories in Australia, and the Asia-Pacific. We are particularly interested in supporting events in South East Asia. We strongly encourage any members interested in event hub activities to contact the association: [aasmaus@gmail.com](mailto:aasmaus@gmail.com).



Table 4: Summary of AASM Events 2016- 2017

Date	Location	Event Title	Venue/Host	Type	Attendance
25/9/16 to 26/9/16	NSW	International Social Marketing Conference: Keynote Speakers: <i>Clary Castrission, Neil Horrocks, Tracey Bridges</i>	University of Wollongong	Paid	102
18/10/16	NZ	NZ Social Marketing Network: Big Data Discussion	NZ Plunket Society, Wellington	Free	28
12/12/16	NZ	NZ Social Marketing Network: Trust and Credibility	Clemenger, Wellington	Free	30
9/3/17	NZ	NZ Social Marketing Network <i>Speaker: Doug McKenzie-Mohr</i>	NZ Plunket Society, Wellington	Free	35
29/6/17	NZ	NZ Social Marketing Network Latest Trends in Social Marketing from WSMC 17	FCB, Wellington	Free	29
18 & 19/7/17	Online	iSMA Webinar: Socio-Psychological Levers for Improving Women's Health and Well-Being <i>Speaker: Joy Parkinson</i>	Online – iSMA Readytalk	Free M Paid NM	12
13/07/17	QLD	Research Seminar: Innovations in social marketing – Using storytelling & cognitive neuroscience to promote energy efficiency	Queensland University of Technology, Brisbane	Free	23
14/07/17	QLD	QLD Hub Event: Latest Trends in Social Marketing	Griffith University, Southbank, Brisbane	Free	4
21/7/17	NSW	Social Marketing Masterclass <i>Speakers: Sharyn Rundle-Thiele &amp; Joy Parkinson + Guest Speakers</i>	Sydney Business School, Circular Quay, Sydney	Paid	28
21/7/17	NSW	NSW Hub Event: Latest Trends in Social Marketing <i>Speakers: Joan Young, Luke van der Beeke, Ross Gordon</i>	Sydney Business School, Circular Quay, Sydney	Free M Paid NM	18
19/10/17	WA	WA Hub Event: Influencing community behaviours – Insights from the field <i>Speakers: Roger Farley, David Butler, Becky White, Ross Gordon</i>	Murdoch University, Perth	Paid	N/A
22/11/17	NSW	NSW Hub Networking Event <i>Speaker: Tom Carroll</i>	Sydney	Free	N/A
19/11/17	QLD	QLD Hub Networking Event <i>Speakers: Abi Badejo, Judy Drennan, Rebekah Russell-Bennett</i>	Ship Inn, Brisbane	Free	N/A
6/12/17	VIC	VIC Hub – Innovative Behaviour Change Tools	Melbourne	Paid	N/A
Total: 14 events					309
* Note that attendance figures are based on registrations and best available information. Attendance numbers may be unavailable for some events and this is signified in the table by: N/A.					

## ISM Conference 2016 Report

The International Social Marketing Conference (ISMC) 2016 was hosted by the Faculty of Business at the University of Wollongong, in New South Wales Australia on September 25 – 27, 2016. ISMC 2016 brought together over 100 social change agents across multiple disciplines including psychology, public health, policy change, geography, economics, and social marketing working to change people's health and lifestyle behaviours for greater societal wellbeing. The theme of ISMC 2016 was on societal wellbeing, which is in line with the recent release by the OECD of guidelines to measure national accounts of wellbeing. The event featured work that demonstrated a clear expansion of the application of social marketing beyond health to other areas such as sustainability, and development. Another theme was on the important role that social enterprises can play in social change. Systems thinking was another prominent theme with a panel session focusing on the relevance of these ideas to provide a macro perspective on social marketing and social change. The tool kit for research in social marketing was expanded with new(er) approaches such as body-mapping, cognitive neuroscience and sentiment analysis being shared. Intervention tools such as gamification and storytelling were also featured. The key takeaway from the ISMC 2016 was that social marketing represents an increasingly dynamic, creative, and expansive field with new ideas, perspectives, and tools available to us.

## ISM Conference 2018 in Singapore

The 2018 International Social Marketing Conference (ISMC) will be held in Singapore at James Cook University: Singapore from 15<sup>th</sup> to 16<sup>th</sup> of July 2018. There will also be a doctoral student colloquium on the 17<sup>th</sup> of July 2018. The general theme for the conference in 2018 is "Broadening Cultural Horizons in Social Marketing" - with papers on any relevant topic relating to social marketing and social change welcome.

Submissions from anyone working in social change whether from non-profits, NGOs, government, private sector agencies, academics, and students are strongly encouraged. The ISMC aims to bring together social change agents from across Asia-Pacific in a collaboration to share the latest tools and approaches to changing behaviours for societal wellbeing. Learn new insights from industry experts, grow your network, and explore emerging technologies. See the conference website:

<http://www.ismconference.com.au> for further details.



## AASM Masterclass

The AASM Social Marketing Masterclass programme continued during 2017 with an event in Sydney on 21st July 2017. The Social Marketing Masterclass provides interactive hands on learning with a focus on understanding and applying core social

marketing principles. We also feature the latest social marketing trends, methodologies and case studies. The content covers key aspects of developing a social marketing plan, presented by two of Australia's leading behaviour change experts – Sharyn Rundle-Thiele and Joy Parkinson. Attendees will benefit from research/audience insight; case studies/lessons learnt and interactive workshop sessions. In addition, experienced practitioners present case studies that share their latest work and tips for success. The Sydney Masterclass was well attended and stimulated extensive learning,



sharing and discussion of ideas. Moving forward, the AASM is seeking to gain accreditation for the Social Marketing Masterclass. We also hope to run the Masterclass in other locations across Australia, and the Asia-Pacific. If you think you, or your organisation would benefit from a Masterclass event where you are, please do contact us.

## AASM Viewpoint

AASM Viewpoint is a bi-monthly publication written on various topics, perspectives, and issues in social marketing. Associate Professor Maria Raciti from the University of the Sunshine Coast is the Editor of AASM Viewpoint.

Following the publication of the 2016 annual report in September 2016, Viewpoint released further two issues in Volume 5 in 2016 by Laknath Jayasinghe and Associate Professor Maria Raciti. Volume 5 Issue 5 by Laknath Jayasinghe was on the topic of 'Videography and social marketing research'. The piece identifies the value that videography research can offer for naturally observing social behaviours on film. Research insights offered by videography can help provide in-depth understanding of social issues and complement traditional surveys and focus groups. Laknath identifies some key considerations for using videography in social marketing including topicality, technical resources, and audience engagement. Volume 5 Issue 6 was by Maria Raciti on the topic of 'Cultural blindness of Indigenous Australian in social marketing efforts'. Maria's piece challenges social change agents to facilitate self-determination for Indigenous people in Australia and put them at the forefront of determining social marketing programmes. Maria also encourages social marketers in Australia to be culturally aware and culturally competent by being accepting and respectful of differences, holding culture and self-determination in high esteem, and not imposing a Western/Anglo model of social change on Indigenous people. Volume 5 with all six issues was published as a booklet (ISBN number: 978-0-9874743-4-6) and posted out to all AASM members at the end of 2016.



In 2017, Viewpoint continued to provide value to AASM members. In addition to an increase in the number of articles, Viewpoint Volume 6 sought to provide a greater variety in the types of articles. Practitioner opinion pieces, academic discussion papers and student precis' were supplemented with infographics about social causes by Ms Bonnie Lowes (Assistant Editor), brief praxis commentaries by Associate Professor Maria Raciti (Editor) and social photos.

Volume 6 Issue 1 features a hard-hitting practitioner opinion piece 'Rethink preventative health' by Dr Julie Norton, addressing obesity and overweight among children and the need for adults to model positive, healthful eating behaviours and to stop blaming others or making excuses for their child's condition. In the same issue, Associate Professor Maria Raciti and Dr Jacqueline Blake discuss community-based social marketing as a mechanism to promote active aging by attending to social loneliness and its many negative consequences. They suggest digital villages as a potential remedy. Next, Volume 6 Issue 2 featured an academic discussion paper by Ms Suzanne Derok titled 'Corporate wellness culture: Why we need a new paradigm'. Suzanne highlights the need for workplaces to update and revitalise their corporate culture, moving away from a focus on their bottom lines. She suggests that a focus on workplace wellness will enhance staff engagement, and

prevent burnout by finding ways to help staff connect their life, work practices and social environment.

Volume 6 Issue 3 featured an academic discussion paper by Mr Lenny Vance on 'Challenging norms for sports related sponsorship'. Lenny outlined how cause-related sponsorships are regarded as the 'poor cousin' in the sponsorship portfolios of large companies with the professional sports sponsorships preferred as they attract large media exposure. Lenny shares finding from his research and contends that sponsorship managers have overlooked the value of cause-related sponsorships. He provided some suggestions on how cause-related sponsorships work and can be integrated into a sponsorship portfolio. Issue 3 also featured an article by Ms Belinda Harris, an undergraduate student, titled: 'Establishing collaborative behaviour in Australian universities: The case for students with a disability'. After outlining the size of the higher education sector, growth in student numbers and current graduate employment rates, Belinda highlights the pronounced unemployment of graduates with a disability. Ms Harris explores the drivers of this situation, identifying common themes before suggesting three interventions framed by the Theory of Planned Behaviour. Belinda unpacks each intervention—focusing on behaviours, fostering communication and providing more resources—all of which seek to enhance collaborative behaviour between disability support services and career support services that exist in most Australian universities.

Finally, in the most recent issue (Volume 6, Issue 4), Mr Lucas Whittaker addresses the drivers of food waste among Australian university students, suggesting ways to create behaviour change. Lucas reveals the connection between age and waste behaviours, noting that younger people are more likely to reduce their amount of food waste when alerted to the problem. Framed by the Theory of Planned Behaviour, Lucas notes three possible interventions to reduce food waste including a smartphone application to help track household food inventory, collaboration with retailers to combat the over purchasing of food due to volume discounts, and food waste information kits that could be offered to young people through universities. Lastly, in Issue 4 Mr Joshua Dale's student precis 'Internet addiction disorder: Intervention ideas for social marketers' explores the implications of excessive use of the Internet, noting gender, age, social identity and wellbeing as key factors. He presents a conceptual framework based on the research literature and suggests support groups, a smartphone app that nudges those with the disorder to contemplate making a change, and persuading people to increase their effort in creating human connections, as realistic ways to address Internet addiction disorder.

Two further AASM Viewpoint issues are scheduled for release by the end of 2017. A published booklet version of Viewpoint Volume 6 2017, complete with ISBN number will include all six issues and will be posted out to AASM members at the end of 2017. All released Viewpoints are available to download as PDFs in the members' section of the AASM website:

<http://www.aasm.org.au/viewpoint/>. AASM Viewpoint offers academics, practitioners, students, and others working in the field an opportunity to discuss aspects of social marketing important to them, and offers a platform for views and opinions to be shared across the social marketing community. If you are interested in contributing to AASM Viewpoint, please contact Maria Raciti at [mraciti@usc.edu.au](mailto:mraciti@usc.edu.au).

## Marketing Communications

### Re-branding

The AASM underwent a re-brand in 2016 with the new brand and associated brand architecture launched at the 2016 ISM Conference in Wollongong. Since the purpose of social marketing is to create positive social change, the brand represents this positive and encouraging practice. A brighter and lighter look and feel was established, including a brand colour palette, colour imagery and increased white space. It was an evolution of current brand rather than a re-direction; and the creative concepts included the existing logo in some form. A tagline was developed as part of the rebrand that will be featured as a lock-up with the AASM logo 'Leading behaviour change & social good'. The AASM Committee moved forward with a motion to refresh the overall organisational brand. Working with an external designer, a new brand was developed to meet the following criteria:

Supporting collateral developed in line with the new brand includes:

- PowerPoint template
- Event flyer template
- Social media post templates
- Letterhead templates
- Electronic direct mail template
- Large standing banner (as pictured)
- Website (see below section)



### Website Re-development

AASM also undertook a re-build of the website: [www.aasm.org.au](http://www.aasm.org.au) during 2016. The main emphasis was to introduce functionality and membership services in house to be managed from one place and to integrate the overall new brand. This included a plugin to manage all members, with recurring yearly billing, and active member only content. The re-built website promotes two main calls-to-action including access for member login, and updates and encouragement for new members to sign up. However, the AASM committee acknowledge that there have been some teething problems with the re-built website and we are working hard within our capacity to rectify these issues. In the long term, the association is looking for ways to obtain dedicated and tailored website, and other administrative support. Website and admin support is often financially, labour and time intensive, and improvements in this area will require further investment of resources, but we will continue to work hard to better serve members. According to Google Analytics the AASM website had 6,700 users, over 9,100 sessions, with an average site visit





of 1m 42s from the period September 2016 to September 2017. The Bounce Rate during this period was 66.35%.

## Social Media Strategy

An official AASM social media strategy was developed in July 2015. This sets out the purpose of AASM's social media presence, which is to establish AASM as a thought-leader within the social marketing community by:

Increasing awareness and recognition of AASM amongst social marketers

Providing useful training, tips, and advice to AASM members

Encouraging engagement and shared learning within the social media communities

### Overall Goals

- Increase brand recognition and online influence
- Increase traffic to AASM website and blog (measured by Google Analytics)
- Increase engagement within social media communities (measured by Twitter Analytics, LinkedIn Analytics, and Simply Measured)

## Channel Roles

### TWITTER

Role: To provide AASM members with timely and useful social marketing updates.

Content includes:

- Notification of events (AASM and other)
- Member-specific updates (administrative etc.)
- AASM blog and Viewpoint updates
- Job postings
- New research/book releases
- Commentary on recent campaigns or news articles

Measures of success (see Table 5):

- Increase in fans/followers
- Click-through rate to website/blog
- Tweet engagement (RT's, favourites, replies)

## LINKEDIN GROUP and LINKEDIN BUSINESS PAGE

Role: To provide AASM members with access to an exclusive community to be able to discuss social marketing topics and connect with fellow social marketers.



Content Includes:

- Notification of events (AASM and other)
- Member-specific updates (administrative etc.)
- Long-form opinion pieces from AASM board members
- Discussion/conversation starters (prompted by AASM board members)
- Job postings
- New research/book releases
- Potential: Forming a skills database to connect members with one another

Measures of success (see Table 5):

- Increase in group members
- Click-through rate to website/blog
- Group engagement (discussion posts, promotions, job postings etc.)

Table 5: Social Media Results (as of 16th September 2017)

Measurement Tool	Metrics		
	Number of followers	<b>August 2016:</b> 530 followers	<b>August 2017:</b> 741 followers
	Tweet engagement (RT's, favourites, replies)	<b>August 2016:</b> Impressions: 323/per day Engagement Rate: 1.8% Retweets: 31 Favourites: 52 Replies: 1	<b>August 2017:</b> Impressions: 182/per day Engagement Rate: 1.0% Retweets: 14 Favourites: 27 Replies: 2
 Please note: As of August 2015, LinkedIn has removed Group Analytics functionality. Therefore, a specific AASM company page was set up.	Increase in group members	<b>August 2016:</b> 116 group members 64 Company page followers	<b>August 2017:</b> 115 group members 144 Company page followers
	Company Page Engagement (discussion posts, promotions, job postings etc.)	<b>August 2016:</b> 5 posts, average engagement 1.62%, 42 interactions	<b>August 2017:</b> 5 posts, average engagement 2.20%, 8 interactions

## The AASM Management Committee

The Management Committee for 2016-2017 comprised of eleven (11) committee members, seven (7) elected, three (3) appointed and one (1) student representative members representing the scholarship and practice of social marketing.

### Executive Committee Members:

#### Ross Gordon: President

Ross is President of the Australian Association of Social Marketing. He works as an Associate Professor in Marketing at Macquarie University in Sydney. He is also a visiting research fellow at the University of Wollongong, and The Open University (UK). His work focuses on social issues and social change, through a critical, reflexive, and multi-perspective lens. His expertise lies in social marketing, consumer cultures, and critical marketing teaching and research. He works across various social change topic areas including energy efficiency, environmental sustainability, alcohol, gambling, tobacco control, mental health, and workplace bullying. He has extensive experience in research, designing, implementing and evaluating behaviour and social change programmes. Ross has been a principal or named investigator on projects attracting over \$6.7m in research funds in Australia, UK, Europe and India. He has published over 70 academic journals, book chapters and conference papers including in outlets such as European Journal of Marketing, Journal of Business Research, Marketing Theory, Journal of Services Marketing, Journal of Macromarketing, Journal of Social Marketing, Energy Policy, and BMC Public Health. He has also delivered numerous client reports and invited speaking engagements. Ross co-authored a leading textbook on social marketing and social change: Jeff French and Ross Gordon (2015). Strategic Social Marketing. London: Sage. Ross is a keen player and follower of sports including playing football for Macquarie University, some tennis and cycling, loves travelling, enjoys current affairs, and is a big music fan, and occasional techno DJ.



#### Lelde McCoy: Vice-President

Lelde McCoy is the founder and Managing Director of the Reputation Group, a Melbourne-based agency that specialises in social marketing, stakeholder engagement and strategic communications. She has more than 20 years' experience in developing and implementing award-winning behaviour change campaigns for governments, not for profit organisations, and the private sector. Her recent work involves social issues such as organ donation, body image, litter control, responsible alcohol consumption, obesity and overweight, and positive spectator behaviour in sport. Her skills include research, strategic planning, creative development, tactical delivery of campaigns and campaign evaluation. Previously she led the national social marketing practices of two international agencies in Australia. She is a Life Fellow and former National President of the Public Relations Institute of Australia. She has a commerce degree from the University of Melbourne, a journalism degree from the Royal Melbourne Institute of Technology University, and has studied for a Masters of Communications at the Newhouse School of Public Communications at Syracuse University.



### Cheryl Leo: Secretary

Dr Cheryl Leo is senior lecturer in marketing with the School of Management and Governance, Murdoch University. She obtained her PhD from Queensland University of Technology and her research interests are in social marketing and services marketing, specific to service employee and customer interactions. Cheryl has published in top journals such as *Journal of Business Research*, *Journal of Marketing Management* and *Journal of Non-Profit and Public Sector Marketing*. Cheryl is well trained in qualitative and quantitative research methods, and has experiences working on research projects with industry including Queensland Catholic Education Commission (QCEC).



### Kevin Luten - Treasurer

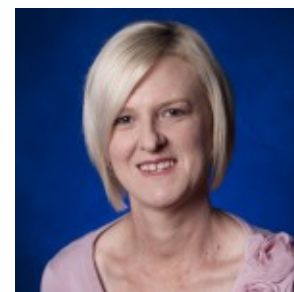
Kevin Luten is the founder and CEO of Behaviour Design Works (BDW), based in Perth. Over fifteen years, he has developed and delivered social behaviour change initiatives in the health, transport and environmental domains. His focus is on integrating theoretical frameworks for behaviour change with the real-world implications of large-scale program implementation across communities and workplaces. Kevin and BDW have delivered behaviour change projects for a diverse array of government and business clients in Australia, New Zealand, Canada, and the United States, including HBF Health Limited, Western Australian Department of Sport and Recreation, Western Australian Department of Transport, Water Corporation, Lend Lease Development, Queensland Department of Health, Sustainability Victoria, and the Moreland Energy Foundation.



### Committee Members:

#### Joy Parkinson: Membership Officer

Joy Parkinson is a Lecturer in Marketing with Social Marketing @ Griffith, Griffith University. She has a PhD in Social Marketing and has worked in industry and universities across Australia. She has published numerous refereed papers, book chapters, and conference papers including in outlets such as *Journal of Business Research*, *Journal of Service Marketing*, *International Journal of Consumer Studies*, *Journal of Social Marketing*, and *Journal of Non-profit and Public Sector Marketing*. While Joy's focus is primarily on obesity prevention and reduction she has worked on a variety of social marketing projects and is currently working on projects both in Australia and internationally with collaborations in Ireland, Finland and New Zealand. Current research projects include increasing breastfeeding duration rates, reducing risk factors for chronic illness, increasing healthful eating and physical activity behaviours using online approaches, increasing organ donation registrations, and disaster preparedness.



#### Kathleen Chell: Marketing Manager

Having recently completed her PhD in 2016 at Queensland University of Technology (QUT), Dr Kathleen Chell's research examines the use of online platforms to communicate, engage, and recognise donors. Kathleen has worked within the non-profit and social change sector for over five years; she is employed as a sessional social marketing and consumer behaviour lecturer, tutor and researcher at QUT, and as a research assistant within the Donor Research team at the Australian Red Cross Blood Service.



### **Luke van der Beeke**

Luke is a Co-Founder and the Managing Director of Marketing for Change, a values-driven social enterprise that works collaboratively to influence behaviours, improve lives, and deliver positive social change. He has over 15 years senior marketing and general management experience in the non-profit, government, and private sectors. He's also worked as a journalist and freelancer for publications including The West Australian and The Independent Newspaper (Dhaka). Luke is a former Director of The National Social Marketing Centre (UK). He has delivered behaviour change programs, training and advice to organisations including the World Health Organisation, the European Commission, Ogilvy PR (UK), the Department of International Development, the Pan American Health Organisation (PAHO), The Royal College of Physicians and the British and Scottish governments. He has worked across a broad range of sectors including public health, alcohol and other drugs, transport, disability services, sport and recreation, suicide prevention, the environment, finance, social services, and public safety.



### **Maria Raciti: AASM Viewpoint Editor**

Dr Maria Raciti is an Associate Professor in Marketing in the School of Business at the University of the Sunshine Coast. Maria's main research areas are social marketing and services marketing. Maria has an interest in the bonds formed between organisations and their stakeholders and the pursuit of pro-social endeavours. Maria regularly publishes in quality refereed journals and has numerous refereed conference papers, four of which have received outstanding paper awards. She is co-leader of the USC Indigenous Studies Research Theme – a multidisciplinary group that engages in research for, with and by Indigenous peoples both in Australia and internationally.



### **Tracey Bridges: Stakeholder Engagement**

Tracey has 20 years' experience working in social marketing and behaviour change communications in New Zealand and Australia. She has worked on programmes across a range of topics, including financial literacy, family violence prevention, injury prevention, alcohol moderation, sexual health, biosecurity, smoking cessation, water safety, conservation, mental health, child protection and road safety. She is known for her focus on strategic approaches to social marketing programme planning, and for her interest in research and evaluation. Tracey is the Chair of New Zealand's Social Marketing Network, a Fellow of the Public Relations Institute of New Zealand, and a member of the Global Women network. Tracey's case study on the Campaign for Action on Family Violence was published in the UK Social Marketing Case Book, by Sage Publishing. She has also been featured in the ethics section of An Introduction to Public Relations and Communication Management, published by Oxford University Press. She has presented at World Social Marketing Conferences in Brighton, Dublin, Sydney and Washington DC, and was a keynote speaker at the recent iSMC in Wollongong.



### **Stephen Dann: Newsletter Editor**

Dr Stephen Dann is a Senior Lecturer in the Research School of Management, College of Business and Economics at the Australian National University. He has been recognized as one of world's senior social marketing researchers by the National Centre for Social Marketing (UK) at the World Social Marketing Conference in 2008. He is a Senior Fellow of the Higher Education Academy (UK), and recipient of the Australian and New





Zealand Marketing Academy Conference *Emerging Educator* award (2010), the College of Business and Economics Education Innovation award (2010) and the Australian National University Vice Chancellor's Citation for Outstanding Contribution to Student Learning (2011). His research work has been published in *Marketing Theory*, *Social Marketing Quarterly*, and *Journal of Business Research*. In practice, he has consulted on alcohol harm reduction campaigns, mental health support, and suicide awareness campaigns. He is also well versed in social media, internet marketing, and has research interest in the Twitter communication styles and social media presence of Australian state and federal politicians during election campaign periods.

#### **Pardis Mohajerani: Student Representative**

Pardis is a PhD researcher and an academic at Swinburne University of Technology. She teaches Social Marketing at Macquarie University and is in her third year of her PhD. She is currently investigating societal (media), social and individual factors influencing healthy eating and physical activity of Australian young adults (gen Y). She applies both quantitative and qualitative techniques ranging from regression analysis, analysis of variance, to advanced inferential techniques such as factor analysis, SEM etc., as well as statistical software such as SPSS, AMOS and Mplus. Her relevant qualifications include a Bachelor degree in engineering management and a Master's degree in marketing-international business. Pardis has lectured in the marketing discipline for six years and supervised many undergraduate students. She is a committed researcher who worked with various industries as a strategic marketing researcher and analyst.



# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## Annual Report 2016-2017

