



Australian Association of Social Marketing Latest News

April 2011

www.aasm.org.au

The board gets moving in 2011!

As the flood waters receded in Brisbane, National President Rebekah Russell-Bennett was organising for the first meeting of the newly elected board for the AASM. A key outcome of the meeting was the election of members to executive roles and the board appointment of a new member (the AASM has six elected members and up to three board appointed members)

- National President: Rebekah Russell-Bennett
- Vice-President: Peter Cunningham
- Treasurer: Sharyn Rundle-Thiele
- Secretary: Joanne Scarfe
- Company Secretary: Wayne Binney
- Members: Tom Carroll and Lelde McCoy

Key priorities for the board in 2011 are the establishment of a members-only section on the website which will provide access to resources and publications, creation of regional hubs with local events for members, increasing membership and the 2012 conference.

AASM Regional Hubs

Having local AASM events throughout the year is an important way of keeping up with the current thinking and practice in social marketing as well as networking, so the AASM is establishing local hubs in cities where there is sufficient interest amongst members.

The following people have agreed to set up regional hubs of the AASM in their local areas and will be developing local events this year. If you are interested in setting up a regional hub in your area, please contact Joanne Scarfe on joanne.scarfe@gmail.com or **0424 247 522**. We also need members to form committees in each of these regional hubs, so if you are interested please contact Joanne Scarfe.

South-East Queensland: Tricia Davis (Sandbox)

Sydney: Nick Goodwin (University of Sydney)

Wollongong: Ross Gordon (University of Wollongong)

Melbourne: Wayne Binney (Victoria University)

Call for Papers – 2011 Australia and New Zealand Marketing Academy Conference, 28 – 30 November Perth



The call for papers for this year's ANZMAC Conference is open, so consider putting your research into the Social Marketing Track (track chair is Rebekah Russell-Bennett). Remember the format is only five pages. If you are a social marketing practitioner with data to publish and don't want to write a paper on your own/are unsure of academic style and format, the AASM can link you up with an academic co-author to work with you. Please contact rebekah.bennett@qut.edu.au if you would like any assistance. Paper submission deadline is 15 June 2011. Click [here](#) for more details.



The 2nd World Non-Profit & Social Marketing Conference April 2011

A number of board members will be attending this conference and will be reporting back to AASM members on all the news, innovation and ideas that come out of this conference. It is planned to have a series of local events that report back this information, so stay tuned for more information on this.



AASM supports Social Marketing Seminar – When Education is Not Enough

The AASM is pleased to support this industry seminar which will be offered in Brisbane and the Gold Coast and is being run by Griffith University and Southern Cross University on 14 – 15 and 18 July. The lead speaker will be Professor Sameer Deshpande (Canada), who is internationally regarded for his work in campaigns such as car-pooling, deliberate setting of grass-fires, cancer programs, seatbelt, weight management strategies and obesity, and water testing. The cost for the daylong seminar/workshops is \$225 for AASM members, which is a saving of \$50! For more details, refer to the attached brochure.

Free Access to the Journal of Social Marketing

To celebrate the publication of the inaugural issue, Emerald is offering free online access to the content between 1 April – 31 May 2011. Check the New Launch Journal Free Online Access Calendar, www.emeraldinsight.com/new_launch/index.htm for more information about this offer, and for a full list of journals we will be featuring over the coming months. You will be able to access, free of charge, all content from the featured journals for a period of two months.



Emerald
Research you can use

7th International Social Marketing Conference 26 – 28 June 2012 (formerly the INSM Conference)

Venue and Date

Having undergone a name change from INSM to ISM (International Social Marketing Conference) to reflect the social marketing focus of the organisation, the next conference of the AASM will be held 26 – 28 June in Brisbane hosted by Griffith University. INSM 2010 was a huge success with 175 delegates from 8 countries presenting innovative research and practice in social marketing and 2012 is set to be even bigger. So put this date in your diary! The event has been timed to coincide with ACR Asia Pacific which is to be held in Queenstown 6 – 8 July 2012, allowing colleagues from the Northern Hemisphere some time and space to travel. I hope you will want to join us.

Program addition – Are you interested in getting paid to run a workshop at the conference?

Many of you will know that the 2010 INSM Conference attracted over 170 delegates with approximately one half of delegates from industry and government. Based on the conference feedback, which indicated a strong demand for workshops to put the emerging theory and thinking into practice, the conference organisers are adding 4 – 6 half-day workshops on Friday 29 June for industry and government delegates to register. An additional charge would apply to workshops allowing

you to receive payment for your workshop delivery. Payment would be on a per head basis with a small overhead taken to cover costs, e.g. room servicing and additional catering costs. To find out more email Sharyn Rundle-Thiele on s.rundle-thiele@griffith.edu.au.



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