

AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

ANNUAL REPORT 2019-2020



AASM
AUSTRALIAN ASSOCIATION
OF SOCIAL MARKETING

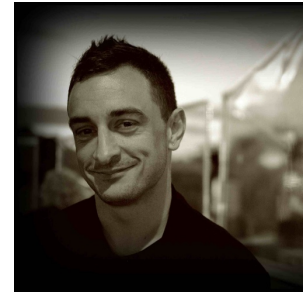
AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

Annual Report 2019-2020

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President's Report



Welcome to the 2019-2020 Australian Association of Social Marketing (AASM) Annual Report. 2020 has undoubtedly been a very challenging one for everybody across the world as we deal with the ongoing Coronavirus (COVID-19) pandemic. Now more than ever, we need social marketing to play an important role in protecting health, people, and planet. It is my pleasure and privilege to write to you in my role as the President of the association. The AASM was founded eleven 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 events of the past year have demonstrated the importance of social marketing as a field working towards behaviour and social change for social good. 2020 has been one of the most challenging years for everyone across the world as we have deal with the ongoing COVID-19 pandemic. The pandemic has taken lives, caused long term physical and mental health damage to people, shocked economies, stopped travel, damaged relationships, separated families and loved ones, and disconnected people across the globe. While here in Australia we have dealt reasonably well with the pandemic in terms of protecting public health, the 2nd wave and lockdown in Victoria has been very tough on people. And sadly over 900 Australians have lost their lives. And the continued closure of international and internal borders continues to separate families and loved ones and wreak economic havoc.

Earlier in 2020 we dealt with the tail end of one of the most destructive bushfire seasons evert witnessed in Australia – which saw climate change protests around the country and around the world. The Black Lives Matters social movement and associated protests also focused our attention on the continuing and destructive effects of systematic racism here in Australia, and in other countries. With all that we have faced in 2020 – it is enough to overwhelm us all.

Despite these events, over the past year the AASM has remained active in leading behaviour change and social good in Australia through our ongoing program of Hub events – which this year have transitioned to online webinars. While we certainly hope to return to more face to face events soon, the online webinar series has been a fantastic success and has enabled people from across the country and beyond to participate. I would like to sincerely thank the Lelde McCoy for leading the webinar series and to all the other AASM Committee members, regular members and of course all our fabulous speakers for helping to engage the social marketing and behaviour change community across a range of important topics.

During 2020 the AASM has also continued to be involved in advocacy work including making a [submission](#) to, and speaking at the Parliamentary Inquiry for the Parliament of Australia Joint Committee on Law Enforcement Inquiry on Public Communications Campaigns Targeting Drug and Substance Abuse. Earlier in the year the AASM also issued a [statement](#) on the Coronavirus (COVID-19) pandemic that served as the inspiration for other social marketing associations across the world to do similar.

The AASM continues to provide 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.

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.

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. The AGM this year will be held online on Friday 27th from 13:30pm-14:30pm Australian Eastern Daylight and can be joined at the following [Zoom link](#). 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. Let's all hope that 2021 is a much better year for all of us than this one and let's continue to do the good work of using social marketing to make the world a better place.

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 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.

We strongly encourage all our members provide us feedback and let us know what kind of association you want.

Membership

As of 30th June 2020, the AASM has 143 members. One member is a lifetime member. The membership by state/overseas is shown in Table 1.

Table 1: State breakdown of members.

State	Member numbers
NSW	29
QLD	31
VIC	53
WA	6
SA	6
ACT	13
TAS	2
Overseas	3

Financial Report

The Committee presents the 2019-20 financials as follows including the profit and loss statement, and balance sheet. The main highlights of this financial year were:

- A 23% year on year increase in revenue from hub events and conferences.
- Revenue from membership subscriptions saw a 45% decline.
- Overall expenses increased by 30%.

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

Table 2: Profit and Loss Statement 2019-2020

Profit and Loss

Australian Association of Social Marketing

For the year ended 30 June 2020

Account	2020	2019
Trading Income		
Hub Event & Conference Income	16,733.51	12,865.68
Interest Income	5.05	0.00
Membership Subscription	2,761.94	4,944.50
Other Income	0.00	0.00
Total Trading Income	19,500.50	17,810.18
Gross Profit	19,500.50	17,810.18
Operating Expenses		
Administration- Database cleanup, member survey, Kathleen Chell	3,252.85	319.62
Catering/ Meeting Expenses	326.76	2,811.34
Conference - Workshop Expenses	144.49	567.37
Conference Expense - Admin / Cvent	0.00	164.43
Graphic Design	1,690.00	0.00
Host Fees	642.00	0.00
Legal, statutory and bank charges	57.46	125.08
Printing / Promotional	0.00	89.00
Profit Share	0.00	1,200.00
Subscription	7,995.78	2,419.52
Travel and Accommodation	7,832.68	7,228.20
Website	2,723.89	3,960.00
Total Operating Expenses	24,665.91	18,884.56
Net Profit	(5,165.41)	(1,074.38)

Table 3: Balance Sheet as at 30th June 2020

Balance Sheet

Australian Association of Social Marketing

As at 30 June 2020

Account	30 Jun 2020	30 Jun 2019
Assets		
Bank		
Cash at Bank	0.00	13,963.27
Westpac Community One Account	8,895.36	0.00
Total Bank	8,895.36	13,963.27
Current Assets		
Prepayment - Debit Card	112.16	112.16
Total Current Assets	112.16	112.16
Total Assets	9,007.52	14,075.43
Liabilities		
Current Liabilities		
AASM NAB Credit Card 6033	53.77	14.66
ATO Client Integrated Account	600.77	600.00
Total Current Liabilities	654.54	614.66
Total Liabilities	654.54	614.66
Net Assets	8,352.98	13,460.77
Equity		
Current Year Earnings	(5,107.79)	(1,074.38)
Retained Earnings	13,460.77	14,535.15
Total Equity	8,352.98	13,460.77

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. Due to the COVID19 pandemic and travel restrictions, the 2020 AGM is held online via Zoom on Friday 27th November from 13:30pm to 14:30 pm AEDT (NSW)

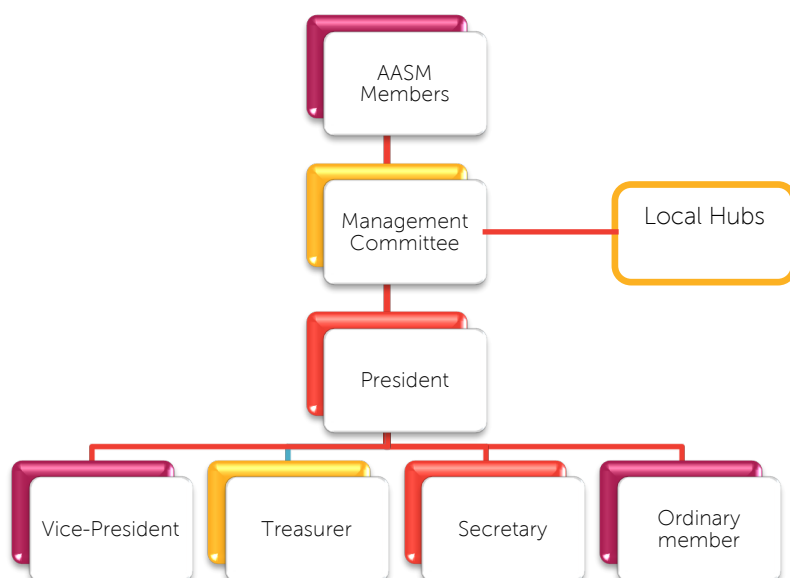
Governance Structure

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 2019 to 2020, 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 15.

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. 2019-2020 saw 9 events being organised by the association: 1 in NSW, 1 in QLD, 3 in VIC, 2 in WA, and 1 in SA. 2 events were held online via Zoom – see Table 4. Attendance at events was 552.

The hubs continued to be active throughout the year with regular professional development and networking events featuring both academics and practitioners. Highlights were sessions by visiting global thought leaders, Professor Jeff French and Doug McKenzie Mohr. During 2020 due to COVID-19 restrictions, a series of webinars replaced the AASM's face to face training and professional development activities. To assist members' understanding of the impact of the pandemic on the behaviour change work, one of the webinars had expert panels discussing COVID's challenges, opportunities and next steps for social marketers

Given the success of the webinars they will be continued in 2021. An ongoing webinar program presents an opportunity for the AASM to hold live online training and other events that reach a wide audience across borders and at a reduced cost for members. Whilst they will not replace the annual calendar of face to face hub and national events, they will help our membership base staying connected, no matter where they are located. A set of guidelines has been produced to facilitate the development of future events.

If you are keen to get involved in hosting hub events in your area or online - please contact us.

Table 4: Summary of AASM Events 2019-2020

Date	Location	Event Title	Venue/Host	Type	Attendance
26-7-2019	VicHealth	State of Social Marketing in 2019 – Insights from the World Social Marketing Conference	VIC Hub	Paid Seminar	45
29-10-2019	Curtin University	Outside-In Thinking: Sources of Inspiration for Behaviour Change	Perth Hub	Paid Seminar	29
25-10-2019	Sydney Business School – Uni of Wollongong	State of Social Marketing in 2019 – Insights from the World Social Marketing Conference	NSW Hub	Free Seminar	18
15-10-2019	Murdoch University	10 Key Considerations for Social and Behavioural Change	Perth Hub	Paid Seminar	30
18-10-2020	VicHealth	Citizen Centric Social Marketing	VIC Hub	Paid Seminar	50

17-12-2020	West Oak Hotel	Adelaide Behavioural Change Networking Event – End of Year	Adelaide Hub	Free Seminar	16
2-3-2020	VicHealth	Fostering Sustainable and Healthy Behaviour: Lessons from Psychology	VicHealth	Paid Seminar	45
1-5-2020	Online	Beyond COVID-19: An Invitation to Innovate	Webinar via Zoom	Free Seminar	229
19-6-2020	Online	AASM Case Study Showcase	Webinar via Zoom	Free Seminar	90
Total: 9 events					552
* 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 2019-2020 the AASM e-newsletter has continued to keep the community informed with thanks to the dedication of the editor Amy Wilson. Another year has passed, and we have seen another increase our numbers. We now have over 650 people across Australia and New Zealand subscribed to the newsletter. Last year the AASM hubs were gaining so much traction that we introduced a new section to the newsletter - the "Hub Event" and "Hub News" sections. This section and the events went well - with regular events being offered across the Hubs. And then ... the cessation of in-person hub events (for now). While presenting challenges for all, COVID did open a new opportunity for the AASM - a webinar series to bring together Social Marketers from anywhere. It has been exciting promoting these events and sharing summaries of them in the newsletter each month.

This year has also opened opportunity for social marketers to showcase their value in public health and societal issues when they really are front and centre of news across the globe. It has been great to have the newsletter as an outlet to share COVID related social marketing initiatives and research - but of course balanced out with some non-COVID content as well. While the temptation was there to add more to the newsletter in place of the hub news, upcoming conferences etc; this year has seen us engage in even more screen time than ever before. So, we have kept the newsletter short, simple, but useful - to keep the community informed but not glued to their screens for longer than needed. 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's year was impacted by COVID-19, with many members of our voluntary committee drawn into the all of government COVID-19 response or covering for colleagues who had been seconded away. Acknowledging that many members were similarly under pressure in these difficult times, we dialled back our activity so that our members could focus on the more immediate demands of family and work. Despite this, we were pleased to:

- Join the online events organised by our Australian Association of Social Marketing colleagues. We actively promoted these events to our New Zealand network members and facilitated speakers for two of them - a case study on biosecurity social marketing, and an analysis of the New Zealand COVID-19 response. We value working closely with the AASM to share information and ideas.
- Actively promote our new professional development mentoring programme.
- Develop our own series of online events revolving around key principles of behaviour change like behavioural focus, behavioural insights, segmentation techniques and measurement/monitoring. These are recorded as a permanent resource.
- Share this resource with other networks who share our interest in supporting the wellbeing of Kiwis.

One positive outcome of COVID-19 was the increased use of online workshop and presentation tools, and the increased opportunity this created for international sharing. We look forward to this continuing in 2021 and beyond.

AASM Viewpoint

AASM Viewpoint is edited by Professor Maria Raciti from the University of the Sunshine Coast. Viewpoint is a bi-monthly publication comprised of articles about a wide variety of topics, perspectives, and issues in social marketing. In 2020, Volume 9 of AASM Viewpoint continued to provide value to members with a mix of academic discussion papers, infographics, social enterprise overviews, explainer articles and interviews.

Issue 1 commenced with an interesting article by Emma Horton on the still somewhat taboo topic of menstrual products. Emma's scoping study encouraged the promotion of reusable menstrual products noting the environmental benefits of this shift. Dylan Enstrom and Lucinda Kittel provided a succinct explainer article on veganism and its ethical, environmental and economic impacts. In this issue, Olivia Hay outlined current interventions in place to prevent drug use at musical festivals and suggested three new intervention ideal.



In Issue 2, Maria Raciti's article on professional takeaways from COVID-19 highlighted the need for resilience, adaptability and transformability in social marketing practice. Emma Norman's article on social media's impact on postpartum women's body image noted how focusing on body functionality, avoiding social comparison and limiting social media consumption can minimise negative outcomes. Next, Samantha Harvey discussed ways to enhance the nutritional status of pregnant Aboriginal and Torres Strait Islander women, including social cooking classes.

An explainer article on hashtag activism by Mercedes van Setten kicked off Issue 3, noting the benefits as well as the criticism of such endeavours. Next, Lenny Cooper discussed anxiety in Australian university graduates. Lenny noted the anxiety is the most common mental health issue affecting Australian university students and detailed the barriers that inhibit young, male university students seeking help such as scepticism, fear of emotions and a perceived lack of need. Lastly, Samantha Bennett's article on the gender pay gap in Australia highlighted that while there has been some progress, the inequality between male and female average weekly earnings remained. Samantha suggested one possible intervention was to bring this gap into the open by requiring a gender pay gap analysis be included in company annual reports. Well worth reading.

Shannon Beattie addressed Australia's marine plastic pollution concerns in Issue 4. Her article highlighted that the average Australian produces 1.5 tonnes of waste annually, most of which is plastic. Tahlea Anderson's analysis of post-partum depression discussed this growing public health issue and suggested an intervention aimed at fathers aged between 30-36 years could help improve outcomes for new mothers. An explainer article by Mercedes van Setter focused on the rise of precision consumption, being the use of products specifically tailored for an individual using biodata which has potential for social marketing interventions.

In the last issue for 2020, Issue 5, included interviews with both the AASM President, Professor Ross Gordon, and AASM Vice President, Lelde McCoy. Ross discusses the challenges and rewards of his social marketing research and Lelde highlighted the importance of creativity encouraging social marketing practitioners to take advantage of training opportunities and the value of books and journals to support continuous learning.

Volume 9 with all five issues was published as a book (ISBN number: 978-0-9874743-8-4), which is available on the AASM website. All five 2020 issues of AASM Viewpoint 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 5030 users, 7246 sessions, with an average session duration of 2.55 minutes from the period 1st July 2019 to 30th June 2020. The Bounce Rate during this period was 57.09%.



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 2019: 1060	June 2020: 1184
	Tweet engagement (RT's, favourites, replies)	June 1 2019-June 30 2019: Impressions: 967/per day Engagement Rate: 1.1% Retweets: 57 Likes: 293 Replies: 19	June 1 2020-June 30 2020: Impressions: 1300-45/per day Engagement Rate: 2.2% Retweets: 3 Likes: 14 Replies: 0
 <p>Please note: As of August 2015, LinkedIn has removed Group Analytics functionality. Therefore, a specific AASM company page was set up.</p>	Increase in group members	June 2019: Followers 476	June 2020: Followers 699
	Company Page Engagement (discussion posts, promotions, job postings etc.)	June 2019: 1786 impressions 33 reactions 4 shares	June 2020: 328 impressions 27 reactions 4 shares

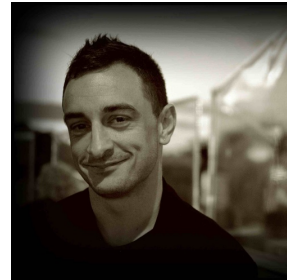
The AASM Management Committee

The Management Committee for 2019-2020 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 a Master of Communications from Newhouse School of Public Communications at Syracuse University.



Cheryl Leo: Secretary

Cheryl Leo is a Senior Lecturer in Marketing with Murdoch University. She works in the areas of social marketing and services marketing. Cheryl's research interests surround the use of digital technology on the agency, self-interests and well-being of service users; and the impact of eco-systems on service users. She 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. She is well trained in qualitative and quantitative research methods, and has experiences working on research projects with industry including Queensland Catholic Education Commission (QCEC) and is working on projects evaluating the awareness of antimicrobial resistance.



Priyanka Shivran: Treasurer

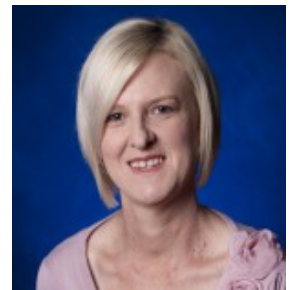
Priyanka has an MBA from INSEAD and is a qualified Chartered Accountant. She currently works with Mitchells Transport as their Business Integration & Improvement Manager. In the past she has held roles as CFO, Regional Finance Director, and Auditor in the mining, non-profit and transport industry. Priyanka has worked for over eight years in non-profits and her range of experience includes business planning, restructuring, investigations and introducing of whistle-blowing policies. Having lived and worked in over eight countries such as India, Malawi, Liberia, Singapore, France, and the United Kingdom, she now calls Perth her home.



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. She has an Honours degree in psychology, and a research master's 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 has been working 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." Amy recently relocated to Switzerland, where she is doing education and consultancy work in areas such as health innovation, ageing, marketing and consumer behaviour, and health behaviour change.

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 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 multiple 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

Professor Maria Raciti is a social marketer who uses marketing tools and techniques to bring about social justice and behaviour change. Professor Raciti is a Director of the Indigenous and Transcultural Research Centre, an Adjunct Fellow with the National Centre for Student Equity in Higher Education and was part of an Australian Government departmental taskforce assisting with the 2019 National Regional Rural and Remote Tertiary Education Strategy. Maria is a Principal Fellow of the Higher Education Academy (UK) and has undertaken several large-scale research projects that have produced meaningful and impactful outcomes.



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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