

# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## ANNUAL REPORT 2021-2022



**AASM**  
AUSTRALIAN ASSOCIATION  
OF SOCIAL MARKETING

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## Annual Report 2021-2022

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## President's Report

Welcome to the 2021-2022 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 AASM. 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.



In 2022, Australia started to take a step towards 'living with covid' with a move away from border closures and with the easing of travel restrictions and mandatory health requirements. In this transition, we are reminded of the personal responsibility we have as individuals in preventing infections through undertaking precautions and our duty to care and protect each other, and those who are vulnerable to the virus. The COVID-19 pandemic showed us that certain groups and communities are disproportionately affected in their economic, social and health and the need to consider these disparities as we move towards recovery and beyond. Challenges experienced with COVID-19 shed light on lessons to take forward in supporting future pandemic outbreaks and disaster management preparedness to increase our resiliency. To do this, we must do more in engaging the community, addressing inequities, building trust in leaders and institutions, and developing credible and cohesive communication messages as some of the ways forward to address future threats.

Early in the year, Australia was presented with new challenges with devastating floods occurring in Queensland and New South Wales. Many of us witnessed and know of people close to us who faced severe hardships from loss and damages from the floods. We again witness the devastating impact of such climate disasters with recent floods in Pakistan resulting in thousands of deaths and displacement of people from their homes. These events are of adverse impact even more so to at-risk populations affecting those with disabilities, of poverty and those who live in rural areas. They serve as a prompt that it is vital to do more collectively for climate action. The war in Ukraine and spill-over effects of extreme climate resulted in food and energy shortages with increasing prices contributing to a high cost of living and financial stress where the costs of living force many to cut back on essential spending. These challenges arising from national and global events continue to test people's strength and resolve, yet they also prompt us to reflect on what we value, how interdependent we are, and what we can do for others, communities, society, and the planet to survive and thrive.

Social marketing can help understand and address these impacts from different angles to build a more resilient community and society towards a sustainable future. At the 2022 World Social Marketing Conference held in Brighton, we saw a focus on harnessing a diversity of views from experts in economics, philosophy, and film to name a few, in applying different perspectives to achieve impact in social change. Though participation in a first meeting held in Geneva as part of the World Health Organization Technical Advisory Group on Behavioural Insights and Sciences for Health, we saw Professor Ross Gordon play a key role advancing the field in behavioural sciences at a global level. With a change to a Labour government in Australia and consequently, increasing investments to advance climate action and incorporation of well-being measures, this presents significant opportunities for social marketing to play a role in these priorities at this timely juncture. We are hopeful that AASM, through our community of researchers, industry practitioners, and those in government will

come together to take active steps to progress and influence social and behaviour change through advocacy, new information and perspectives.

AASM kicked off the year with the International Social Marketing Conference (ISMC) that was held online after being postponed. I would like to thank Associate Professor Joy Parkinson and the team at Griffith University in leading and organising a very successful conference extremely well received by the community. We are hosting the next ISMC at the University of Canberra in 2024 in person. We hope to attract a wider and diverse audience again, and we cannot wait to see everyone there.

Across 2021-2022, AASM continue to offer ongoing program of online webinars. I would like to sincerely thank Lelde McCoy for her dedication towards leading the webinar series and to AASM Committee members, regular members and to our valued speakers for helping to engage the social marketing and behaviour change community across a range of important topics. In 2022, AASM began to move back towards holding face-to-face events with our hybrid inaugural Tasmania hub event.

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 and Social Marketing Quarterly featuring the latest and greatest theory, research, and practice in our field. We are continuing to build our online repository of case studies and videos for our members' access. Across our digital platforms, we have started to offer some Viewpoint articles and journals with the aim to share and facilitate knowledge exchange.

The AASM aims 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 continuing to canvass and work upon feedback from our members past and present. 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.

In 2022, the AASM established an advisory board that consists of Lelde McCoy (The Reputation Group), Professor Rebekah Russell-Bennett (QUT), Professor Ross Gordon (QUT), and Professor Tom Carroll (Carroll Communications) who previously served on AASM committee. The AASM is honoured with the participation of our advisory board members to support and guide our initiatives and activities moving beyond. The AASM is also very fortunate to have a great management committee who have provided amazing support. AASM management committee members 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 an environment where many are faced with heavy workloads and operate with limited resources, committee members have continued to operate with dedication, passion, and commitment to serve the association and the social marketing community.



Without the team of AASM management committee members and supporters from the wider community, our work will not be possible. As President, I would like to acknowledge and sincerely thank the AASM committee, advisory board members, and the wider community for their voluntary contribution in every capacity during this period

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), 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 4th November (Friday) from 15:30-16:30pm Australian Eastern Daylight. I encourage members to attend the AGM or nominate a proxy. Please rsvp via Eventbrite using this [link](#).

Warm regards  
Cheryl Leo

A handwritten signature in black ink, appearing to read 'Cheryl Leo', with a stylized flourish at the end.

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

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

After the ISMC2022 conference, as of 30th June 2022, the AASM has 169 members. One member is a lifetime member.

The Committee presents the 2021-22 financials including the profit and loss statement, and balance sheet. Key highlights driving the numbers for this financial year are:

- Hub event, webinar and conference income increase by \$17,307.63 to \$23,596.14. The increase was largely attributable to \$16,696.95 income generated by the ISMC 2022 Conference.
- Notwithstanding a return to face-to-face meetings and events during the 2021-22FY, webinars continued to perform well for the Association, suggesting the Committee's decision to pursue a hybrid strategy of face-to-face and online event delivery was appropriate.
- Membership subscription income was down in the P&L, a result of new memberships being captured through ISMA Conference registrations.
- Operating expenses increased by 68% on the 2021FY to \$10,121.76. The increase can be attributed to a cost associated with holding a face-to-face strategy meeting in Sydney (the first in three years due to Covid restrictions) and increases in subscription and hosting costs.
- The AASM's 2021-22FY total equity has improved from \$11,089.39 last FY to \$25,713.77 this FY.

**Table 1: Profit and Loss Statement for FY Ending 30th June 2022**

## Profit and Loss

Australian Association of Social Marketing  
 For the year ended 30 June 2022

|   | 2022             | 2021            |
|---|------------------|-----------------|
| <b>Trading Income</b>                         |                  |                 |
| Hub Event, Webinar, & Conference Income       | 23,596.14        | 6,288.51        |
| Membership Subscription                       | 150.00           | 3,348.80        |
| <b>Total Trading Income</b>                   | <b>23,746.14</b> | <b>9,637.31</b> |
| <b>Gross Profit</b>                           | <b>23,746.14</b> | <b>9,637.31</b> |
| <b>Operating Expenses</b>                     |                  |                 |
| Administration - Database and Website cleanup | 2,440.00         | 2,970.00        |
| Graphic Design/ Printing / Promotional        | 1,213.14         | 1,214.90        |
| Host Fees                                     | 1,520.91         | 726.90          |
| Legal, Statutory and Bank Charges             | 30.00            | 59.20           |
| Subscription                                  | 3,049.48         | 1,929.90        |
| Travel and Accommodation                      | 1,868.23         | -               |
| <b>Total Operating Expenses</b>               | <b>10,121.76</b> | <b>6,900.90</b> |
| <b>Net Profit</b>                             | <b>13,624.38</b> | <b>2,736.41</b> |

## Table 2: Balance Sheet as of 30th June 2022

### Balance Sheet

Australian Association of Social Marketing  
As at 30 June 2022

|                                  | 30 Jun 2022      | 30 Jun 2021      |
|----------------------------------|------------------|------------------|
| <b>Assets</b>                    |                  |                  |
| <b>Bank</b>                      |                  |                  |
| AUSTRALIAN ASSOCIATION OF SOCI   | 25,256.15        | 11,631.77        |
| <b>Total Bank</b>                | <b>25,256.15</b> | <b>11,631.77</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>25,368.31</b> | <b>11,743.93</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>24,713.77</b> | <b>11,089.39</b> |
| <b>Equity</b>                    |                  |                  |
| Current Year Earnings            | 13,624.38        | 2,736.41         |
| Retained Earnings                | 11,089.39        | 8,352.98         |
| <b>Total Equity</b>              | <b>24,713.77</b> | <b>11,089.39</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. Gauri Laud 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 2022 AGM will be held online via Zoom on Friday 4<sup>th</sup> November from 15.30pm to 16.30 pm AEDT (NSW). The AGM is scheduled to be held after an in-person AASM lunch event at University of Canberra. 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 and two appointed, including one student representative. The Committee is accountable to the members for the successful performance and governance of the association. The association has no employees; therefore, all responsibilities of the association are delegated to the Committee. The structure of the Management Committee consists of a President, Secretary, Treasurer,

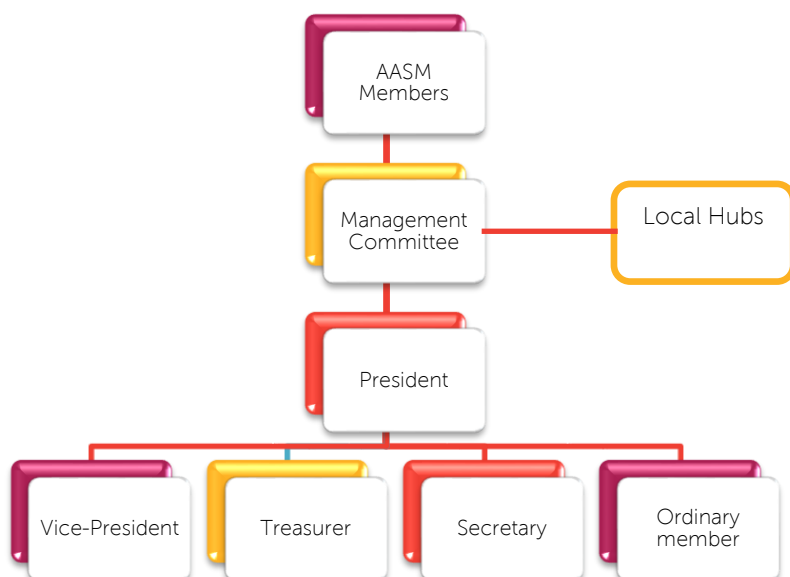


and seven ordinary members. The Committee has developed position descriptions for the Committee members who are each responsible for a portfolio – see page 16.

### 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



### Webinars and Events

During 2021-2022, due to risks from continued COVID-19 breakouts and some Australian states keeping their borders closed, AASM continued with a series of webinars to cater to professional development and community engagement. In total, 8 events were held online via Zoom – see Table 3. The webinars were led and organised by Lelde McCoy, AASM’s advisory board member, and were supported by committee members in this period. Attendance at the online events totalled 333. An ongoing webinar program presents an opportunity for the AASM to reach a wide audience across borders and at a reduced cost for members. The webinars serve as a form of professional development and will support our membership base to stay 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 participating as a speaker in the webinars online - please contact us.

Table 3: Summary of AASM Events 2021-2022

| Date       | Location | Event Title             | Venue/Host       | Type         | Attendance |
|------------|----------|-------------------------|------------------|--------------|------------|
| 23 July 21 | Online   | Research and Evaluation | Webinar via Zoom | Paid Webinar | 47         |

|  |        |  |                  |              |     |
|--|--------|--|------------------|--------------|-----|
| 10 Sept 21   | Online | Dead & proud: Victoria on the way to treaty  | Webinar via Zoom | Paid Webinar | 53  |
| 15 Oct 21  | Online | Developing a mental health campaign – Steps to a community-based solution  | Webinar via Zoom | Paid Webinar | 34  |
| 19 Nov 21  | Online | Research and evaluation approaches to create effective behaviour change strategy and demonstrate its impact: Practitioner and insights | Webinar via Zoom | Paid Webinar | 42  |
| 10 Dec 21  | Online | VicHealth New directions in social marketing – Future healthy and the evolution of This Girl Can Victoria                              | Webinar via Zoom | Paid Webinar | 34  |
| 8 April 22   | Online | Evaluating social marketing programs   | Webinar via Zoom | Paid Webinar | 56  |
| 13 May 22  | Online | Changing habits: Insights and actions  | Webinar via Zoom | Paid Webinar | 39  |
| 24 June 22   | Online | Measuring long term impacts of a social marketing campaign   | Webinar via Zoom | Paid Webinar | 28  |
| Total: 8 events  |        |  |                  |              | 333 |
| * 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

The AASM Newsletter in 2021-2022 continued to provide the community with updates, news, and events all things Social Marketing.

The newsletter editor role in 2021-2022 was taken on by Sebastian Isbanner, who in consultation with the AASM President Cheryl Leo adjusted the dissemination from a monthly to a bi-monthly cycle. Other adjustments included trimming some of the content (e.g., job listings) from the previous newsletter template to improve readability, spotlighting work by AASM members and reducing the number of journal articles showcased. AASM has received individual emails from members expressing their satisfaction with the new layout.

In the wake of the relaxation of COVID-19 restrictions worldwide, the newsletter again featured a host of local and international in-person events, which is a welcoming trend going forward. Commonly, the newsletter also drew attention to AASM's Viewpoint, partner events and upcoming webinars, which included a mix of local and international presenters.

A look at the newsletter statistics demonstrates a positive reception for the year 2021-2022. Our audience grew from 700 (2020-2021) to 897, a 22% increase in subscribers. Compared with an industry average of about 21%, the opening rate of our 2021-2022 AASM newsletter of 30% also contributed to an overall positive trend.

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

The NZ Social Marketing Network began the year with changes to its organising committee, farewelling some long-time members and bringing some new faces in. In particular, the committee was glad to welcome an academic perspective, with the addition of Janet Davey (Victoria University, Wellington) and Ann-Marie Kennedy (University of Canterbury) to the committee. We also expanded our geographic reach with our committee now being represented in Auckland, Wellington, and Christchurch.

Highlights of 2022 have included:

- Partnering for the first time with AASM to host a presentation from Tom Bailey from The JUMP (UK) - an international webinar detailing how climate science and behaviour science can come together to encourage people to take six behaviour shifts to help protect the planet.
- Having our biggest ever webinar attendance (over 100 attendees) to see network members present how to communicate and create behaviour change for Pacific and priority populations. This topic was not only our most attended, but also received the most feedback and enquiries afterwards.
- Working to bridge the gap between practitioners and academics, through a range of initiatives. This has included having academics present webinars to the network, committee members presenting to social marketing students and contributing to dissertation papers and linking practitioners with academics to co-author articles. The network is also working on developing an internship programme for students to intern within social marketing teams.
- Continuing to run the network's coaching programme, where up and coming social marketers can partner with experienced hands to receive professional mentoring and assistance.
- Actively promoting the AASM webinars and encouraging New Zealanders to attend and learn from our Australian counterparts.

## AASM Viewpoint

AASM Viewpoint is edited by Professor Maria Raciti from the University of the Sunshine Coast. Viewpoint is a quarterly publication comprised of articles about a wide variety of topics, perspectives, and issues in social marketing. In 2022, Volume 11 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 Joshua Dale on forgiveness-based social marketing interventions followed by two articles on COVID-19 vaccination—one focused on the uptake and the other on hesitancy among young and disadvantaged women by Hazel Wallace. Issue 1 was rounded out with an article by yours truly on recommendations for reducing higher education inequality in post-pandemic Australia.



In Issue 2, Cassandra Pearce discussed the need for native biodiversity in urban residential gardens in Brisbane. Cassandra highlighted how urban biodiversity affects human well-being and ways to support and attract wildlife. The second article in Issue 2 was by Joshua Dale who provided an overview of friendship as method. Joshua discussed how friendships between the researcher and the participant are often viewed as something to be avoided, however, he showed how friendship can uplift social change providing three questions for social marketers to ponder. Ashley Sharrock's article on the increasing the adoption of electric vehicles revealed a number of trends regarding motor vehicle transportation in Australia and how attitudes and subjective norms are particularly influential. The last article in Issue 2 was provided by Isabella Sciortino who focused on thyroid disease awareness. Thyroid disease affects every part of the body and Isabella highlighted the need for improved awareness about the disease that could be achieved by three suggested interventions.

In Issue 3 Joshua Dale's interesting article on false hope syndrome provided some thoughtful questions for social marketers. False hope syndrome refers to how our attempts to change ourselves can be thwarted by unrealistically high hopes and criteria for success. Lucy Bowden's article followed, discussing ways to improve motor vehicle drivers' negative attitudes towards cyclists. Lucy summarized several government interventions but highlighted that there remains a general hostility towards cyclists in Australian culture. Using social cognitive theory, Lucy proposed three possible interventions to address this hostility towards cyclists. Sophie Vennells' article provided several insights into the gender pay gap in women's sport. Her review of the literature revealed the reasons for the gender pay gap, and she recommended changes to media coverage as a way to make inroads to address the issue. McKenzie Seiki's article on developing a market for shell handicrafts in Papua New Guinea provided some incredibly valuable observations of cruise ship tourists that will help inform the souvenir market to enhance local livelihoods.

In the last issue for 2022, Issue 4, Joshua Dale provided an overview of the Human Development Index. An intriguing article by Michelle Smytheman discussed the role of anticipated regret in social marketing. Joshua Dale's second article in this issue provided insights into how blockchain technology could inform social marketing interventions. The last issue ended with an article by Natalie Bowring on the misalignment of safe sex products and heterosexual male consumer markets.

## 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 4):

- 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 4):

- 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   | June 2021:<br>1217   | June 2022:<br>1257   |
|   | Tweet engagement (RT's, favourites, replies)                              | June 1 2021-June 30 2021:<br><br>Impressions: 3,600 over 30 days/ 121 per day<br>Engagement Rate: 2.0%<br>Retweets: 7<br>Likes: 19<br>Replies: 2 | June 1 2022-June 30 2022:<br><br>Impressions: 1000 over 30 days/30 per day<br>Engagement Rate: 1.0%<br>Retweets: 3<br>Likes: 0<br>Replies: 0 |
|  <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   | June 2021:<br>Followers 772  | June 2022:<br>Followers 949  |
|   | Company Page Engagement (discussion posts, promotions, job postings etc.) | June 2020:<br>377 impressions<br>11 reactions<br>1 share   | June 2022:<br>2337 impressions<br>19 reactions<br>9 share  |

## The AASM Management Committee

The Management Committee for 2021-2022 comprised of ten (10) committee members representing the scholarship and practice of social marketing.

Executive Committee Members:

Cheryl Leo: President

Cheryl Leo is a Senior Lecturer in Marketing with Murdoch Business School. She works in the areas of social marketing and services marketing and has a keen interest on the impact of digital technology on personal agency, self-interests and well-being of users, and the influence of systems on individuals. Cheryl's work has been published in top journals such as Journal of Service Management, Journal of Social Marketing, Journal of Business Research, Journal of Marketing Management and Australian Journal of Public Health. She is currently involved with a project on evaluating the awareness of antimicrobial resistance in Western Australia.



Joy Parkinson: Vice President/ iSMA Representative

Joy Parkinson (PhD) is a Principal Research Scientist, with the Australian eHealth Research Centre at CSIRO and an adjunct Associate Professor of Marketing at Griffith University. Joy is an implementation scientist working to create impact through translating research into evidence-informed practice in health service systems. Joy is a consumer behaviour expert. Joy's research focuses on the design, implementation, and evaluation of health services, including digital services. Behaviour change programs Joy has developed have directly engaged over 200, 000 participants resulting in improved health behaviours and health quality of life. Joy's exceptional oral and written communication and presentation skills are demonstrated through over 100 publications and presentations, which include book chapters, articles in national and international journals, and invitations to deliver keynote lectures in national and international forums. Associate Professor Parkinson has published her research in a variety of academic journals including Journal of Service Research, Obesity, Journal of Service Marketing, Journal of Service Theory and Practice, European Journal of Marketing, and Journal of Business Research.



Luke van der Beeke: Treasurer

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



Dr Gauri Laud: Tasmania Hub Coordinator / Secretary

Dr Laud is a Senior Lecturer and Researcher in Services Marketing at the University of Tasmania, College of Business and Economics. Her research focuses on the nexus of services and social marketing and contributes to areas of transformative service research, social marketing and consumer and community well-being. Dr Laud has successfully led multiple high-impact research projects exploring the impact of co-designing service processes for consumer and collective well-being (e.g., service system well-being scale to measure collective well-being); and experience of vulnerability among service users (e.g., identifying interventions to reduce service exclusion). Dr Laud actively collaborates with local, international industry and community partners to ensure her research outcomes reach its end-users to meaningfully contribute to their well-being goals.



Committee Members:

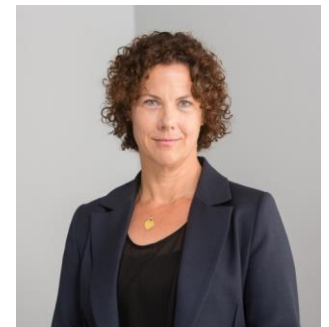
Maria Raciti: AASM Viewpoint Editor

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.



Dr Sebastian Isbanner: Newsletter Editor

Dr Sebastian Isbanner is a Research Fellow at Social Marketing @ Griffith, Griffith University. His research aims to improve the health of people and planet by studying how spillover behaviour strategies (i.e., behaviour change intervention A encouraging related behaviours B) can foster broader lifestyle changes. Sebastian is passionate about developing healthy eating programs that support the transition to predominantly plant-based consumption patterns for individual health, a more sustainable environment and greater animal welfare. Other research areas include single-use plastic reduction and behaviour change program evaluation.



Belinda Duckworth: Membership Officer

Belinda is a behaviour change practitioner with more than 20 years' experience in health social marketing and communications. Belinda has led a variety of health behaviour projects for the National Breast Cancer Foundation, Diabetes Australia, BreastScreen, NSW Health and most recently in COVID-19 health promotion communications for Western Sydney Local Health District. A strategic thinker and collaborator, Belinda is passionate about delivering and evaluating positive health behaviour initiatives for communities in greatest need.



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.



Erik Cateriano: Student Representative





# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## Annual Report 2021-2022

