



**AAS**M



# **ANNUAL REPORT**

**2013 - 2014**

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

**Annual Report of the  
Australian Association of Social Marketing  
2013 - 2014**

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## President's Report

Welcome to the 2013-14 AASM Annual Report and it is my pleasure to write to you in my first year as the new President of the Association. This has been the fifth year of full operations for the Australian Association of Social Marketing (AASM). Building on the foundations established in 2009 by a group of dedicated social marketing academics, the association now has members from the private, public, university and non-profit sector, and is the only national association in Australia that currently exists for social marketing. In addition to my taking over as the new President, I have been joined by some other new members of the management committee: Dr Lyn Phillipson of the Centre for Health Initiatives at the University of Wollongong, and Pippa Rendel from Cancer Institute NSW. I am sure you will join me in welcoming Lyn and Pippa to the committee.

The values of the Association are:

- **Independence** – the AASM is independent of any industry body and will provide impartial social marketing advice to those who are engaged in the field;
- **Empowerment** – AASM is committed to the person-centred focus of social marketing and promotes programs which use the full range of marketing tools and techniques to help individuals make positive lifestyle choices;
- **Engagement** – the AASM believes that successful social marketing are based on engaging with those people who are the identified target adopters of pro-social change;
- **Education** – the AASM is committed to educating the community about social marketing and supporting educational programs focussed on social marketing; and
- **Evidence** – the AASM through its research links is committed to the sharing of knowledge to inform evidence base theory and practice in social marketing

The primary focus of the committee this year has been to continue to build the AASM event hubs, particularly in Western Australia (WA) and in New South Wales (NSW). The committee have also been working to improve and make more efficient our administrative processes so that we can better deliver value to our members. Work is continuing in this area as we speak. The committee are also undertaking a review of our core values, aims and objectives over the next three years. Priority areas include building upon our previous work and doing more and doing better to:

- Act as a hub for connecting people practicing, researching, studying, and interested in social marketing.
- Be a source of knowledge and insight on contemporary social marketing.
- To help members to build their own profile and competencies.
- To help build and strengthen social marketing in and throughout Australia.
- To explore the idea of becoming an Australasian Association of Social Marketing with links to the evolving Asian Social Marketing network.

At this stage these are ideas, and we always welcome feedback, comments and new ideas from our members, as you are the heart and soul of the AASM. To this end we will have an agenda item at the

next AGM on 12<sup>th</sup> December in Sydney to discuss these points and I encourage as many of our members to attend or nominate a proxy as possible.

We have also been developing a member survey to ask you for your views on what we are doing well, what could be improved, and what ideas you would like to see the AASM engage with. Look out for the survey link that will be emailed to our members before the end of 2014. We have also developed a short survey that will be delivered to attendees at our hub events – again this will help the AASM assess, improve and refine our activities.

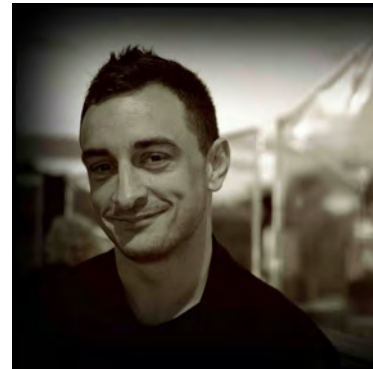
I wish to sincerely thank all of our members for your support, and I promise you that the AASM management committee and I will continue to do everything to represent your interests, deliver member value, grow the association, and strengthen social marketing and engender social good in Australia.

Warm regards



Dr Ross Gordon

AASM President



## Member Value

The benefits of AASM membership are:

- Preferential rates at regular networking opportunities with other social marketing academics and practitioners living in your local area. The AASM regularly organises local hub events in major cities across Australia. You can also chose to get involved in your local hub and generate change in how social marketing is being practiced in Australia.
- Discounted registration to the bi-yearly Australian social marketing conference. This flagship event sees leading thinkers in the global social marketing space convene in Australia to share their latest thoughts, research and case studies.
- Discounted registration to the World Social Marketing Conference in Sydney April 19-21 2015.
- Free online access to the Journal of Social Marketing. Find out the latest evidence on social marketing and behaviour change.
- Discounted access to Social Marketing Quarterly containing lots of social marketing practice case studies – details to be announced before the end of 2014.
- The ability to stay on top of the latest thought-leadership in social marketing with access to the AASM website, our bi-monthly magazine Viewpoint and other exciting research and practitioner examples regularly communicated to our members.

The AASM management committee has also been focused on improving the website and increasing the number of online resources available. The new website, which was launched in 2013 at the AGM, contains a public and a member-only section. The member only section provides a range of additional resources including member journal articles and best-practice cases. The website is located at [www.aasm.org.au](http://www.aasm.org.au).

As outlined earlier in the President's Report, the AASM is currently in the process of developing and implementing a member survey on value offered by the Association. Understanding the perceived value of your past, current and future AASM membership and ways in which the ASSM can improve its services for its members is important for us in order to be able to meet the major needs of members and continue to provide services that members value. We strongly encourage all of our members to take look out for the survey which will be sent out before the end of 2014, and to participate as this provides a good opportunity for your to give us feedback, and tell us what kind of Association you want.

## Membership

Membership fees in 2013-14 were received from 133 members this is an increase on 2012-13 from 36 members. One member is a lifetime member. The composition of the membership base is 57% practitioner and 43% academic compared to 41% practitioner and 59% academic in 2012-13. There is higher representation from practitioners in Victoria. There has been a considerable increase in practitioner membership. Member composition is shown in Table 1.

*Table 1 State breakdown of members at 30 June 2014*

| State          | Academic               | Practitioner |
|----------------|------------------------|--------------|
| NSW            | 6                      | 18           |
| Qld            | 21                     | 15           |
| Vic            | 19                     | 30           |
| WA             | 5                      | 5            |
| Tas            | 1 (PhD + practitioner) | 1            |
| SA             | 1                      | 2            |
| ACT            | 2                      | 4            |
| <b>UK</b>      | <b>1</b>               | <b>0</b>     |
| <b>NZ</b>      | <b>1</b>               | <b>0</b>     |
| <b>Morocco</b> | <b>1</b>               | <b>0</b>     |

## Financial Report

The Committee presents the 2013-14 financials as follows. The year started with \$6142.83 in the bank and ended with \$9779.27. Conference/seminar income was the main income stream generating \$26,983.96, followed by membership subscriptions of \$9893.72, then sponsorship at \$3750. The major expenses for the year were payment for meeting and catering expenses, and for casual administration tasks.

| <b>AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING (AASM)</b> |  | <b>YTD JUNE</b>    |
|--|--|--------------------|
| <b>BALANCE SHEET</b>                                     |  | <b>FY13/14</b>     |
| <b>ASSETS</b>  |  | <b>TOTAL</b>       |
| <b>Current Assets</b>                                    |  |                    |
| Bank (NAB)   |  | \$15,922.10        |
| Accounts Receivable                                      |  | \$0.00             |
| Prepayment   |  | \$0.00             |
| <b>TOTAL ASSETS</b>                                      |  | <b>\$15,922.10</b> |
| <b>LIABILITIES</b>                                       |  |                    |
| <b>Current Liabilities</b>                               |  |                    |
| Payables   |  | \$0.00             |
| <b>TOTAL LIABILITIES</b>                                 |  | <b>\$0.00</b>      |
| <b>NET ASSETS</b>  |  | <b>\$15,922.10</b> |
| <b>EQUITY</b>  |  |                    |
| Retained Earnings  |  | \$6,142.83         |
| Net Income   |  | \$9,779.27         |
| <b>TOTAL EQUITY</b>                                      |  | <b>\$15,922.10</b> |
| <b>INCOME AND EXPENDITURE STATEMENT</b>                  |  | <b>FY13/14</b>     |
|  |  | <b>TOTAL</b>       |
| <b>Income</b>  |  |                    |
| Membership Subscription                                  |  | \$9,893.72         |
| Conference Income  |  | \$26,983.96        |
|  |  | \$0.00             |
| Sponsorship  |  | \$3,750.00         |
| <b>Total Income</b>                                      |  | <b>\$40,627.28</b> |
| <b>Expense</b>   |  |                    |
| Catering/Meeting Exp                                     |  | \$14,599.00        |
| Administration   |  | \$4,336.17         |
| Equipment hire   |  | \$0.00             |
| Website  |  | \$2,189.00         |
| Printing/Promotional                                     |  | \$3,439.41         |
| Travel & Accommodation                                   |  | \$2,833.33         |
| Subscription   |  | \$0.00             |
| Acuvent  |  | \$3,347.00         |
| Legal, statutory & bank charges                          |  | \$103.90           |
| <b>Total Expense</b>                                     |  | <b>\$30,848.01</b> |
| <b>Net Ordinary Income</b>                               |  | <b>\$9,779.27</b>  |
| <b>Other Income/Expense</b>                              |  |                    |
| Interest Income  |  | \$0.00             |
| Other Income   |  | \$0.00             |
| <b>Net Income</b>  |  | <b>\$9,779.27</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 an office and Public Secretary who is a resident in Victoria. Our Public Secretary is Wayne Binney.

### Annual General Meetings and Members

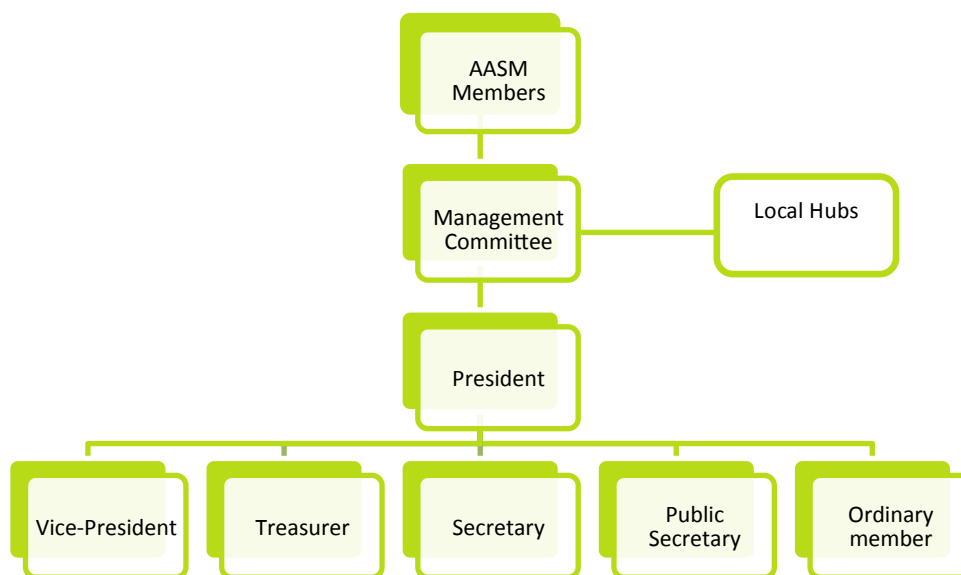
The AASM held its Annual General Meeting of members in July each year up to and including July 2014. Every second year this coincided with the biennial International Social Marketing Conference. To bring our AGM and conference better in line with reporting requirements we are holding another AGM in December 2014. From 2015 we will hold our AGM in September/October of each year. Furthermore, the International Social Marketing Conference will move to September and be hosted on a biannual basis from September 2016. We have not taken these decisions lightly but feel this will enable the AASM to host our AGM, and the ISM Conference at a better time of year, as well as meet our reporting requirements more readily. We hope you will bear with us in this transition, and we are sure this will benefit our members and the AASM.

### Governance Structure

The Association is governed by a Committee of Management, of which five are elected, five are appointed, and with 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 current structure of the Management Committee consists of a President, Vice-President, Secretary, Treasurer, Public Secretary, five ordinary members, and a student representative. The Committee has developed position descriptions for the Committee who are each responsible for a portfolio – see page 12.

### Organisation Structure

The following diagram sets out the direct relationships between the Association’s membership, management committee and local hubs.





## Regional Hubs and Events

In 2013-14 the AASM had active event hubs in WA, NSW, Victoria (VIC), and Queensland (QLD). This represented good progress for the association and the WA and NSW hubs have been going from strength to strength in recent times, which represents great progress given their relatively recent emergence.

The AASM arranged for 22 events to be held in 2013-14 in conjunction with local universities and organisations with in excess of 355 people attending. This represents fantastic progress from the previous year, and demonstrates the growth in the Association's hub event activity. The AASM will continue to endeavour to grow the existing event hubs, and look to develop hubs and hold events in all states and territories in Australia as we grow. We strongly encourage any members interested in event hub activities to please contact our events coordinator Kathleen Chell:

[kathleen.chell@hdr.qut.edu.au](mailto:kathleen.chell@hdr.qut.edu.au).

Table 2 Summary of Events July 2013- December 2014

| Date     | Hub | Event Title  | Venue/Host   | Type                  | Attendance |
|----------|-----|--|--|-----------------------|------------|
| 01/07/13 | VIC | Best practices in social marketing – insights from the 2013 WSMC<br><i>Speakers:</i> Rebekah Russell-Bennett and Ross Gordon | EPA Victoria, Melbourne.   | Free                  | 15         |
| 18/07/13 | VIC | AMS World Marketing Congress: AASM Social Marketing Practitioner Day   | Monash University, Melbourne.                                      | Paid                  | 13         |
| 25/07/13 | QLD | What is Transformative Research?<br><i>Speaker:</i> Mark Rosenbaum   | QUT, Brisbane.   | Free                  | 18         |
| 31/07/13 | QLD | Customer Journey Maps and their Power to Facilitate Behaviour Change   | Run by the Australian Marketing Institute at the Hilton, Brisbane. | Paid                  | N/A        |
| 22/08/13 | NSW | Reviving the Art of Listening<br><i>Speaker:</i> Victoria Parr   | University of Sydney, Sydney.                                      | Free                  | 5 (est.)   |
| 27/09/13 | QLD | Brisbane Symposium   | Griffith University, Brisbane.                                     | Paid                  | 51         |
| 17/10/13 | VIC | Melbourne Symposium  | Deakin University, Melbourne.                                      | Paid                  | 45         |
| 23/10/13 | QLD | How to Evaluate Social Marketing Campaigns Masterclass<br><i>Speaker:</i> Lynne Eagle  | QUT, Brisbane.   | Paid                  | 18         |
| 01/11/13 | QLD | Harnessing Consumer Research for the Public Good<br><i>Speaker:</i> Simone Pettigrew   | University of Queensland, Brisbane.                                | Free                  | 10 (est.)  |
| 04/11/13 | QLD | Research Seminar<br><i>Speaker:</i> Alan Tapp  | Social Marketing @ Griffith, Brisbane.                             | Free                  | 2 (est.)   |
| 20/02/14 | WA  | Perth Hub Launch   | The Royal on the Waterfront, Perth.                                | Non Members (NM) Paid | 22         |
| 24/03/14 | VIC | Non-profit branding workshop   | Deakin University, Melbourne.                                      | Free                  | N/A        |

|                         |     |   |  |         |                |
|-------------------------|-----|---|--|---------|----------------|
| 01/04/14                | QLD | Nudging – A social marketing tool for positive behaviour change<br><i>Speakers:</i> Dr Svetlana Bogomolova and Amy Wilson   | Social Marketing @ Griffith, Brisbane.                               | Free    | N/A            |
| 20/05/14                | NSW | Networking event with Tom Carroll   | Café del Mar, Sydney.  | NM Paid | 15             |
| 15/07/14                | NSW | Debunking the myths: When commercial marketing and social marketing work differently<br><i>Speaker:</i> Jeff Jordan   | Sydney Business School, University of Wollongong, Sydney.            | Paid    | 11             |
| 22/07/14                | QLD | Debunking the myths: When commercial marketing and social marketing work differently<br><i>Speaker:</i> Jeff Jordan   | QUT, Brisbane.   | Paid    | 41             |
| 27/08/14                | WA  | Neuroscience marketing and Livelighter campaign review<br><i>Speakers:</i> Professor John Gountas and Kema Rajandran  | Murdoch University, Perth.   | NM Paid | 49             |
| 02/10/14                | VIC | Seminar on Technology and Social Marketing<br><i>Speakers:</i> Rebekah Russell-Bennett and Josephine Previte  | The Centre for Health and Social Research, ACU, Melbourne.           | Free    | N/A            |
| 09/10/14                | NSW | I can do it myself! Exploring consumer self-created value in bowel screening health self-services<br><i>Speaker:</i> Nadia Zainuddin                                      | Centre for Health Initiatives, University of Wollongong, Wollongong. | Free    | 12             |
| 17/10/14                | WA  | Behaviour change at your fingertips: Social marketing's use of smartphone apps and SMS<br><i>Speaker:</i> Rebekah Russell-Bennett   | Murdoch University, Perth.   | NM Paid | 28             |
| 17/11/14                | VIC | Why we think we are better drivers than we actually are ... and other mysteries of driving<br><i>Speaker:</i> Alan Tapp, Sharyn Rundle-Thiele and Professor Linda Brennan | RMIT, Melbourne.   | Free    | 25             |
| 10/12/14                | NSW | What's right and wrong with social marketing<br><i>Speaker:</i> Alan Tapp   | Sydney Business School, University of Wollongong, Sydney.            | Paid    | -              |
| <b>Total: 22 events</b> |     |   |  |         | <b>&gt;380</b> |

\* Note that attendance figures are unavailable for some events and this is signified in the table by: N/A.

## AASM Viewpoint

AASM Viewpoint is a bi-monthly publication written on various topics, perspectives, and issues in social marketing. In 2014, Dr Nadia Zainuddin, Lecturer in Marketing at the University of Wollongong assumed the Editorship of Viewpoint when previous Editor, Dr Ross Gordon, stepped down from this position in July to assume his new role as AASM President. At the time of publication, Viewpoint has released four issues in 2014, and these are available to download as PDFs in the members section of the AASM website: <http://www.aasm.org.au/?s=viewpoint>. Please also look out for AASM Viewpoint Volume 3 2014, our published booklet version of Viewpoint that will be posted out to all of our members at the end of 2014.

Dr Ross Gordon, Dr Cheryl Leo, Mr Rory Mulcahy, and Dr Nadia Zainuddin have written contributions to Viewpoint in 2014. Issue 1 by Ross Gordon was titled, "Selling the punt – does social marketing have a role?" discussing the issue of problem gambling, reflecting on a new Australian Research Council Discovery project by Ross and his colleagues. Issue 2 by Cheryl Leo was titled, "Customer Orientation: what is its definition in social marketing?" and is based on a research project by Cheryl incorporating theory and perspectives from service marketing. Issue 3 by Rory Mulcahy was titled, "Becoming the Controller of effective m-games and gamified apps in social marketing" based on Rory's PhD research due for completion in 2015. Issue 4 by Nadia Zainuddin was titled, "Transforming lives in social marketing" and is a reflection of a special session presented at the International Social Marketing Conference on the similarities and differences between social marketing and transformative service research. Two further issues are scheduled for release by end 2014. Two further issues are scheduled for release by end 2014. Viewpoint offers academics, practitioners, students, and others working in the field an opportunity to discuss an aspect of social marketing that is important to them, and offers a platform for views and opinions to be shared and heard across the social marketing community. If you would be interested in contributing to AASM Viewpoint please contact Dr Zainuddin at [nadiaz@uow.edu.au](mailto:nadiaz@uow.edu.au).

## Profile of the Management Committee

The Management Committee for 2013-14 was comprised of five elected, five appointed and one student representative members representing both the scholarship and practice of social marketing.

### **Executive:**

#### **President: Ross Gordon**

Ross is a Senior Lecturer in Marketing at Macquarie University in Sydney. He previously worked at and remains a member of the Centre for Health Initiatives at the University of Wollongong, and also worked at the Institute for Social Marketing at The Open University (ISM-Open) and prior to that the ISM at the University of Stirling. His expertise lies in social marketing, consumer cultures, and critical marketing teaching and research, on topics including sustainability, energy efficiency, alcohol, public health and wellbeing, and critical social marketing. He has been a principal or named investigator on projects attracting over \$6.5m in research funds in Australia, UK, Europe and India. He has acted an expert advisor to the Scottish Government, the European Commission, Cancer Institute NSW, and a range of other NGOs on various social marketing topics. He has published 60 academic journals, book chapters and conference papers, and delivered numerous client reports and invited speaking engagements. He also co-authored a textbook on strategic social marketing with Jeff French due for publication in April 2015. He is a co-chair of the World Social Marketing Conference, Sydney, 2015. Ross is a keen player and follower of sports including football, tennis and cycling, loves travelling, enjoys current affairs, and is a big music fan and occasional techno DJ.

#### **Vice-President: Lelde McCoy**

Lelde McCoy is the founder and Managing Director of the Reputation Group, a Melbourne-based agency that specialises in social marketing, stakeholder engagement and strategic communications. She has more than 20 years' experience in developing and implementing award-winning behaviour change campaigns for governments, not for profit organisations and the private sector. Her recent work involves social issues such as organ donation, body image, litter control, responsible alcohol consumption, obesity and overweight and positive spectator behaviour in sport. Her skills include research, strategic planning, creative development, tactical delivery of campaigns and campaign evaluation. Previously she led the national social marketing practices of two international agencies in Australia. She is a Life Fellow and former National President of the Public Relations Institute of Australia. She has a commerce degree from the University of Melbourne, a journalism degree from the Royal Melbourne Institute of Technology University and has studied for a Masters of Communications at the Newhouse School of Public Communications at Syracuse University.

#### **Treasurer: Kevin Luten (appointed)**

Kevin Luten is the founder and CEO of Behaviour Design Works (BDW), based in Perth. Over fifteen years, he has developed and delivered social behaviour change initiatives in the health, transport and environmental domains. His focus is on integrating theoretical frameworks for behaviour change with the real-world implications of large-scale program implementation across communities and workplaces. Kevin and BDW have delivered behaviour change projects for a diverse array of government and business clients in Australia, New Zealand, Canada, and the United States, including HBF Health Limited, Western Australian Department of Sport and Recreation, Western Australian Department of Transport, Water Corporation, Lend Lease Development, Queensland Department of Health, Sustainability Victoria, and the Moreland Energy Foundation.

### **Secretary: Cheryl Leo (appointed)**

Dr Cheryl Leo is senior lecturer in marketing with the School of Management and Governance, Murdoch University. She obtained her PhD from Queensland University of Technology and her research interests are in social marketing and services marketing, specific to service employee and customer interactions. Cheryl has published in top journals such as *Journal of Business Research*, *Journal of Marketing Management* and *Journal of Non-Profit and Public Sector Marketing*. Cheryl is well trained in qualitative and quantitative research methods, and has experiences working on research projects with industry including Queensland Catholic Education Commission (QCEC).

### **Public Secretary: Wayne Binney**

Associate Professor Wayne Binney is Marketing Program Director in the Graduate School at Deakin University, Melbourne. He is an active social marketing and non-profit researcher who has authored over 70 peer-reviewed articles. He has authored publications in leading business academic journals including *Australasian Marketing Journal*, *Marketing Theory*, *Journal of Business Research*, *Journal of Services Research*, *Journal of Nonprofit and Public Sector Marketing*, and *International Journal of Nonprofit and Voluntary Sector Marketing*. Wayne has contributed to all previous International Social Marketing (ISM) – formerly the International Nonprofit and Social Marketing (INSM) conferences, and co-chaired the 2009 International Nonprofit and Social Marketing Conference in Melbourne. He is also a foundation member of the Australian New Zealand Marketing Academy (ANZMAC). He has published in international journals and has also conducted marketing consultancy projects for state and federal governments and business corporations.

### **Ordinary Members:**

#### **Joy Parkinson (appointed)**

Joy is Research Fellow at Griffith University Business School. She obtained her PhD in from Queensland University of Technology using social marketing to explore breastfeeding. She has over 10 years experience in direct marketing and ran her own fashion business for 15 years. Her current research includes a broad range of social marketing projects including breastfeeding, breast screening, blood donation, alcohol use, and new technology use to deliver social marketing services. She has published her research in academic journals, book chapters and conference papers, and delivered findings to invited speaking engagements. She has also lectured social marketing at Queensland University of Technology and Griffith University.

#### **Lyn Phillipson**

Dr Lyn Phillipson is a Senior Lecturer in the School of Health and Society and Associate Director at the Centre for Health Initiatives, University of Wollongong. Lyn is an early career researcher with a particular interest in consumer empowerment and the way that stigma associated with health conditions affect people's willingness to seek help and assistance from health and social services. She has experience and expertise in the area of social marketing as an approach to promote health and help seeking across a broad range of issues including: dementia risk reduction, organ donation and sun protection. She also has expertise in the conduct of both focus groups and interviews, including the use of interview dyads, friendship pairs and research within family units.

#### **Luke van der Beeke (appointed)**

Luke is a Co-Founder and the Managing Director of Marketing for Change, a values-driven social enterprise that works collaboratively to influence behaviours, improve lives, and deliver positive social change. He has over 15 years senior marketing and general management experience in the non-profit, government and private sectors. He's also worked as a journalist and freelancer for publications including *The West Australian* and *The Independent Newspaper (Dhaka)*. Luke is a former Director of The National Social Marketing Centre (UK). He has delivered behaviour change programs, training and advice to organisations including the World Health Organisation, the European Commission, Ogilvy PR (UK), Department of International Development, the Pan American Health Organisation (PAHO), The Royal College of Physicians and the British and Scottish

governments. He has worked across a broad range of sectors including public health, alcohol and other drugs, transport, disability services, sport and recreation, suicide prevention, the environment, finance, social services and public safety.

#### **Lynne Eagle (appointed)**

Lynne is Professor of Marketing at James Cook University. Research interests include marketing communication effects and effectiveness, including: trans-disciplinary approaches to sustained behaviour change in social marketing / health promotion / environmental protection campaigns, the impact of persuasive communication on children, and the impact of new, emerging and hybrid media forms and preferences for / use of formal and informal communications channels. She has published in a wide range of academic journals, including the *Journal of Advertising*, *Journal of Social Marketing* and *European Journal of Marketing*, led the development of both Marketing Communications and Social Marketing texts and contributed several book chapters for other texts as well writing commissioned social marketing expert papers and presenting numerous research papers at international conferences. She is on the editorial board of several journals.

#### **Pippa Rendel**

Pippa is the Research and Evaluation Coordinator, Screening and Prevention for the Cancer Institute NSW. Leading a small team, Pippa manages the development, commissioning and implementation of strategic research and program evaluation to inform social marketing campaigns, and measure the effectiveness of cancer screening and prevention activities in NSW. Pippa has several years experience working in Australia and the UK on social programme design, delivery and evaluation. Pippa has also carried out work with the UK National Social Marketing Centre. Pippa is also involved in running the NSW event hub.

#### **Student Representative:**

##### **Kathleen Chell**

Having completed a Bachelor of Business in marketing and a Bachelor of Business with Honours in social marketing, Kathleen is now a PhD candidate at Queensland University of Technology. Her research focuses on online donor appreciation as a means for donor identity development and donor retention. Kathleen has worked in industry for two years as marketing assistant and later as social media manager for Grand Brands. She currently works as a research assistant with the Donor and Community Research team at the Australian Red Cross Blood Services. Kathleen has provided guest lectures in social marketing at Queensland University of Technology, and her research is published in the *International Journal of Nonprofit and Voluntary Sector Marketing* and international conference proceedings. As Event Coordinator for the AASM, her role involves both design and event management duties.