

# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## ANNUAL REPORT 2020-2021



**AASM**  
AUSTRALIAN ASSOCIATION  
OF SOCIAL MARKETING

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## Annual Report 2020-2021

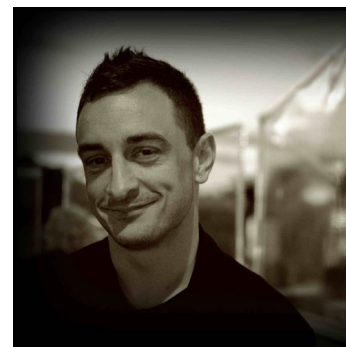
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## President's Report

Welcome to the 2020-2021 Australian Association of Social Marketing (AASM) Annual Report. It is my pleasure and privilege to write to you for my final report in my role as the President of the association, as I will be standing down at the AASM AGM in October 2021. The AASM was founded twelve 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.



2021 has again been a very challenging year for everyone in Australia, and globally as the Coronavirus (COVID-19) pandemic has continued to disrupt every aspect of our lives. After reasonably successfully navigating the initial wave of the pandemic, the outbreaks and subsequent lockdowns in Victoria in the 2<sup>nd</sup> half of 2020, and the Delta outbreak and lockdowns in NSW that then spread to Victoria and ACT have had a devastating impact. Over 1200 lives have been lost, state and international borders have been closed, families separated, relationships destroyed, jobs lost, and mental health badly affected. COVID-19 has very much highlighted how inequalities shape poor health outcomes, with many of the poorest Australians bearing the biggest burden through the pandemic.

While even the Australian Governments have seemingly rediscovered Keynesian economics to provide some sort of safety net for people through the pandemic, the level of support has not always been enough. And significant inequalities shaped by intersections across socio-economic class, race, ethnicity, gender, language, (dis)ability still remain in Australia and across the world. Is it right that Jeff Bezos holding obscene wealth jets off to outer space while millions on earth died of COVID-19? The banal inhumanity of our political and economic systems that create vast inequality is exemplified by Bezos's comment that "The only way that I can see to deploy this much financial resource is by converting my Amazon winnings into space travel. That is basically it". Furthermore, as the Intergovernmental Panel on Climate Change report this year has shown, the Climate Emergency is so stark that taking action is not a question it is a necessity.

The question as we move beyond the pandemic is what sort of world do we want to live in, what sort of society do we want to live in, what sort of human beings do we want to be? Can we move towards a world that supports human rights, and protects flora, fauna, people and planet?

Social marketing can and hopefully will play an important role in helping us build back better. Key to this will be making sure that social marketing has a more prominent role in decision making circles. Power is important, and while it can of course be abused, power can also be used to bring about positive social change. Social marketers are now involved in Global Alliance for Social and Behaviour Change, and with the World Health Organization Technical Advisory Group on Behavioural Insights and Sciences for Health. But as a community we need to do more to gain traction and influence with Governments and key decision makers across the globe. COVID-19 has illustrated some of our shortfalls here, and I think many of us would agree that social marketing has not been as big a part of the pandemic response as we would hope.

Despite the challenges of the past year the AASM has remained active in leading behaviour change and social good in Australia through our ongoing program of online webinars. While we certainly hope to

return to more face-to-face events into 2021 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 Lelde McCoy and Joy Parkinson 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. We also look forward to the forthcoming International Social Marketing Conference in partnership between the AASM and Griffith University, to be held in Gold Coast and Wellington on 8<sup>th</sup> and 9th February 2022. The event will be a hybrid face-to-face and online event, and a great chance to bring our social marketing community back together after a long hiatus and significant disruption.

The AASM continues to provide value to our members through the range of resources we provide through our website [www.aasm.org.au](http://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 who have been such an amazing support during my time as President. 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](mailto: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 via Zoom on Monday 18<sup>th</sup> October from 12:00pm-13:00pm Australian Eastern Daylight. A special panel session, *"Big Challenges facing Social Marketing"* by AASM committee members will be held during the AGM. I encourage members to attend the AGM or nominate a proxy. Please RSVP via Eventbrite using this [link](#).

Finally, I wish to sincerely thank all our members for your ongoing support of the AASM. It has been an honour to serve the AASM community as your President. Moving forward, Cheryl Leo will be taking over as the new AASM President and I know this means the association will be in great hands and continue to go from strength to strength. I am sure that Cheryl and her team on the AASM management committee will continue to do their 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 2022 is a much better year for all of us and let's continue to do the good work of using social marketing to make the world a better place.

Warm regards

A handwritten signature in dark blue ink, appearing to read 'Ross Gordon', with a stylized, flowing 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](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.

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

## Membership

As of 30th June 2021, the AASM has 97 members. One member is a lifetime member.

## Financial Report

The Committee presents the 2020-21 financials including the profit and loss statement, and balance sheet. Key highlights driving the numbers for this financial year are:

- Restriction on travel and gatherings throughout the year impacted the number of events held by AASM. This resulted in a drop revenue from conferences by 62% but the year saw an increase in collection of subscriptions (up by 21%)
- With all events being held online, 2021 saw a 72% drop in operating expenses with travel and accommodation as the key driver
- The offsetting impact of reduced costs allowed the year to finish on a net profit of \$2.7k.

**Table 1: Profit and Loss Statement for FY Ending 30<sup>th</sup> June 2021**

### Profit and Loss

Australian Association of Social Marketing  
For the year ended 30 June 2021

Account	2021	2020
<b>Trading Income</b>		
Hub Event & Conference Income	6288.51	16,733.51
Interest Income	0	5.05
Membership Subscription	3348.8	2,761.94
Other Income	0	0.00
<b>Total Trading Income</b>	<b>9,637.31</b>	<b>19,500.50</b>
<b>Gross Profit</b>	<b>9,637.31</b>	<b>19,500.50</b>
<b>Operating Expenses</b>		
Administration- Database cleanup	690.0	3,252.85
Catering/ Meeting Expenses	0.0	326.76
Conference - Workshop Expenses	0.0	144.49
Conference Expense - Admin / Cvent	0.0	0.00
Graphic Design	1066.4	1,690.00
Host Fees	726.9	642.00
Legal, statutory and bank charges	59.2	57.46
Printing / Promotional	148.5	0.00
Profit Share	0.0	0.00
Subscription	1929.9	7,995.78
Travel and Accommodation	0.0	7,832.68
Website	2280	2,723.89
<b>Total Operating Expenses</b>	<b>6,900.90</b>	<b>24,665.91</b>
<b>Net Profit</b>	<b>2,736.41</b>	<b>(5,165.41)</b>

**Table 2: Balance Sheet as at 30<sup>th</sup> June 2021**

## Balance Sheet

Australian Association of Social Marketing

As at 30 June 2021

Account	30-Jun-21	30-Jun-20
<b>Assets</b>		
<b>Bank</b>		
Cash at Bank	0.00	0.00
Westpac Community One Account	11,631.77	8,895.36
<b>Total Bank</b>	<b>11,631.77</b>	<b>8,895.36</b>
<b>Current Assets</b>		
Prepayment - Debit Card	112.16	112.16
<b>Total Current Assets</b>	<b>112.16</b>	<b>112.16</b>
<b>Total Assets</b>	<b>11,743.93</b>	<b>9,007.52</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
AASM NAB Credit Card 6033	53.77	53.77
ATO Client Integrated Account	600.77	600.77
<b>Total Current Liabilities</b>	<b>654.54</b>	<b>654.54</b>
<b>Total Liabilities</b>	<b>654.54</b>	<b>654.54</b>
<b>Net Assets</b>	<b>11,089.39</b>	<b>8,352.98</b>
<b>Equity</b>		
Current Year Earnings	2,736.41	(5,107.79)
Retained Earnings	8,352.98	13,460.77
<b>Total Equity</b>	<b>11,089.39</b>	<b>8,352.98</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 second half of each year. Due to the COVID19 pandemic and travel restrictions, the 2021 AGM is held online via Zoom on Monday 18<sup>th</sup> October from 12.00pm to 13.00 pm AEDT (NSW). Please rsvp for the AGM via Eventbrite using this [link](#).

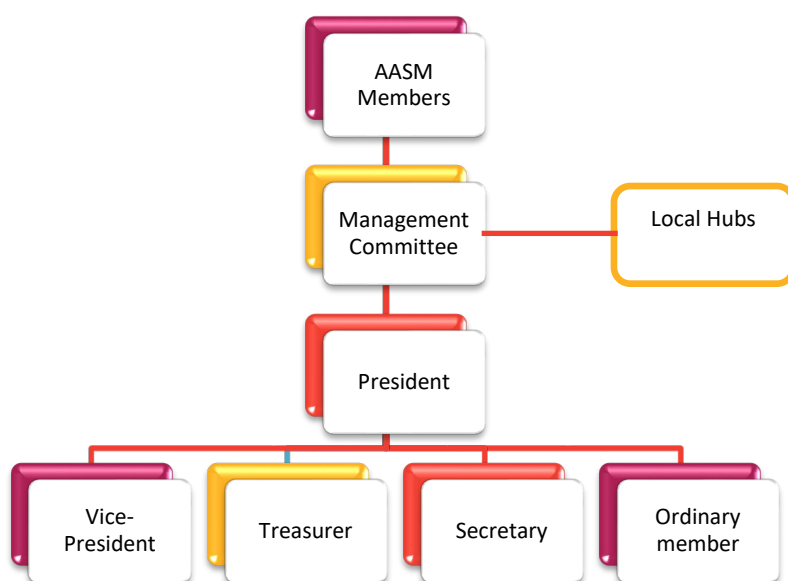
### Governance Structure

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 2020 to 2021, the structure of the Management Committee consists of a President, Secretary, Treasurer, and seven 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

During 2020-2021 due to COVID-19 restrictions and border closures, a series of webinars replaced the AASM's face to face training and professional development activities. In total, 7 events were held online via Zoom – see Table 4. The webinars were led and organised by Lelde McCoy and Joy Parkinson in this period. Attendance at the online events totalled 290. Given the success of the webinars, AASM will continue to offer them across 2022. An ongoing webinar program presents an opportunity for the AASM to hold 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 contribute to the webinars online - please contact us.

Table 3: Summary of AASM Events 2020-2021

Date	Location	Event Title	Venue/Host	Type	Attendance
31-7-2020	Online	How Codesign Delivers Impact – Large or Small Budgets	Webinar via Zoom	Paid Seminar	48
28-8-2020	Online	New Research on Older Australians – Their Responses to COVID19	Webinar via Zoom	Paid Seminar	33
15-9-2020	Online	COVID19 and Next Steps	Webinar via Zoom	Paid Seminar	39
9-10-2020	Online	The Carrot and the Stick: Using Social Marketing to increase Compliance	Webinar via Zoom	Paid Seminar	28
12-02-2021	Online	No Excuse for Abuse	Webinar via Zoom	Paid Seminar	35
23-04-2021	Online	Applying Theory to Social Marketing and Behaviour Change Programs	Webinar via Zoom	Paid Seminar	74
24-6-2021	Online	International Speaker from Canada	Webinar via Zoom	Paid Seminar	33
<b>Total: 7 events</b>					<b>290</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.					

## E-Newsletter

In 2020-2021 the AASM e-newsletter has continued to keep the community. With the ongoing pandemic, it has been a useful way for the community to connected and kept up to date.

Just as our hubs were gaining traction in 2019/20, with more and more in-person events being held around Australia, it was sad to see these announcements on these events disappear from the newsletter. However, with many thanks to the dedication of the AASM committee, the newsletter soon welcomed announcements of an inspiring series of webinars, including a mix of local and international presenters.

We now have over 700 people across Australia and New Zealand subscribed to the newsletter. There were some small changes to the newsletter implemented, including reducing some of the content that people were not engaging with and reducing its length. We are conscious that over the last 18 months a much greater portion of our lives have been spent engaging with online content, so wanted to ensure that the newsletter was keep the community informed without adding too much additional screen time to their day.

In final news, our current editor, Amy Wilson, will be stepping away from her role. The new newsletter editor will be announced towards the end of the year and we look forward to seeing what personal flair they bring to the newsletter in 2022.

## Update from our colleagues at the New Zealand Social Marketing Network

After a quiet year in 2020 due to COVID-19, the New Zealand Network recommenced a mix of online and in-person activities in 2021. This was under the eye of a new Chair with Phill Sherring taking the reins from Nick Farland, who has led the network over the past few years, with the support of an energetic committee of volunteers.

Highlights have included:

- Bringing over 70 of our Wellington community together to reconnect and hear from four behaviour change agencies about case studies and what make social marketing tick for them.
- Joining up leading climate change social scientist Ed Maibach (from the US Centre for Climate Change Communications) with local researcher Jagadish Thacker to present a webinar on climate change social marketing and segmentation that was viewed by not just NZ and AASM members, but also international viewers from as far away as Hawaii and Canada.
- Actively promoting the AASM webinars and encouraging New Zealanders to attend and learn from our Australian counterparts.
- Committee members presenting behaviour change topics to students in New Zealand universities and encouraging our next generation of behaviour change experts to become involved in the network, and ensure strong connections between academics, students and practitioners.
- Growing our social media presence (including introducing new channels) to facilitate the sharing of case studies, promoting learning opportunities and encourage discussions.

## 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 2021, Volume 10 of AASM Viewpoint continued to provide value to members with a mix of academic discussion papers, infographics, social enterprise overviews and explainer articles.

Issue 1 commenced with an article by Gabrielle Burton on Australian farmer suicide. Australian farmer suicide rates are two time higher than the rate for non-farmer citizens and Gabrielle presented the complex context and offered three plausible intervention ideas. Victoria Appels article on domestic violence during the pandemic reviewed twenty-one credible source documents to identify several themes and ideas to stem its prevalence. Mercedes van Setten's elder abuse infographic rounded out Issue 1.

In Issue 2, Jana Voelker provided an overview of fast fashion and its impact on the environment. Jana highlighted sustainability attitude stages that could be frame social marketing interventions. The second article in Issue 2 was by Tristan Labuschange who's scoping study of conscious eating identified a number of key themes focused on the meat and agriculture industries. Tristian developed a comprehensive conceptual framework merging three different behaviour change theories and suggesting three interventions to address the issue. Lastly, an infographic on Indigenous data sovereignty by Mercedes van Setten identified that the majority of data collected about Indigenous peoples is still not in their possession or accessible to Indigenous peoples.

Jaimee Smythe's article opened Issue 3 and provided an overview of animal cruelty in the cosmetics industry noting that up to 200,000 animals suffer within the cosmetics industry every year. A lack of knowledge about animal cruelty and price were two barriers to bringing about a positive behaviour change. Next, Merrin Curnow's article on the role of financial literacy to address financial abuse is a tool for prevention and early intervention can assist women recovering from an abusive relationship. Merin detailed how economic disadvantage is often a consequence of violent relationships and that financial literacy can build economic wellbeing. The last article in Issue 3 was by Aaron Tham, Joshua Dale and myself on social distancing policy effects on widening participation in higher education. We focused on mass public transportation and how the impact of the pandemic on public transport has disrupted efforts to improve the representation or people from equity groups at university. An infographic on the pursuit of gender equality completed the issue and showed that Australia is amongst 35 countries to have achieved full gender equality for educational attainment.

In Issue 4 Tamika Frances' delightful article on encouraging kindness to improve university student's mental health is a great read. Tamika's literature reviewed revealed that kindness has been proved to improve metal health and wellbeing and is something that can be cultivated through regular practice. Mercedes van Setten's article on cancel culture summarises the rapidly growing movement. Mercedes's infographic on working from home notes consequences like Zoom fatigue and burnout can be addressed through mindfulness practices.



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In the last issue for 2021, Issue 5, Ethan Johnson and myself propose literary analysis as a new tool for the social marketer toolkit. A literary essay analyses of race relations explored in Theodore Melfi's 2016 film *Hidden Figures* and Melissa Lucashenko's 2016 short story *Dreamers* is provided as an example for social marketers. Next equine therapy is discussed as a promising treatment to enhance wellbeing and an overview of the social enterprise STREAT is provided.

Volume 10 with all five issues was published as a book (ISBN number: 978-0-9874743-9-1), which is available on the AASM website. All five 2021 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](mailto:mraciti@usc.edu.au).

## Marketing Communications

### 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):

- Growth in group members
- Content reach
- 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):

- Growth in group members
- Content reach
- Group engagement (discussion posts, promotions, job postings etc.)

Table 4: Social Media Results

Measurement Tool	Metrics		
	Number of followers	<b>June 2020:</b> <b>1184</b>	<b>June 2021:</b> <b>1217</b>
	Tweet engagement (RT's, favourites, replies)	<b>June 1 2020-June 30 2020:</b>  Impressions: 1,300-45/per day Engagement Rate: 2.2% Retweets: 3 Likes: 14 Replies: 0	<b>June 1 2021-June 30 2021:</b>  Impressions: 3,600 over 30 days/ 121 per day Engagement Rate: 2.0% Retweets: 7 Likes: 19 Replies: 2
 <p>Please note: As of August 2015, LinkedIn has removed Group Analytics functionality. Therefore, a specific AASM company page <i>was set up</i>.</p>	Increase in group members	<b>June 2020:</b> Followers 699	<b>June 2021:</b> Followers 772
	Company Page Engagement (discussion posts, promotions, job postings etc.)	<b>June 2020:</b> 328 impressions 27 reactions 4 shares	<b>June 2020:</b> 377 impressions 11 reactions 1 share

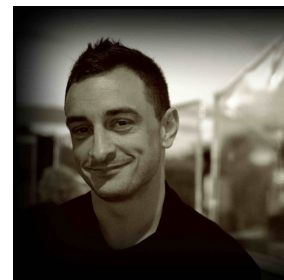
## The AASM Management Committee

The Management Committee for 2020-2021 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.





**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. She has published in top journals such as Journal of Service Management, Journal of Social Marketing, 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 evaluating the awareness of antimicrobial resistance in Western Australia.

**Priyanka Shivran: Treasurer**

Priyanka has an MBA from INSEAD and is a qualified Chartered Accountant. She currently works with Centurion Transport as their Commercial and Finance Manager. In the past she 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 an Associate Professor and Research Director for Social Marketing @ Griffith. Driven by a desire to see people living their best life, Joy works with experts from multiple disciplines including nursing, public health, dietetics, pharmacy, and exercise physiology to design, implement and evaluate transdisciplinary behaviour change programs that have real social impact. Joy's research is improving peoples' lives across Australia and internationally. She has published numerous refereed papers, book chapters, and conference papers including in outlets such as Journal of Service Research, 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 chronic disease 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, USA, Finland, and New Zealand. C

**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 Founder and the Managing Director of The Behaviour Change Collaborative, a successful social enterprise that uses a multidisciplinary approach to address health, social and environmental challenges. Luke works across a broad range of policy domains, delivering on projects in Australia and overseas. He is currently collaborating on projects tackling climate change, urban heat, sustainability, elder abuse, mental health, early childhood development, obesity, alcohol and other drug use and cancer. A former Director of The National Social Marketing Centre (UK), Luke is a fellow of the Royal Society for Public Health and the Australian Marketing Institute. He is also an adjunct research fellow at both Curtin University (public health) and Griffith University (social



#### **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.



### **Nadia Zainuddin: Marketing Manager**

Dr Nadia Zainuddin is an academic researcher, whose work is guided by the pursuit of societal betterment. Her research focuses on social and behaviour change, using marketing, specifically social marketing, services marketing, and consumer behaviour, in combination with other disciplinary approaches. This generates behavioural insights and understanding of the lived experience, helping to generate solutions for a variety of social problems through influencing individuals, communities, structures and societies to bring about positive social change. She is a mixed methodologist, drawing from a variety of qualitative and quantitative research techniques. Dr Zainuddin also has a track record for providing significant and extensive service contributions to the research community. Recognising that a strong research environment affords its members opportunities to progress and develop, she has contributed towards a variety of activities and initiatives to help maintain a strong and collegial research environment. She also engages extensively with industry, having worked previously on research collaborations with the Australian Red Cross Blood Service and Queensland Health, BreastScreen Queensland, and sits on the review panel of the Princess Alexandra (PA) Hospital's PA Research Support Scheme.





# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## Annual Report 2020-2021

