

# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## Annual Report 2017-2018



**AASM**  
AUSTRALIAN ASSOCIATION  
OF SOCIAL MARKETING

# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## Annual Report 2017-2018



### Table of Contents

President's Report .....	2
Member Value.....	4
Financial Report.....	5
Governance .....	8
Regional Hubs and Events .....	9
ISM Conference 2018 in Singapore .....	10
AASM Social Marketing Training .....	10
AASM Viewpoint .....	10
Marketing Communications .....	12
The AASM Management Committee .....	14

Welcome to the 2017-18 Australian Association of Social Marketing (AASM) Annual Report. It is my pleasure and privilege to write to you in my role as the President of the association. The AASM was founded nine 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.

The social marketing field has continued to develop over the past year in terms of new ideas, theories, technologies, tools and modes of practice to bring about positive behaviour and social change.

Increasingly, we are seeing a focus on interdisciplinary and transdisciplinary thinking to tackle complex social problems such as obesity, and climate change and sustainability. This sets a challenge for social marketers to join forces with other disciplines such as behavioural economics, public health, psychology, geography and engineering to name but a few. Social marketers are continuing to develop new technologies and tools for social change such as virtual reality, gamification, and video storytelling. We also see a broadening of research approaches in social marketing with neuroscience, video ethnography, ethnographic filmmaking, and time series studies adding to our knowledge base. Different theories and frameworks that inform social marketing such as systems thinking, behavioural economics, assemblage thinking, social practice theory and critical theory are now adding to our diverse range of understanding. And social marketing is being applied in practice to an ever-expanding number of social issues from corruption, to energy conservation, to saving koalas, Australia remains at the forefront of new ideas in research, theory and practice in social marketing. The challenge is to engage policy makers and funding agencies with the world class social marketing work that is going on in the country.

2018 also saw an important milestone for the AASM with the International Social Marketing Conference being held in Singapore. This is part of our efforts to broaden horizons, collectively collaborate across the Asia Pacific region and share knowledge and learning about behaviour and social change. The conference saw a range of ideas being shared, and collaborative conversations between social marketers in the region that will hopefully lead to further advancement of the field.

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 our monthly e-newsletter, and by 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. There are several ways through which members can engage with the AASM such as helping to run local events, joining our management committee, or even just sharing our feedback on what we are doing or ideas on what else we can do to serve our members. We encourage every one of you to be active members.

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. In our current climate of workplace managerialism, efficiency drives, heavy workloads, and limited resources it is fantastic to have such

volunteers serve the association and the social marketing community. Without our AASM management committee members, my job as President would be impossible, so I would like to acknowledge and thank the committee.

This year we have two AASM management committee members who are stepping down. I would like to thank Stephen Dann who has served on the committee over the past three years for a second stint – having been one of the founding members of the association in 2009. Stephen has been a fantastic servant to the AASM and done a great job as e-newsletter editor and webmaster. I also sincerely thank Kathleen Chell who originally joined the AASM committee as student rep, before more recently taking on the role of marketing manager. Kathleen has done a fantastic job for the association to help promote events, and communicate with our members. Due to Stephen and Kathleen stepping down we have two places on the committee available at our forthcoming AGM. A call for nominations will be issued for an election of these two places on the AASM management committee – so this is our chance to get involved. If interested please look out for the call for nominations or contact the association.

As always, 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. Also, the AGM will be held on Tuesday 21<sup>st</sup> August, 17:30pm to 18:30 pm at Deakin Downtown, Deakin Business School at 2, 727 Collins St, Docklands, Melbourne, Victoria 3000. 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 2018. 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 30 June 2018.**

State	Member numbers
NSW	46
QLD	39
VIC	41
WA	7
SA	6
ACT	11
TAS	1
Overseas	22

As of 30th June 2018, the AASM has 173 members. One member is a lifetime member. The membership by state/country is shown in Table 1.

## Financial Report

The Committee presents the 2017-18 financials as follows in the profit and loss statement, and balance sheet. 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 2017-2018**

<b>Australian Association of Social Marketing</b>				
<b>2017-18: Profit and Loss Statement, Budget and Actual</b>				
DATE: 30 June 2018				
<b>INCOME</b>		<b>ACTUAL</b>	<b>BUDGET</b>	<b>VARIATION</b>
	Conference income	\$ 1,066.07	\$ 7,000.00	\$ (5,933.93)
	Local hub events / training seminars	\$ 10,088.47	\$ 5,000.00	\$ 5,088.47
	Memberships	\$ 4,959.30	\$ 8,000.00	\$ (3,040.70)
	<b>TOTAL INCOME</b>	<b>\$ 16,113.84</b>	<b>\$ 20,000.00</b>	<b>\$ (3,886.16)</b>
<b>EXPENSES</b>				
	Administration	\$3,488.00	\$ 3,000.00	\$ 488.00
	Conference expenses	\$1,578.34	\$ 4,000.00	\$ (2,421.66)
	Legal, statutory, bank charges	\$231.05	\$ 250.00	\$ (18.95)
	Printing / promotional	\$42.34	\$ 1,000.00	\$ (957.66)
	Subscriptions / sponsorship	\$2,496.04	\$ 1,000.00	\$ 1,496.04
	Travel and accommodation	\$5,383.62	\$ 5,000.00	\$ 383.62
	Website	\$140.35	\$ 2,500.00	\$ (2,359.65)
	<b>TOTAL EXPENSES</b>	<b>\$ 13,359.74</b>	<b>\$ 16,750.00</b>	<b>\$ (3,390.26)</b>
<b>NET PROFIT</b>		<b>\$ 2,754.10</b>	<b>\$ 3,250.00</b>	<b>\$ (495.90)</b>

**Table 3: AASM Balance Sheet June 2018**

<b>Balance Sheet</b>	
<b>Australian Association of Social Marketing</b>	
<b>As at 30 June 2018</b>	
	<b>30 Jun 2018</b>
<b>Assets</b>	
<b>Bank</b>	
Cash at Bank	\$15,080.85
<b>Total Bank</b>	<b>\$15,080.85</b>
<b>Current Assets</b>	
Prepayment - Debit Card	\$112.16
<b>Total Current Assets</b>	<b>\$112.16</b>
<b>Total Assets</b>	<b>\$15,193.01</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
AASM NAB Credit Card 6033	\$29.66
ATO Client Integrated Account	\$600.00
<b>Total Current Liabilities</b>	<b>\$629.66</b>
<b>Total Liabilities</b>	<b>\$629.66</b>
<b>Net Assets</b>	<b>\$14,563.35</b>
<b>Equity</b>	
Current Year Earnings	\$2,754.10
Retained Earnings	\$11,809.25
<b>Total Equity</b>	<b>\$14,563.35</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

The AASM holds an Annual General Meeting in the 2<sup>nd</sup> half of each year. The 2018 AGM is being held on Tuesday 21<sup>st</sup> August, 17:30pm to 18:30 pm at Deakin Downtown, Deakin Business School at 2, 727 Collins St, Docklands, Melbourne, Victoria 3000.

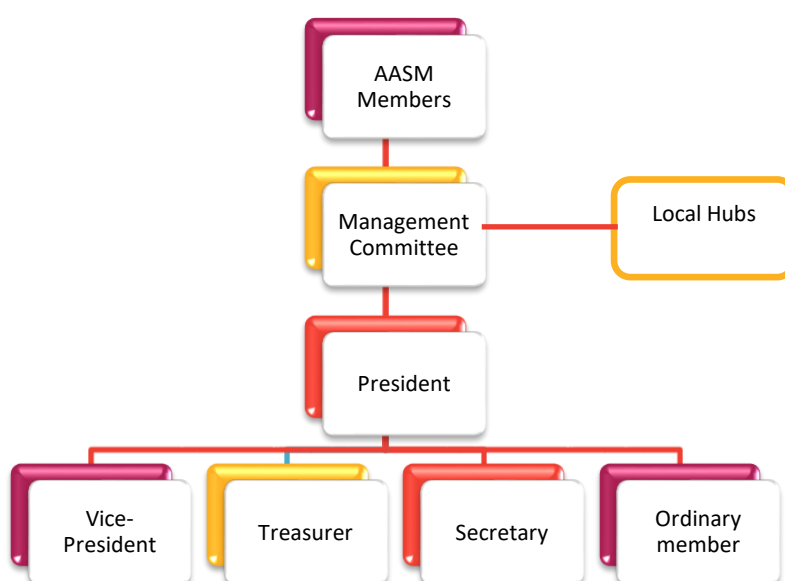
## Governance Structure

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 2017 to 2018, 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, seminars, and conferences. 2017-2018 saw 10 events being organised by the association: 3 in NSW, 1 in QLD, 2 in VIC, 2 in WA, X in NZ, and 1 online – see Table 4. Attendance at events was 265. 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 2017- 2018**

Date	Location	Event Title	Venue/Host	Type	Attendance
19/10/17	WA	WA Hub Event: Influencing community behaviours – Insights from the field <i>Speakers:</i> Roger Farley, David Butler, Becky White, Ross Gordon	Murdoch University, Perth	Paid	51
22/11/17	NSW	NSW Hub Networking Event <i>Speaker:</i> Tom Carroll	Café del Mar, Sydney	Free	31
19/11/17	QLD	QLD Hub Networking Event <i>Speakers:</i> Abi Badejo, Judy Drennan, Rebekah Russell-Bennett	Ship Inn, Brisbane	Free	21
6/12/17	VIC	VIC Hub – influencing Community Behaviours	Deakin Downtown, Melbourne	Paid	45
11/04/18	NSW	NSW Hub Seminar, Exploring Value Destruction in Social Marketing Services	University of Wollongong, Wollongong	Free	11
16/04/18	NSW	NSW Hub – Networking Drinks	Quay Bar, Sydney	Free	10
14/7/18 – 16/7/18	SINGAPORE	International Social Marketing Conference	JCU Singapore	Paid	96
16/08/18	Online	iSMA-AASM Webinar, Seek or Destroy? Exploring Value Destruction in Social Marketing Services.	Online Webinar Hosted on iSMA website	Free	N/A
21/8/18	VIC	VIC Hub Event – Women Leading Change Summit	Deakin Downtown, Melbourne	Paid	N/A
29/8/18	WA	WA Hub – Influencing community behaviours 2	Murdoch University, Perth	Paid	N/A
<b>Total: 10 events</b>					<b>265</b>
<b>* 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.</b>					

## ISM Conference 2018 in Singapore

The 2018 International Social Marketing Conference (ISMC) was held in Singapore at James Cook University: Singapore from 15<sup>th</sup> to 16<sup>th</sup> of July 2018. There was also a first doctoral student colloquium for the conference held on the 17<sup>th</sup> of July 2018. The general theme for the conference in was "Broadening Cultural Horizons in Social Marketing". The ISMC 2018 brought together social change agents from across Asia-Pacific in a collaboration to share the latest tools and approaches to changing behaviours for societal wellbeing. The conference was a great success and delegates heard from excellent keynote, panel session and regular session presenters on a diverse range of topics including the use of soft power to achieve social change, gender equality, animal welfare, policy discourse and public policy making, cycling without age, cyber security, gay rights and social activism, hard to reach groups, readability of behaviour change communications and so much more. A key takeaway from the event was that the social, cultural and policy context for behaviour and social change work in the Asia-Pacific region really matters. See the AASM website for the book of abstracts which will be posted in September.



## AASM Social Marketing Training

The AASM piloted the idea of offering training classes in social marketing in 2016 and 2017 with Masterclass events in Melbourne and Sydney working in partnership with Social Marketing @ Griffith who developed the Masterclass course. The association is now working to develop a suite of social marketing training modules and will then seek to gain accreditation for these. Keep your eyes peeled for forthcoming announcements on this in 2019. If you think you, or your organisation would benefit from social marketing training by the AASM, please do contact us.

## AASM Viewpoint

AASM Viewpoint is a bi-monthly publication comprised of articles about a wide variety of topics, perspectives, and issues in social marketing. Edited by Associate Professor Maria Raciti from the University of the Sunshine Coast, in 2017-2018 AASM Viewpoint continued to provide value to members. Volume 6 and 7 include a greater number of articles than previous Volumes with these articles being a mix of practitioner interviews, practitioner opinion pieces, academic discussion papers and student precis'. Infographics about social causes by Bonnie Lowes (Assistant Editor), brief praxis commentaries by Maria Raciti (Editor) and social photos also remained as features of the publication. Quick concepts and inspirational quotes were also introduced.



**Volume 6, 2017**

Editor: Associate Professor Maria M. Raciti  
Assistant Editor: Bonnie Lowes

Following the publication of the 2016-17 AASM Annual Report in September 2017, Viewpoint released a further two issues in Volume 6. Jacqueline Blake and Prue Blake in Issue 5 re-imagined bus stops as social spaces and how incentivising public transport using placemaking principles could have the positive unintended consequence of increasing community connections. Kate Letheren's academic

discussion in the same issue presented social loneliness as part of the human condition and the pros and cons of bots and chatbot therapy to help with mental health.

Tracey Bridges provided two articles for Issue 6, which was the final issue for 2017. Tracey's first article, 'The Green Grass of Home: Behaviour Change Insights from Western Australia', articulated the key takeaways from each of the five presentations at the AASM Workshop 'Influencing Community Behaviour' held in Perth. In her second article, Tracey outlined some pertinent principles of social marketing shared by Lisa Cohen who is a National Programme Manager of a Scottish mental health program. In 'Preparation, Patience and Willingness to Play the Long Game', Tracey concisely recounted these four insights that can contribute to the success of social marketing efforts, being programmatic thinking, co-design and collaboration, clarity about the change being sought and investing in the planning process. Volume 6 with all six issues was published as a A4 booklet (ISBN number: 978-0-9874743-5-3) and posted out to all AASM members at the end of 2017.

In 2018, Volume 7 Issue 1 commenced with a practitioner interview. In her interview, Kylie Brosnan who is Director of the Ipsos Social Research Institute, shared examples of projects that had worked well but also candidly shared with the membership some projects that that did not go to plan and her biggest pain points when working on projects such as evaluations being procured 'too little too late'. Her tip for other practitioners was 'to keep asking why'. The second article in Issue 1 was a student précis provided by Stephanie Hawkins. Stephanie's article addressed the issue of domestic food waste and outlined factors that contribute to this waste such as overpreparation of meals and unnecessary bulk buying of food. Three proposed interventions were suggested including an intervention targeted at families with school-aged children.

Next, Volume 7 Issue 2 commenced with an autoethnographic article by Tracey Bridges, sharing experiences from her mid-twenties as a junior member of the editorial team in a television newsroom, and her awakening to the 'male gaze' that biased stories. In 'The Female Gaze; the Mother Tongue', Tracey reflected on how the #MeToo movement had brought back to the surface her early career experience and feelings from that time, and her suggestion that being bilingual—possessing and switching between by the male and female gaze—is the best way forward. The second article in Issue 2 was a case study of TagFIT, a new community-based team sports product to address female under-participation in organised, club-based sport. Scott Park, Brendan Powell and Maria Raciti outlined how organised sport can mitigate overweight and obesity issues and the design and prototyping of TagFIT by Queensland Oztag which was framed by five attributes being holistic, accessible, fitness, fun and friendship.

Finally, in the most recent issue (Volume 7, Issue 3), an interview of Chris Turner, Founder and CEO of Sunny Kids share the impetus for Sunny Kids and how the organisation provides emergency accommodation, health, education and child protection agency support to keep kids safe. Chris shared his personal story and his work with homeless children and women's refuges. Chris was particularly proud of the SunnyKids Virtual Village practice model which includes a broad-based partnership with government, private and community sector stakeholders. The second article by Maria Raciti discusses the intersection between underemployment, future work and university degrees. Maria presented her bespoke magnet capstone course for marketing

students which she developed as a way to address the challenges of employability, self-employment and lifelong learning.

An additional three AASM Viewpoint issues are scheduled for release by the end of 2018. A published booklet version of Viewpoint Volume 7 2018, complete with ISBN number will include all six issues and will be posted out to AASM members at the end of 2018. 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

The main portal for the AASM is our website: at [www.aasm.org.au](http://www.aasm.org.au). The website contains news, details on events, and the member login section which gives our members access to AASM Viewpoint, Videos, Case Studies, Free Access to the Journal of Social Marketing, and discounted access to Social Marketing Quarterly.

According to Google Analytics the AASM website had 6,920 users, over 9,376 sessions, with an average site visit of 1m 57s from the period June 2017 to June 2018. The Bounce Rate during this period was 62.5%.



## Social Media Strategy

An updated AASM social media strategy was developed in 2018. 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:

- Support the objectives of the Association
- Raise the profile of the AASM as leaders in behaviour change and social good
- Encourage new members and attendance at AASM events

### 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 1st August 2018)**

Measurement Tool	Metrics		
	Number of followers	<b>June 2017:</b> 741 followers	<b>June 2018:</b> 868 followers
	Tweet engagement (RT's, favourites, replies)	<b>June 1 2018-June 30 2018:</b>  Impressions: 591/per day Engagement Rate: 1.2% Retweets: 30 Likes: 156 Replies: 4 <b>June 2018:</b>	
 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>June 2017:</b> 116 group members 144 Company page followers	<b>June 2018:</b> 120 group members 244 Company page followers
	Company Page Engagement (discussion posts, promotions, job postings etc.)	<b>June 2017:</b> 5 posts, average engagement 2.20%, 8 interactions	<b>June 2018:</b> 4 posts, average engagement 3.20%, 12 interactions

The  
AAS  
M

## Management Committee

The Management Committee for 2017-2018 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 2017-2018

