

AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

ANNUAL REPORT 2018-2019



AASM
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OF SOCIAL MARKETING

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Annual Report 2018-2019

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President's Report

Welcome to the 2018-19 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 ten 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 past year has seen significant global concern regarding some of the major social issues that face us. The climate crisis, rising income and wealth inequality, homelessness, racism, gender inequality, and populism are just some of the challenges that face us in contemporary Australia. So, the need for social marketing as a strategic and comprehensive approach to behaviour and social change for social good is greater than ever before. These challenges also mean that us social marketers need to think critically and reflexively about all that we do and focus on trying to develop more representative, inclusive, critically considered as well as effective approaches to bring about change for social good.

At the World Social Marketing Conference in Edinburgh, June 2019 there was an increased focus on critical social marketing – a perspective that encourages us to critically reflect upon and challenge established ways of thinking, and seek to bring about more ethical, inclusive and representative approaches to behaviour and social change. However, we must also be aware of the major challenges to doing so – in a time in which political divisions, and the divergence between the haves and have nots seems to be getting ever wider. Tackling complex issues such as climate change, homelessness, or human trafficking require us to be aware of and perhaps try to influence the political environment in ways that social marketers have perhaps not done so or felt comfortable doing so before. At the very least, social marketers may have to consider whether part of our job is to encourage and facilitate citizens to be politically aware and critical thinkers to help better understand complex social problems and possible solutions. As always, Australia has been at the forefront of new critical perspectives in social marketing and no doubt this will continue into the future.

In the past year the AASM has been active in leading behaviour change and social good in Australia through our ongoing program of events brought to people by our fantastic regional Hubs. I would like to sincerely thank our Hub coordinator Jodie Wrigley for putting together a Hub events strategy and schedule working in partnership with our regional hub leads. Special thanks also go to our amazing hub leads: Abi Badejo in Queensland, Nadia Zainuddin in NSW, Amy Wilson in SA, Luke van der Beeke and Cheryl Leo in WA, and Rebecca Cook and Lelde McCoy in VIC for all their hard work in putting on events from seminars featuring international speakers, to networking drinks to share and learn from the latest insights on doing behaviour and social change work. I would like also to thank our partners: The University of Wollongong, Queensland University of Technology, VicHealth, Murdoch University, Flinders University, and Curtin University, who help us put on events through the provision of venues, cross promotion, and in-kind time contributions.

AASM also provides value to our members through the range of resources we provide through our website www.aasm.org.au and our e-newsletter. This year we were also delighted to announce for our members that in addition to continue free access to the Journal of Social Marketing featuring the latest and greatest theory, research and practice in

our field - we are also now providing free access to Social Marketing Quarterly containing excellent case studies and notes from the field in every issue.

This year, members of the AASM management committee have also been involved in continuing consultations and conversations regarding the proposal for an Asia-Pacific Social Marketing Association. This idea would be for a regional association that would foster networking, collaboration, sharing, and learning about social marketing for behaviour and social change across the Asia-Pacific region. A regional association of this type would mirror other regional social marketing associations globally such as the European Social Marketing Association (ESMA), Social Marketing Association of North America (SMANA), Asociación Latinoamericana de Mercadeo Social (LAMSO), and the Africa Social Marketing Association (ASMA). However, it is important to clarify that any development of an Asia-Pacific Social Marketing Association would not materially affect the Australian Association of Social Marketing which would still exist to serve members and the social marketing community in this country. Discussions are still at a reasonably early stage with this initiative and ongoing, so if you are interested in being involved please reach out to the AASM.

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 are sad to say goodbye to our fantastic Treasurer, Kevin Luten who is stepping down from the AASM management committee. Over the past few years Kevin has done a fantastic job in managing the financial affairs of the association in a very organised and responsive manner. The role of Treasurer is a very important one, with a lot of responsibility and Kevin has always carried out his duties with the greatest of care and attention. Thank you Kevin.

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, or attend an event, speak to one of the committee members, or attend the next AGM. Also, the AGM

will be held on Thursday 18th October, 14:00pm to 15:00 pm at VicHealth, 15-31 Pelham Street, Carlton, Victoria, 3053. 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 for behaviour and social change, and promote social good in Australia.

Warm regards

A handwritten signature in black ink, appearing to read 'Ross Gordon', with a stylized, cursive script.

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 as well as included members of the International Social Marketing Association (iSMA)
- ✓ **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 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.

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 2019.

State	Member numbers
NSW	69
QLD	55
VIC	93
WA	19
SA	18
ACT	30
TAS	1

Overseas	37
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As of 30th June 2019, the AASM has 323 members. One member is a lifetime member. The membership by state/overseas is shown in Table 1.

Financial Report

The Committee presents the 2018-19 financials as follows in the profit and loss statement, and balance sheet. The major expenses for the year were linked to running AASM Hub events, and the development of social marketing for behaviour and social change training materials.

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

Table 2: Profit and Loss Statement 2018-2019

Australian Association of Social Marketing				
2018-19: Profit and Loss Statement, Budget and Actual				
DATE: 30 June 2019				
INCOME		ACTUAL	BUDGET	VARIATION
	Conference income	\$ -	\$ 8,000.00	\$ (8,000.00)
	Hub events / training seminars	\$ 9,026.15	\$ 8,000.00	\$ 1,026.15
	Memberships	\$ 2,395.98	\$ 8,000.00	\$ (5,604.02)
	TOTAL INCOME	\$ 11,422.13	\$ 24,000.00	\$ (12,577.87)
EXPENSES				
	Administration	\$319.62	\$ 3,500.00	\$ (3,180.38)
	Conference expenses	\$0.00	\$ 4,000.00	\$ (4,000.00)
	Hub events / training seminars	\$3,035.15	\$ 2,000.00	
	Legal, statutory, bank charges	\$93.49	\$ 250.00	\$ (156.51)
	Printing / promotional	\$89.00	\$ 500.00	\$ (411.00)
	Subscriptions / sponsorship	\$1,684.01	\$ 2,500.00	\$ (815.99)
	Travel and accommodation	\$2,806.31	\$ 7,000.00	\$ (4,193.69)
	Website	\$3,420.00	\$ 2,000.00	\$ 1,420.00
	TOTAL EXPENSES	\$ 11,447.58	\$ 21,750.00	\$ (10,302.42)
	NET PROFIT	\$ (25.45)	\$ 2,250.00	\$ (2,275.45)

Table 3: AASM Balance Sheet June 2019

Balance Sheet	
Australian Association of Social Marketing	
As at 30 June 2019	
	30 Jun 2019
Assets	
Bank	
Cash at Bank	\$14,955.55
Total Bank	\$14,955.55
Current Assets	
Prepayment - Debit Card	\$112.16
Total Current Assets	\$112.16
Total Assets	\$15,067.71
Liabilities	
Current Liabilities	
AASM NAB Credit Card 6033	-\$41.99
ATO Client Integrated Account	\$600.00
Total Current Liabilities	\$558.01
Total Liabilities	\$558.01
Net Assets	\$14,509.70
Equity	
Current Year Earnings	-\$25.45
Retained Earnings	\$14,535.15
Total Equity	\$14,509.70

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 second half of each year. The 2019 AGM is being held on Friday 18th October 2019 from 14:00pm to 15:00 pm EST at VicHealth, 15-31 Pelham Street, Carlton, Victoria 3053.

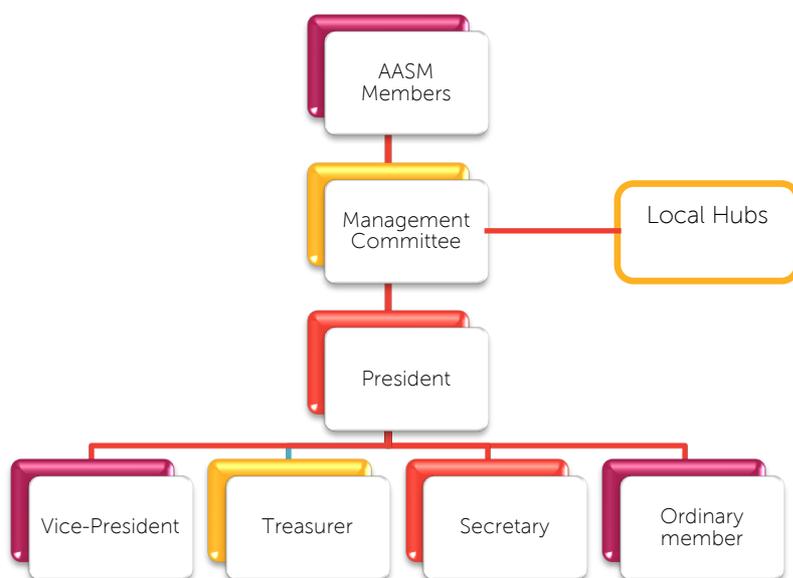
Governance Structure

A Management Committee governs the association. There are currently ten (10) committee members. Eight members (8) of the management committee are elected, two (2) are appointed. 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 2018 to 2019, the structure of the Management Committee consists of a President, Vice-President, Secretary, Treasurer, and six ordinary members. 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 13 events being organised by the association: 3 in NSW, 1 in QLD, 5 in VIC, 2 in WA, and 2 in SA – see Table 4. Attendance at events was 443. 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 our existing hubs across the states and territories in Australia. We strongly encourage any members interested in event hub activities to contact the association: aasmaus@gmail.com.

Table 4: Summary of AASM Events 2018-2019

Date	Location	Event Title	Venue/Host	Type	Attendance
21/08/18	VIC	Women Leading Change Summit - from the grassroots to the treetops	Deakin Business School	Paid	14
29/08/18	WA	Influencing Community Behaviours - Insights from the Field II	Murdoch University	Paid	45
06/12/18	SA	AASM Event - Launch of the Adelaide Behaviour Change Networking Hub	University of South Australia	Free	53
04/03/19	VIC	Selecting & unpacking behaviours: A critical step in developing effective programs Speakers: Doug McKenzie-Mohr	Sustainability Victoria	Paid	26
01/05/19	QLD	Seminar by Jeff French: 10 Key Considerations for Social and Behaviour Change Speakers: Jeff French	QUT	Paid	33
06/05/19	NSW	Seminar by Jeff French: 10 Key Considerations for Social and Behaviour Change Speakers: Jeff French	UOW	Paid	50
18/06/19	VIC	The art and science of briefing an agency with Michael Daddo	VicHealth	Paid	25
24/06/19	SA	Adelaide Behaviour Change Hub Network	Flinders University	Free	30
10/07/19	NSW	Seminar by Dr Cheryl Leo: Examining value destruction and termination of support services and the impact on subjective wellbeing Speakers: Dr Cheryl Leo	University of Wollongong	Free	12
26/07/19	VIC	State of Social Marketing in 2019 – Insights from the World Social Marketing Conference	VicHealth	Paid	45
15/10/19	WA	10 Key Considerations for Social and Behaviour Change Speakers: Jeff French	Murdoch University	Paid	40

18/10/19	VIC	Citizen centric social marketing	VicHealth	Paid	45
25/10/19	NSW	Insights from the World Social Marketing Conference Speakers: Ross Gordon, Erik Cateriano Arevalo, Nadia Zainuddin	Sydney Business School, University of Wollongong	Paid	25
Total: 13 events					443
* 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.					

E-Newsletter

In 2018 we said our sad farewell to Stephen Dann as the e-newsletter editor and welcomed Amy Wilson into the role. Amy has honoured Stephens legacy, with much of the e-newsletter remaining the same - if it ain't broke, don't fix it!

So thanks Stephen for passing on an already wonderful product! We now have just over 600 subscribers with up to a third of people opening the newsletter - that is a reach of at least 150 social marketers every month, which is fantastic! The newsletter had a freshen up but continues to provide the AASM community with information about conferences, interesting reads, calls for papers, and job and board positions. We are also starting to get more contributions from the community - including summaries of hub events that we would welcome more of in the future. A huge thank you to all those who have contributed so far. Given the increased energy for the hub events, the newsletters newest addition to this has been the Hub event and Hub news sections - where events and calls for committee positions are promoted. The e-newsletter is here for the community - so as always any feedback and suggestions are always welcome.

Update from our colleagues at the New Zealand Social Marketing Network

The New Zealand Network had another active year, adding many members and trialling different member initiatives in the course of the year.

Highlights from this year include:

- welcoming Nick Farland as our new Chair, replacing the Network's founding Chair, Tracey Bridges, who remains on the Network committee
- growing our executive committee
- hosting seven events in the course of the year, including a post-WSMC event in Wellington in August, with Professor Ross Gordon, president of AASM
- increasing our member database. The Network now has over 170 members – a mix of academics, programme practitioners and specialist support agencies
- introducing a new coaching / mentoring scheme, free to members

Although it is an independent network, the New Zealand Social Marketing Network committee continues to work closely with the Australian Association of Social Marketing, to share information and ideas. In particular, the committee has been active in supporting the concept of an Asia Pacific Social Marketing Association.

AASM Social Marketing for Behaviour and Social Change 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 completing work to develop a suite of social marketing for behaviour and social change 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 2018-2019 AASM Viewpoint continued to provide value to members. Volume 7 and 8 included a mix of practitioner interviews, practitioner opinion pieces, academic discussion papers and student precis'. Inspirational quotes and infographics about social causes by Bonnie Lowes (Assistant Editor) continued to be a feature of the publication.



Following the publication of the 2017-18 AASM Annual Report in September 2018, Viewpoint released a further two issues in Volume 7. Bonnie Lowes developed an infographic of Indigenous disadvantage in Australia in Issue 5, and student Sara Ismar provided a discussion piece on reducing young females mobile phone use presenting three possible interventions. Joshua Dale provided an opinion piece about undergraduate employability, noting that changes in labour markets are creating underemployment which has a range of social consequences. Josh discussed the increasing interest in soft skills but highlighted they are ill-defined and the greater challenge of being the visibility of these soft skills prior to actual employment.

Volume 7, Issue 6 commenced with an infographic by Bonnie Lowes focusing on climate change and the likely future scenarios that will play out if substantial change does not occur soon. Toulou Gordillo, who is a practising clinical psychologist, shared her wisdom as a practitioner on the issue of mental health among youth and her storytelling strategy to help engage and offer solutions. Toulou's practitioner precis outlined dreaming stories and the use of ancient narratives and stories to assist youth in various cultures and then detailed her evidence-based therapeutic method. Joshua Dale completed the volume, with a thoughtful opinion piece on unconscious bias and how it plays out in higher education to privilege some and not others. Volume 7 with all six issues was published as an A4 booklet (ISBN number: 978-0-9874743-6-0) and posted on the AASM website.

In 2019, Volume 8 Issue 1 commenced with an overview of housing affordability. Bonnie Lowes infographic highlighted the lack of affordable rental properties for families on a low income and how this varied around the country. Next, in an interview Dr Timo Dietrich from Griffith University, shared his interest in social marketing being a curiosity for what makes humans tick. The complexity of human behaviour and how this plays out in their environment attracted him to social marketing, and he talked about the Blurred Minds program and the important role of partners and collaborators to bring about change. This issue also included an interview with Sarah Renals, Research and Evaluation Director, Public Affairs, with Ipsos. Sarah provided a wonderful account of her professional journey that eventually led her to evaluation. Sarah shared how the research and evaluation of a diverse range of topics and contexts are intriguing and how early career experiences in health and in particular apathy of staff was part of her motivation to pursue a research and evaluation career. Volume 1 concluded with an infographic on reimagining activist

and highlighting twenty-first-century actors that can bring change including 'the broker', 'the acupuncturist' and 'the questioner'.

Next, Volume 8 Issue 2 commenced with a discussion piece by Maria Raciti and Joshua Dale on the role of the social marketing messenger. At the conclusion of the case study, a number of questions were posed for social marketers including "how are your messengers selected and trained?" and how does this selection and training take into account their persuasive capabilities. Toula Gordillo provided a practitioner insight article in Issue 2 discussing 'the hero's journey' as a tool for social marketers. Toula fuses mythical stories of psychology to help young people experiencing mental health issues to better understand their journey, the trials they may face and in doing so enhance their understanding that they too can emerge victorious at the end.

Issue 3 commenced with a profile of two social change-makers—Scott Park and Brendan Powell. Scott and Brendan in their roles with Queensland Oztag have created seven inclusive initiatives to support diversity in sport and do so in a way that builds social connections and addresses social issues. In this issue Toula Gordillo provided practitioner insight into the importance of fantasy for social marketing interventions. Toula outlined the importance and power of imagination fantasy's role in imagining alternate realities or outcomes and for generating ideas and overcoming challenges.

Finally, in the most recent issue (Volume 8, Issue 4), a refresher of key social marketing concepts was provided. Three infographics were included in the refresher being the habits of a systems thinker, co-design principles and the 17 United National sustainable development goals. To conclude the issue, Joshua Dale provided an opinion piece on the bystander effect and how this plays out in digital spaces.

Two additional AASM Viewpoint issues are scheduled for release by the end of 2019. A published booklet version of Viewpoint Volume 8 2019, complete with ISBN number will include all six issues and will be posted online as well as in hardcopy to AASM members at the end of the year. 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.

Marketing Communications

The main portal for the AASM is our website: at 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 to Social Marketing Quarterly.

According to Google Analytics the AASM website had 4681 users, 5831 sessions, with an average site visit of 2 minutes from the period June 2018 to June 2019. The Bounce Rate during this period was 57.52%.



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

Measurement Tool	Metrics		
	Number of followers	June 2018: 868 followers	June 2019: 1060
	Tweet engagement (RT's, favourites, replies)	June 1 2018- June 30 2018: Impressions: 591/per day Engagement Rate: 1.2% Retweets: 30 Likes: 156 Replies: 4	June 1 2019-June 30 2019: Impressions: 967/per day Engagement Rate: 1.1% Retweets: 57 Likes: 293 Replies: 19
 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	June 2018: 120 group members 244 Company page followers	June 2019: Followers 476
	Company Page Engagement (discussion posts, promotions, job postings etc.)	June 2018: 4 posts, average engagement 3.20%, 12 interactions	June 2019: 1786 impressions 33 reactions 4 shares

The AASM Management Committee

The Management Committee for 2018-2019 comprised of ten (10) committee 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 a Professor at Queensland University of Technology in Brisbane. He is also a visiting research Professor at Macquarie University in Sydney at the University of Wollongong, and Coventry 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 \$7.1m 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 (2019). Strategic Social Marketing: For Behaviour and Social Change, 2nd Edition. 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 areas such as virtual communities, well-being and service systems. Cheryl has published in top journals such as *Journal of Service Management*, *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). She is involved with research surrounding the awareness of antimicrobial resistance.



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:

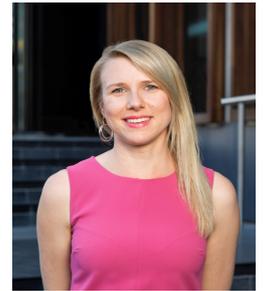
Joy Parkinson: Membership Officer

Joy Parkinson is a Senior 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.



Amy Wilson: Newsletter Editor

Amy Wilson is the AASM e-newsletter editor and coordinator of the South Australian networking hub. She has an Honours degree in psychology, and a research Masters and PhD in health marketing. Her research focused on the use of marketing strategies (i.e. nudging, associative learning, advertising etc) to understand and influence health behaviours which has been published in high quality journals, including the International Journal of Behavioural Nutrition and Physical Activity. Amy now works in research and insights at the Global Centre for Modern Ageing which enables industry to develop products and services that help people to live and age well. Amy has been involved in various academic and industry research projects across a range of sectors – including clients from local and state government, retailers, not-for-profits and tech-based companies. Amy also co-developed a new cross-disciplinary undergraduate course “Marketing for Health and Wellbeing” which received the UniSA Business School “Top Teaching Team” award in 2017. She is a co-author of a Social Marketing chapter in “Marketing, Theory Evidence and Practice, 2nd edition”, as well as a chapter “Putting Nudges into Perspectives” in “Eat Your Greens.”



Jodie Wrigley: Hub Coordinator

Jodie is the AASM event hub coordinator. Jodie is a communication and behaviour change specialist with more than 20 years’ experience. Her expertise lies in developing and driving strategic public education and behaviour change campaigns spanning multiple stakeholder groups. She is a member of the PRIA and AASM, has held both in-house and consultancy roles and manages projects in Australia and across Asia Pacific. With a particular passion for making a difference to the health and social challenges faced by the community, Jodie has extensive experience in the areas of vaccination, smoking cessation, eye health, and primary care as well as oncology, immunology, cardiology and medical research. In addition, as a media and crisis communication specialist she regularly provides issues and crisis facilitation and media coaching support to leadership teams. Working on projects for both the public and private sector, Jodie has supported a wide range of government agencies, companies, not for profits, professional bodies and industry associations across a number of sectors including health, medical, pharmaceutical, financial, education and telecommunications. Jodie is also a postgraduate lecturer in social marketing and crisis communication at the University of Sydney.



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.



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Annual Report 2018-2019

