

# A A S M

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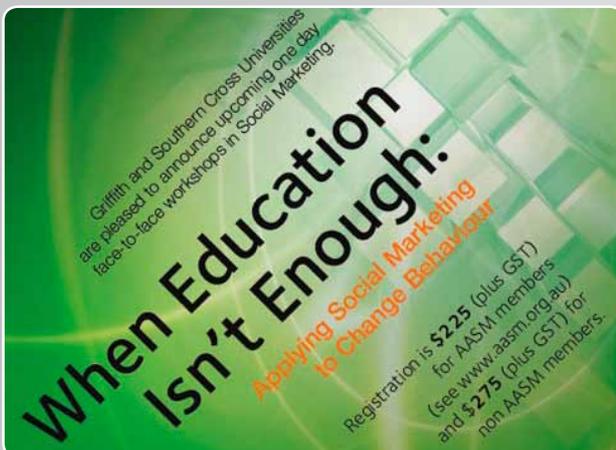
[aasm.org.au](http://aasm.org.au)

JUNE 2011 **news**

## **AASM supports Social Marketing Seminar – When Education Isn't 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 July 14/15 and July 18. The lead speaker is 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! Click [here](#) for more details.



## **REMINDER: Call for Papers closes 15 July 2011 for the Australia and New Zealand Marketing Academy Conference, 28 – 30 November, Perth (deadline extended).**

The call for Papers for this year's ANZMAC Conference is open, so consider putting your research into the Social Marketing Track (Track Chairs are Rebekah Russell-Bennett and Susan Dann).

This year's conference theme is Marketing in the age of Consumerism: Jekyll or Hyde?

One of the keynote speakers is Professor Russell Belk, Schulich School of Business, York University, Toronto, Canada who is well known for his consumer research.

Remember the format is only 5 pages. Click [here](#) for conference information.



[anzmac.com.au](http://anzmac.com.au)

## **Come and hear a summary of the conference from those who attended**

The 2nd World Non-Profit & Social Marketing Conference held in Dublin brought together an audience of 600 behaviour change experts from 40 countries. A number of AASM members attended the conference and came away with new ideas and insights into research and practice issues across the globe.

The AASM will be presenting a summary of the key topics and ideas from the conference and inviting audience participation to identify the implication for social marketing in Australia. Presentations will be held in Brisbane, Sydney, Melbourne and Wollongong. See calendar of events in this newsletter for dates and registration information.



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

## AASM CALENDAR OF EVENTS

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. Events are run through the regional hubs that have been established in the following seven cities. If you are interested in setting up a regional hub in your area, please contact Joanne Scarfe at joanne.scarfe@gmail.com or 0424 247 522.

June 14 <b>Sydney</b>	Is Viral Marketing Good for You? The Role of New Media in Public Health. Click <a href="#">here</a> for details.	FREE EVENT
July 8 <b>Sydney</b>	Engage, Empower, Inspire: New ideas and insights from the World Non-Profit & Social Marketing Conference. Co-hosted with Ogilvy PR. Click <a href="#">here</a> for details.	FREE EVENT
July 14 <b>Brisbane</b> July 18 <b>Gold Coast</b>	When Education Isn't Enough. One day workshop. Co-hosted with Griffith University and the University of Southern Cross. Lead Facilitator: Professor Sameer Deshpande, Canada. Click <a href="#">here</a> for details.	Cost applies
July 29 <b>Brisbane</b>	Engage, Empower, Inspire: New ideas and insights from the World Non-Profit & Social Marketing Conference. Co-hosted with the Queensland University of Technology. Click <a href="#">here</a> for details.	FREE EVENT <a href="#">Register</a>
August 5 <b>Melbourne</b>	Engage, Empower, Inspire: New ideas and insights from the World Non-Profit & Social Marketing Conference. Co-hosted with Ogilvy PR.	FREE EVENT <a href="#">Register</a>
August 9 <b>Canberra</b>	Engage, Empower, Inspire: New ideas and insights from the World Non-Profit & Social Marketing Conference. Co-hosted by Ogilvy PR and Colmar Brunton Research.	FREE EVENT <a href="#">Register</a>
August 11 <b>Wollongong</b>	Engage, Empower, Inspire: New ideas and insights from the World Non-Profit & Social Marketing Conference. Co-hosted with the University of Wollongong.	FREE EVENT <a href="#">Register</a>
August 12 <b>Brisbane</b>	Evaluating Social Marketing, Dr Tom Carroll, Carroll Communications. Co-hosted with Queensland University of Technology.	FREE EVENT <a href="#">Register</a>

## Regional Hubs Contacts

**Brisbane** – Tricia Davis (Sandbox) – [tricia@sandbox.com.au](mailto:tricia@sandbox.com.au)

**Sydney** – Nick Goodwin (University of Sydney) – [Nicholas.goodwin@sydney.edu.au](mailto:Nicholas.goodwin@sydney.edu.au)

**Wollongong** – Ross Gordon (University of Wollongong) – [rgordon@uow.edu.au](mailto:rgordon@uow.edu.au) or [nadiaz@uow.edu.au](mailto:nadiaz@uow.edu.au)

**Melbourne** – Wayne Binney (Victoria University) – [Wayne.binney@vu.edu.au](mailto:Wayne.binney@vu.edu.au)

**Canberra** – Joan Young (Colmar Brunton) – [Joan.young@cbr.com.au](mailto:Joan.young@cbr.com.au)

**Perth** – Robyn Ouschan (Curtin University) – [Robyn.ouschan@cbs.curtin.edu.au](mailto:Robyn.ouschan@cbs.curtin.edu.au)

## Journal of Social Marketing



From 1st July, all AASM members are entitled to FREE online access to the Journal of Social Marketing (JSOCM). This represents substantial value - a single subscription is \$679. AASM members will be provided with details on how to access in the next few weeks.

The *Journal of Social Marketing* is an international journal which publishes double blind peer reviewed research that showcases the adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioural change in a targeted audience on a temporary or permanent basis to achieve a social goal.

**Table of Contents** (click to access articles)

### Volume 1 Issue 1

Social marketing's mythunderstandings.  
*Rob Donovan.*

Developing more effective social marketing strategies.  
*Walter Wymer.*

Regulation, public health and social marketing:  
a behaviour change trinity.  
*Janet Hoek, Sandra C. Jones.*

When is social marketing not social marketing?  
*Gerard Hastings, Kathryn Angus.*

An integrative model for social marketing.  
*R. Craig Lefebvre.*

Where's the beef? Social marketing in tough times.  
*Nancy R. Lee.*

### Volume 1 Issue 2

Predicting blood donation behaviour: Further  
application of the theory of planned behaviour.  
*Dr. Judith Louise Holdershaw, Prof. Philip J Gendall,  
Prof. Malcolm J Wright.*

Preventing game over: A study of the situated food  
choice influences within the videogames subculture.  
*Mr. James Martin Cronin, Dr. Mary Bridget McCarthy.*

Paradigms at play and implications for validity in  
social marketing research.  
*Prof. Linda Brennan, Dr. Joseph Voros,  
Dr. Erica Brady.*

Why Nudging is not enough.  
*Prof. Jeff French.*

Critical Social Marketing: Definition, Application  
and Domain.  
*Mr. Ross Gordon.*

## International Social Marketing Conference, 26-28 June 2012, Brisbane.

### Keynote speakers secured for the 7th International Social Marketing Conference!

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 and 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 6-8 July in

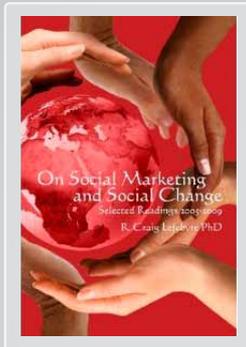
Queenstown, allowing colleagues from the Northern Hemisphere some time and space to travel.

#### Keynote speakers

➤ Doug MacKenzie Mohr; environmental psychologist and leading expert in the design of programs to promote sustainable behaviour. [Find out more.](#)

➤ Professor Russell Belk; expert in consumer behaviour and responsible business. [Find out more.](#)

## Latest Books Available on Social Marketing



### **On Social Marketing and Social Change**

#### *Product Description*

Social marketing for improving public health and social well-being has evolved into an active and vibrant field of work for change agents around the world. *On Social Marketing and Social Change* explores the latest ideas and practices of this discipline by one of its leading thinkers and doers. From marketplaces to communications, non-profit to corporate practices, PSAs to the latest in social media and mobile technologies, if you are interested in passion-driven marketing, something inside this book will capture your imagination as it has for thousands of readers of the blog.

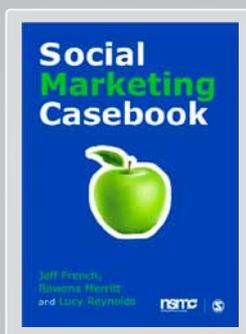
#### *About the Author*

R. Craig Lefebvre, PhD chief maven of social Shift, is an architect and designer of public health and social change programs. An internationally recognized expert in social marketing, social technologies for change and health communication, Craig has worked with US Federal and state governments, international agencies and non-profit organizations to create programs for change on public health topics ranging from tobacco control and obesity to HIV/AIDS prevention and cancer control. Dr. Lefebvre holds faculty positions in the schools of public health at George Washington University, University of Maryland and University of South Florida. He is the author of over 60 publications in the areas of community health promotion, social marketing and behavioral medicine. He is a Fellow in the Society for New Communications Research and a member of the American Academy of Health Behavior. His work has earned him the William D. Novelli Award for Innovations in Social Marketing and a Silver Anvil from the Public Relations Society of America. He received his PhD in Clinical Psychology from North Texas State University and completed post-doctoral fellowships in Behavioral Medicine at the University of Virginia and the University of Pittsburgh.

#### *Cost*

RRP US\$19.95 + P&H

[Click here to purchase](#)



### **Social Marketing Casebook**

#### *Product Description*

Social Marketing Casebook brings together a dedicated collection of social marketing case studies and vignettes from around the world for the first time. Each case study is explored from the scoping and research stage to evaluation, providing the reader with a complete overview of the most important building blocks in social marketing and how these can be applied to the real world, including insights from the key people involved in social marketing and the identification of the common themes associated with successful social marketing strategies; an international range of cases from the health, environmental and civic sectors, from national and governmental programs to local, small-budget interventions; comprehensive coverage of the whole process, from strategy and implementation, to the challenges and lessons learned; and academic exercises, discussion questions and references to reinforce student learning.

#### *Cost*

RRP US\$41.71 + P&H

[Click here to purchase](#)