

A A S M

A U S T R A L I A N A S S O C I A T I O N O F S O C I A L M A R K E T I N G

aasm.org.au

OCTOBER 2011 **news**

NOTICE: Annual General Meeting

The AGM for the AASM will be held on Wednesday 23rd November at the Ship Inn Function Room, hosted by Griffith University and members are asked to attend. Please arrive at 5pm for a 5.30pm start. Refreshments will be served when the meeting ends. Come along and find out what the National Committee has been up to this year and the plans for 2012.



Election time at AASM

The call for nominations for the Board (National Management Committee) of the Australian Association for Social Marketing is now open for 2011.

Nominees must be members of the Australian Association of Social Marketing.

The National Management Committee is responsible for the oversight of the Australian Association of Social Marketing. The role will involve liaison with (and ex officio membership of) local hub committees. The National Management Committee will also oversee the International Social Marketing Conference, engage in lobbying with appropriate stakeholders and other activities designed to promote the profile and influence of social marketing. We are looking for a balance on the National Management Committee between social marketing academics and practitioners.

The National Management Committee consists of six elected persons (three academics and three practitioners) with the ability to appoint an additional three persons, if required, to ensure an appropriate balance of skills. If more than six nominations are received, an election will be held.

Nominations for positions on the National Management Committee close on Wednesday 2nd November 2011. To nominate please complete the form on the AASM website and email to the elections officer, [Susan Dann](mailto:Susan.Dann@griffith.edu.au).

Members Benefits



All members of the AASM receive complimentary online access to the Journal of Social Marketing. (Individual subscription costs \$679).

To find out more about AASM membership, [click here](#).

Volume 1 Issue 3

Fear appeal effectiveness for familiar and unfamiliar issues

*Prof. Patrick De Pelsmacker,
Ass. Prof. Verolien Cauberghe,
Ass. Prof. Nathalie Dens*

Factors influencing youth alcohol consumption intention: An approach from consumer socialization theory

*Ass. Prof. Franco Manuel Sancho,
Dr. Maria Jose Miquel, Dr. Joaquin Aldas*

Applying the Dialogic Theory to Social Networking Sites: Examining how University Health Centers Convey Health Communication on Facebook

*Miss Rachel R Canfield, Ms. Jenny M Foster,
Ms. Eva E Hardy, Dr. Richard Water*

Evidence of IMC in social marketing

Jacinta Hawkins, Sandy Bulmer, Lynne Eagle

Profits and Perspectives: Advertising, Social Marketing, and Public Health

Dr. Michael Mackert, Dr. Brad Love

7th International Social Marketing Conference, 26 – 28 June 2012, Brisbane (Formerly the INSM conference)

Call for Papers:

Having undergone a name change from INSM to ISM (International Social Marketing Conference) to reflect the social marketing focus of the AASM, the next conference will be held 26 - 28 June 2012 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 start making your plans now!

The event has been timed to coincide with ACR Asia Pacific, which is to be held in Queenstown 6 - 8 July, allowing colleagues from the Northern Hemisphere some time and space to travel.



I hope you will want to join us.

Keynote Speakers include:

- **Doug MacKenzie Mohr:** "Fostering Sustainable Behaviour: Beyond Brochure"
- **Jeff French:** "Social Marketing: A Core Part of the Operational and Strategic DNA of all Social Programs"
- **Russell Belk:** "Sharing in an Internet Age: Are we Entering a Brave New World of Sharing?"

Click [here](#) for more details about ISM 2012

New Research on Social Marketing

Marketing and Public Policy Special Issue

The latest issue of the Australasian Marketing Journal (vol 19 issue 3) has a special section on Marketing and Public Policy edited by Professor Janet Hoek and Dr Andrea Insch. As there are a number of papers in this issue that have social marketing relevance, we have listed out the articles for you. These articles can be purchased from:

Retail tobacco distribution in Australia: Evidence for policy development

Pages 168-173

Suzan Burton, Lindie Clark, Stefanie Heuler, Jette Bollerup, Kristina Jackson

Young adult smokers' perceptions of cigarette pack innovation, pack colour and plain packaging

Pages 174-180

Crawford Moodie, Allison Ford

The impact of Australia's new graphic cigarette packet warnings on smokers' beliefs and attitudes
Pages 181-188

Caroline L. Miller, David J. Hill, Pascale G. Quester, Janet E. Hiller

"You wouldn't know it had alcohol in it until you read the can": Adolescents and alcohol-energy drinks

Pages 189-195

Sandra C. Jones

Maximum consumption: Heavy quantity drinking amongst university students

Pages 196-202

Kirsten Robertson, Sarah Forbes

Vulnerable consumers and debt: Can social marketing assist?

Pages 203-211

Linda Brennan, Zuleyka Zevallos, Wayne Binney

Reducing barriers to sun protection – Application of a holistic model for social marketing

Pages 212-222

Geraldine McLeod, Andrea Insch, James Henry

On the Net

Spotlight on Social Marketing is Bristol Social Marketing Centre's short newsletter available free to [download in pdf format](#).



Each month the centre highlights an area of research or debate in which members of the BSMC team have been engaged and we welcome comments and debate originating from these newsletters. Past issues have been:

- *Branding in Social Marketing*
- *Behavioural Economics*
- *The Evolving Definitions of Social Marketing*

Worth Following



There are a lot of interesting conversations on twitter about social marketing. Here are some of the people we think you might be interested in following:

CHI_Sandra

Sandra Jones. Director of the Centre for Health Initiatives. University of Wollongong. Social marketing; critical marketing; health communication.

WSMconference

UK Social Marketing Conference, Brighton, 8 November 2011. World Non-Profit & Social Marketing Conference, Toronto, 21-23 April 2013.

Chiefmaven

Craig Lefevbre. Social. Design. Marketing + Media for change; other social (USA).

DrBekMarketing

Rebekah Russell-Bennett. Prof at QUT, President of the Aust. Assoc. Social Marketing (www.aasm.org.au) creator of marketing leaders of the future (yes thats you), lover of all things 80's.

Campaigncompany

Chairman of TCC posting regularly with the latest news on behaviour change, service transformation and also the Big Society... (UK).

Stephendann

Senior Lecturer in Marketing, ANU. Pro-Am Cat Herder. Writer of Books. Researcher. Presenter of Ideas. Shortener of Sentences. Dancing Cat Icon of +2 to RT.

Regional Hubs Contacts

Brisbane – Tricia Davis (Sandbox) – tricia@sandbox.com.au

Sydney – Nick Goodwin (University of Sydney) – Nicholas.goodwin@sydney.edu.au

Wollongong – Nadia Zainuddin (University of Wollongong) – nadiaz@uow.edu.au

Melbourne – Wayne Binney (Victoria University) – Wayne.binney@vu.edu.au

Canberra – Joan Young (Colmar Brunton) – Joan.young@cbr.com.au

Perth – Robyn Ouschan (Curtin University) – Robyn.ouschan@cbs.curtin.edu.au

For more information about the AASM or this newsletter, contact secretary@aasm.org.au