

# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## ANNUAL REPORT 2022-2023



**AASM**  
AUSTRALIAN ASSOCIATION  
OF SOCIAL MARKETING

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## Annual Report 2022-2023

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## President's Report

Welcome to the 2022-2023 Australian Association of Social Marketing (AASM) Annual Report. It is my pleasure and privilege to write to you in my final term as President of AASM. The AASM acts as the peak body representing social marketers and social marketing. The association has members from the private, public, university, and non-profit sector.



Many Australians today share concerns about rising costs of living in essential areas like food, transportation, housing, and energy. Australians and their families are grappling with increasing financial burdens of everyday expenses, including rental and mortgage payments. The economic challenges affect the middle income and even more so at-risk populations, such as low-income households, and those dealing with significant health issues. The high cost of living is forcing individuals and families to sacrifice on daily essentials impacting their health and well-being. Many consumers have been forced to adapt and innovate in their spending habits and lifestyles to cope with economic conditions. For at risk populations, there is a need to listen and include their input for the development of holistic and empathetic policies and social programs. Increasing targeted supporting services, especially for those at risk, can help lift people out of economic disadvantage.

The impact of climate change on the environment remains a pressing global issue. Extreme weather patterns with longer droughts, frequent heatwaves, floods, heightened wildfire risks, rising sea levels progressively affect Australia and regions worldwide. In early 2023, many European countries experienced their warmest day ever recorded in January. Such extreme weather events create significant vulnerabilities for human populations and ecosystems, impacting not only the environment but interconnected social challenges of human health, food security, economic conditions, and forced migration. In response, there is a growing trend of consumers adopting sustainable lifestyle practices at home, including recycling, and reducing food waste. Many increasingly demand sustainability and ethical commitment from brands, signalling a shift toward us playing our part in addressing climate change. Social marketing offers ways to understand and address these social issues from a more strategic and holistic lens, to understanding the social and behavioural determinants of individual behaviours.

In 2023, AASM collaborated with RMIT and QUT Centre for Behavioural Economics, Society and Technology (BEST) to host the first Australian Customer Vulnerability Symposium (ACVS). The event brought together academics and industry practitioners to challenge assumptions of customer vulnerability and rethink vulnerability strategies and policies using a strengths-based approach. AASM was also a proud supporter of the Social Marketing @ Griffith's Change Conference focused on achieving measurable change. In October, AASM committee members unanimously provided support for a "Yes" vote to the Voice Referendum. The AASM committee's view is that it is important to recognise Aboriginal and Torres Strait Islander Peoples as First Peoples in the constitution and The Voice is designed to ensure First Nations Australians have a say in decisions that affect their lives and their communities. AASM's participation in these activities reflect the importance AASM place on moving the progress towards equity and inclusion. Across 2022-2023, AASM continue to offer ongoing program of online webinars. I sincerely thank Lelde McCoy, our advisory board member, for her continuous commitment leading the webinar series and our valued speakers for helping to engage the social marketing and behaviour change community across a range of important topics.

2023 represents an important transitional year for AASM with committee members, including me, Professor Joy Parkinson (Vice-President) and Luke van der Beeke (Treasurer) reaching the end of our maximum nine-year term on the board. It has been an absolute privilege and honour for us to serve on AASM and we thank you for providing us the leadership opportunity to add value to the work of the association. I would like to express my gratitude to Joy and Luke for their generous spirit and insightful advice they constantly provide to the committee given their wealth of experiences. I also thank a truly exceptionally dedicated committee members and advisory board members whom we worked alongside across many years at AASM. Moving forward, AASM's emphasis is on fostering new leadership and ensuring a smooth transition. We urge members to respond to current call for new committee members that will form a new and dynamic leadership team to advance the association.

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 we continue to offer free access to the Journal of Social Marketing and Social Marketing Quarterly featuring the latest theory, research, and practice. We are continuing to build our online repository of case studies and videos for our members' access and in offering Viewpoint articles and journals through our social media platform. The AASM's efforts to disseminate knowledge and encourage information sharing, evident through its online platforms and resources, further contribute to the growth and development of the social marketing field.

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. There are several ways which members can engage with the AASM such as helping to run local events, management committee involvement, or providing feedback or ideas. The AASM is also very fortunate to have a great management committee who have provided amazing support. To succeed as a nonprofit is not an easy feat and all parts of the organisation must work together. Without committee members and supporters from the wider community, our work is not possible. As President, I would like to acknowledge and sincerely thank the AASM committee members, our advisory board, and the wider community for their voluntary contribution.

The AASM welcomes engagement and feedback from our members. If you wish to do so, please send us an email: [aasmaus@gmail.com](mailto:aasmaus@gmail.com), attend an event, or speak to one of the committee members. The upcoming AGM is a fantastic opportunity for members to engage with the association and contribute to shape its future trajectory. The AGM this year will be held online via Zoom on 28th November (Tuesday) from 15:00-16:00pm AEDT. I encourage members to attend the AGM or nominate a proxy. Please rsvp via [Eventbrite here](#)

Warm regards



Cheryl Leo  
AASM President

## Farewell Statements – Vice President and Treasurer

For the past 11 years I have had the privilege of serving on the Australian Association of Social Marketing management committee, firstly as the student representative then, nine years as an elected committee member. During this time, I have served alongside three presidents, Professor Rebekah Russell-Bennett, Professor Ross Gordon and most recently, Dr Cheryl Leo. I have seen many positive changes to the discipline, growth of the association, and impacts of a pandemic which saw changes in how we delivered our offerings as an association.



As I conclude my tenure, I want to express my heartfelt gratitude to the many colleagues I have served alongside over the years, particularly, Lelde McCoy, Luke van der Beeke and Dr Cheryl Leo, who have been dedicated and supportive committee members throughout the journey. Their unwavering commitment, invaluable contributions, and collaborative spirit have enabled my growth as a social marketer and have greatly enhanced the AASM's actions and activities.

I wish the next AASM committee all the best and look forward to AASM's continued success as they continue to support practitioners and academics to make an impact through social marketing.

### **Professor Joy Parkinson Vice-President**

It's been nine years since I joined the AASM Committee, and my tenure is drawing to a close. I've had the privilege of serving under three outstanding Presidents, Prof Rebekah Russell Bennet, Dr Ross Gordon, and most recently, Dr Cheryl Leo.

I've worked alongside too many committee members to name individually here. However, I do want to express my appreciation for Dr Joy Parkinson with whom Cheryl and I have served the maximum three terms. Like Cheryl, Joy has been a strong advocate for the AASM and social marketing practice. Cheryl and Joy have worked tirelessly for the benefit of the discipline and for the Association, often without the recognition or acknowledgement that they deserve. Each has my unwavering respect and gratitude, as do all previous and current Committee members and volunteers.



I'd also like to acknowledge Lelde McCoy who served for many years on the Committee and since leaving, has continued to support the AASM most notably as a driving force behind the ever-popular webinar series.

I wish the current and future AASM Committee all the very best and look forward to continuing to support the Association and its ideals into the future.

### **Luke van der Beeke Treasurer**

## 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, the AASM has 124 members. In summary, 5 members are from Australian Capital Territory; 21 from New South Wales; 31 from Queensland; 2 from South Australia; 4 from Tasmania; 41 from Victoria; 7 from Western Australia and 13 from New Zealand and internationally.

## Financial Report

The Committee presents the 2022-23 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 decreased by \$6,288.51 to \$16,095.86. The decrease can be attributed to there being no ISM Conference during the 2023 financial year, which typically accounts for a large proportion of AASM income in conference years.
- Trading income of \$16,095.86 is a good result for the Association in a non-Conference year. It reflects the continued popularity of AASM webinars and hub events. The result is testament to the voluntary contributions of several committee members and ex-officio's. Special thanks to Lelde McCoy for her contributions in this regard.
- The increase in membership subscriptions to \$4,815.58 reflects late processing of membership payments captured at the February 2022 ISM Conference.
- Operating expenses increased by \$13,897.07, from \$10,121.76 in 2022FY to \$24,018.83 this FY. Most of this increase can be attributed to the late processing of delivery costs associated with the 2022 ISM Conference (incurred previous FY), and AASM's sponsorship of Australia's first Customer Vulnerability Symposium.
- The Association reported a loss of \$3,107.39. However, total equity remains healthy at \$22,148.76.

**Table 1: Profit and Loss Statement for FY Ending 30th June 2023**

## Profit and Loss

### Australian Association of Social Marketing For the year ended 30 June 2023

|   | 2023              | 2022             |
|---|-------------------|------------------|
| <b>Trading Income</b>                         |                   |                  |
| Hub Events, Webinar & Conference Income       | 16,095.86         | 23,596.14        |
| Membership Subscription                       | 4,815.58          | 150.00           |
| <b>Total Trading Income</b>                   | <b>20,911.44</b>  | <b>23,746.14</b> |
| <b>Gross Profit</b>                           | <b>20,911.44</b>  | <b>23,746.14</b> |
| <b>Operating Expenses</b>                     |                   |                  |
| Accounting and Bookkeeping                    | 50.00             | -                |
| Administration - Database and Website cleanup | 2,419.54          | 2,440.00         |
| Catering/Meeting Expenses                     | 510.00            | -                |
| Conference-Workshop Expense                   | 12,120.01         | -                |
| Graphic Design/ Printing / Promotional        | 490.00            | 1,213.14         |
| Host Fees                                     | 200.00            | 1,520.91         |
| Legal, Statutory and Bank Charges             | 101.20            | 30.00            |
| Social Media                                  | 2,148.00          | -                |
| Subscription                                  | 2,610.22          | 3,049.48         |
| Travel and Accommodation                      | 3,369.86          | 1,868.23         |
| <b>Total Operating Expenses</b>               | <b>24,018.83</b>  | <b>10,121.76</b> |
| <b>Net Profit</b>                             | <b>(3,107.39)</b> | <b>13,624.38</b> |

**Table 2: Balance Sheet as of 30th June 2023**

# Balance Sheet

## Australian Association of Social Marketing As at 30 June 2023

|                                  | 30 JUN 2023      | 30 JUN 2022      |
|----------------------------------|------------------|------------------|
| <b>Assets</b>                    |                  |                  |
| <b>Bank</b>                      |                  |                  |
| AUSTRALIAN ASSOCIATION OF SOCI   | 22,148.76        | 25,256.15        |
| <b>Total Bank</b>                | <b>22,148.76</b> | <b>25,256.15</b> |
| <b>Current Assets</b>            |                  |                  |
| Prepayment - Debit Card          | -                | 112.16           |
| <b>Total Current Assets</b>      | <b>-</b>         | <b>112.16</b>    |
| <b>Total Assets</b>              | <b>22,148.76</b> | <b>25,368.31</b> |
| <b>Liabilities</b>               |                  |                  |
| <b>Current Liabilities</b>       |                  |                  |
| AASM NAB Credit Card 6033        | -                | 53.77            |
| ATO Client Integrated Account    | -                | 600.77           |
| <b>Total Current Liabilities</b> | <b>-</b>         | <b>654.54</b>    |
| <b>Total Liabilities</b>         | <b>-</b>         | <b>654.54</b>    |
| <b>Net Assets</b>                | <b>22,148.76</b> | <b>24,713.77</b> |
| <b>Equity</b>                    |                  |                  |
| Current Year Earnings            | (3,107.39)       | 13,624.38        |
| Retained Earnings                | 25,256.15        | 11,089.39        |
| <b>Total Equity</b>              | <b>22,148.76</b> | <b>24,713.77</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 2023 AGM this year will be held online via Zoom on 28th November (Tuesday) from 15:00-16:00pm Australian Eastern Daylight. Please RSVP for the AGM via Eventbrite [here](#).

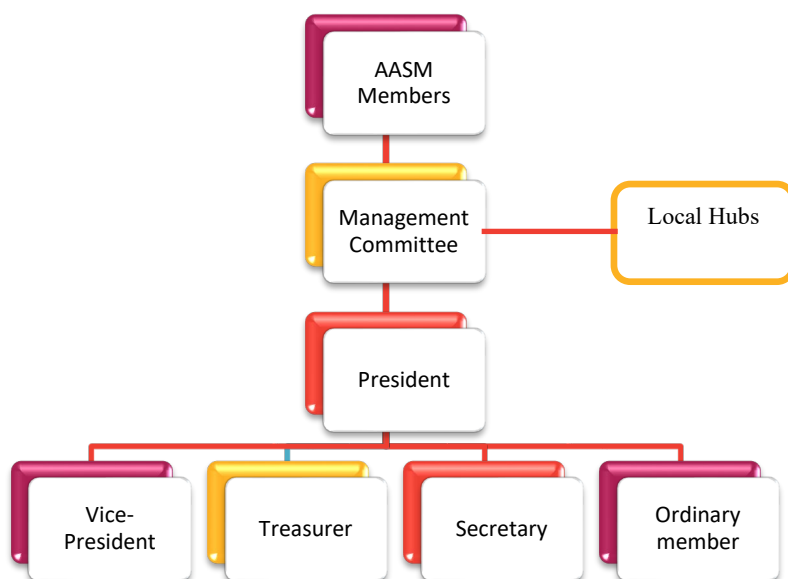
### Governance Structure

A Management Committee governs the association. There are currently eleven (11) committee members. Eight members (8) of the management committee are elected and two appointed and 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, Vice-President, Secretary, Treasurer, and seven ordinary members.

### 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 2022-2023, AASM continued with a series of webinars and face-to-face to cater to professional development and community engagement. While return to face-to-face events has been welcome, the webinars remain popular – attracting audiences across state and territory borders as well as internationally. In total, seven events were held online via Zoom, Hybrid and Face-to-Face – 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 458. 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 2022-2023

| Date  | Location     | Event Title   | Venue/Host                          | Type         | Attendance |
|---|--------------|---|-------------------------------------|--------------|------------|
| 22 Jul 22   | Online       | Rapid community consultations on a budget                         | Webinar via Zoom                    | Paid Webinar | 14         |
| 24 Aug 22   | Online       | International Webinar Take the Jump Tom Bailey (With NZSMN)       | Webinar via Zoom                    | Free Webinar | 90         |
| 4 Nov 22  | Face-to-Face | Social Marketing as an Approach for Social and Behavioural Change | University of Canberra              | Paid Event   | 37         |
| 11 Nov 22   | Online       | Maximising research insights with First Nations audiences         | Webinar via Zoom                    | Paid Webinar | 24         |
| 30 Mar 23   | Online       | Social marketing in practice: The dream and the reality           | Webinar via Zoom                    | Free Webinar | 158        |
| 28 Apr 23   | Hybrid       | Customer vulnerability symposium: Rethinking and reshaping        | RMIT University, Melbourne and Zoom | Paid Event   | 108        |
| 23 May 23   | Online       | Applying theory at systems, community, and individual levels      | Webinar via Zoom                    | Paid Webinar | 27         |
| <b>Total: 7 events</b>  |              |   |                                     |              | <b>458</b> |
| * Note that attendance figures are based on registrations and best available information. |              |   |                                     |              |            |

## E-Newsletter

The AASM Newsletter for 2022-2023 remained committed to keeping our community well-informed about the latest developments in the realm of Social Marketing. Throughout the year, we continued to deliver updates, news, and details on events related to our field.

We showcased a diverse range of local and international in-person events, and highlighted AASM's Viewpoint, partner events, and upcoming webinars, offering insights from local and international presenters.

As we reflect on the past year, the statistics for our newsletter tell a positive story. Our audience, though slightly reduced from 897 in the previous year (2021-2022) to 878 in 2022-2023, experienced only a modest 2% decrease in subscribers. Compared with an industry average of about 21%, the opening rate of our 2022-2023 AASM newsletter of 24.8% also contributed to an overall encouraging trend.

In 2024, we will continue the AASM Newsletter with more valuable content, including behaviour change resources, success stories, and practical tips. Stay tuned for more!

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

The NZ Social Marketing Network this year saw significant change to its committee, firstly by introducing a Co-Chair arrangement with one Chair representing practice and the other academia. The practice Co-Chair continues to be Phill Sherring, while we were pleased to welcome Janet Davey as our academic Co-Chair. The committee has also gone through personnel changes, welcoming Stella Muller, Sinead Mcleod and Russ Duncan on board giving a mix of agency and government experience to the kaupapa (project).

Highlights of 2023 have included:

- Over 150 social marketers joining us for our first mini course on behaviour change. Run over three weeks, this online webinar series covered 12 key principles of behaviour change led by NZ social marketing stalwart Nick Farland with panel guests. This series was also run in collaboration with the NZ Marketing Association and the NZ Public Relations Institute, strengthening our relationships with these industry groups and giving exposure of social marketing to their members.
- As part of our relationship with the NZ Marketing Association, we have launched a 'behaviour change hub' on the Marketing Association website. <https://marketing.org.nz/resource-hub/tag/behaviour-change> will act as a depository for recordings of webinars and other resources for our members, and the wider marketing community in Aotearoa.
- We launched an intern programme, with the aim of linking social marketing students with organisations in practice, to facilitate real world experience for students, and for organisations to benefit from young, hungry future social marketers to be.
- Continued to offer monthly webinars and newsletters with a mix of academic topics and case studies from social marketers from New Zealand and beyond.
- The network was proud to become a partner (alongside AASM) of Social Marketing @ Griffith's Change Conference for 2023.
- 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 regular publication comprised of articles about a wide variety of topics, perspectives, and issues in social marketing.

In 2023, Volume 12 of AASM Viewpoint continued to provide value to members. This volume marked a shift from a research article format to a Q&A format, with ten interviews with social marketing academics and practitioners. The interviewees share the inspiration that drives their work, the lessons they've learned, and their words of wisdom for others in the field.

The contributors share personal stories that ignited their interest in social marketing, showcasing the diverse paths that brought them to the AASM community.

These interviews offer valuable insights into the challenges contributors have faced, their successful campaigns and observations about the field they have made over time.

The collective wisdom of our contributors is on full display as they discuss the importance of finding meaning and purpose in our work, adapting and innovating, and the critical role of partnerships.

This new Q&A format aims to connect readers with others in our AASM community, highlighting the diverse expertise within and our shared commitment to social good and lasting change.

Through these interviews, the editor hoped to ignite further passion for social change, deepen understanding of the field, and empower social marketers to continue to make a meaningful difference.



## 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   | <b>June 2022:</b><br>1257   | <b>June 2023:</b><br>1253  |
|  | Tweet engagement (RT's, favourites, replies)                              | <b>June 1 2022-June 30 2022:</b><br>Impressions: 1000 over 30 days/30 per day<br>Engagement Rate: 1.0%<br>Retweets: 3<br>Likes: 0<br>Replies: 0 | <b>June 1 2023-June 30 2023:</b><br>Impressions: 577 over 30 days/19 per day<br>Engagement Rate: 4.0%<br>Retweets: 4<br>Likes: 6<br>Replies: 0 |
| <br>Please note: As of August 2015, LinkedIn has removed Group Analytics functionality. Therefore, a specific AASM company page <i>was set up</i> . | Increase in group members   | <b>June 2022:</b><br>Followers 949  | <b>June 2023:</b><br>Followers 1,309   |
|  | Company Page Engagement (discussion posts, promotions, job postings etc.) | <b>June 2022:</b><br>2337 impressions<br>19 reactions<br>9 share  | <b>June 2023:</b><br>1177 impressions<br>23 reactions<br>1 share   |

## The AASM Management Committee

The Management Committee for 2022-2023 comprised of eleven (11) 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 interactions on human agency and well-being, and the evaluation of service system well-being and safety impacts 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 working 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 the Founder and Managing Director of Perth-based social enterprise, The Behaviour Change Collaborative, and Chair of The BCC Impact. A successful social entrepreneur and change agent, Luke applies multidisciplinary approaches to address health, social and environmental challenges. Luke works across disciplines and policy domains, delivering on projects in Australia and overseas including current initiatives tackling climate change, reforestation, teen vaping, mental health, racism, family and domestic violence, road safety and health equity. A former Director of The National Social Marketing Centre (UK), Luke is a fellow of the Australian Marketing Institute, and an Adjunct Research Fellow at Curtin University (public health) and Griffith University (social marketing).



#### **Dr Gauri Laud: Tasmania Hub Coordinator / Secretary**

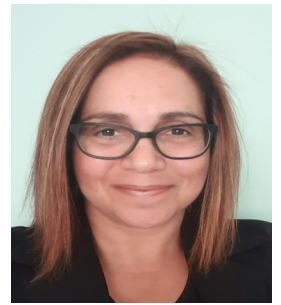
Dr Laud is a Senior Lecturer and Researcher in Services Marketing at the University of Tasmania, College of Business and Economics. Her research focuses on the nexus of services and social marketing and contributes to areas of transformative service research, social marketing and consumer and community 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 focuses on the power of marketing to influence social and behaviour change, and inform programmes, interventions, and policy to improve individual and collective well-being. Nadia's research focuses on understanding and critiquing market systems and structures, to decolonise and deconstruct markets and market systems for the betterment of people and society. Her work also focuses on people and communities experiencing intersecting forms of marginalization and vulnerability. Conceptually, she is a specialist in value theory, having pioneered work developing and applying ideas of value creation and destruction across a range of social marketing and consumption contexts. This includes research in the areas of disability and the Australian National Disability Insurance Scheme (ARC Linkage Project LP170100690), transportation, cancer screening, and the cost-of-living crisis. She has worked with a range of government and industry organisations including Australian Marketing Institute, Australian Red Cross Blood Service, UnitingCare Australia, Queensland Health, and New South Wales Health.



### **Lukas Parker: Vic Hub Coordinator**

Associate Professor Lukas Parker is based at the School of Media and Communication at RMIT University, Melbourne. He is the leader of 3C – Communication and Change Co-Lab – and is a member and project leader at the Fight Food Waste Cooperative Research Centre. Lukas is a social marketing and advertising scholar whose research sits at the nexus of behaviour change, communicating health and digital advertising. Leading teams of researchers, his research addresses pressing social problems related to health and sustainability. He has over fifty peer-reviewed publications, including influential co-authored books *Social Marketing and Advertising in the Age of Social Media* (2020) and *Social Marketing and Behaviour Change: Models, theory and applications* (2014), which guide social marketing practitioners and scholars. Associate Professor Parker's highly applied research has informed and assessed social and behaviour change communication campaigns and government policy. His recent government and industry partners include VicHealth, Football Victoria, Sustainability Victoria, Woolworths, the Department of Families Fairness and Housing (Victoria) and the Australian Securities and Investments Commission (ASIC).



### **Erik Cateriano: Student Representative**

Erik is a PhD student in the School of Marketing at Queensland University of Technology (QUT). In his proposed PhD study, he will explore how Indigenous ideas shape and are shaped by Indigenous health practices, utilising a social practice theories framework. He will focus on the experience of the Shipibos (one of the largest Indigenous groups in Peru), who are utilising Indigenous ideas and Indigenous health practices to alleviate COVID-19 symptoms. Erik has a Masters degree in Public Health from the University of Wollongong (UOW). For five years, he worked as a communications officer for public health interventions in Peru.



# AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

## Annual Report 2022-2023

