



AASM



ANNUAL REPORT

2012 - 2013

www.aasm.org.au

**Annual Report of the
Australian Association of Social Marketing
2012 - 2013**

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President's Report

2012-13 has been the fourth 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.

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 was to update the website and improve the online benefits of membership. This was achieved during this period however further work is required in 2013-14 for the website to be fully functional.

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.
- Free online access to the Journal of Social Marketing. Find out the latest evidence on social marketing and behaviour change.
- 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 current management committee has been focused on redeveloping our website to expand the number of online resources available. The new website, to be launched at the 2013 AGM will have a public and member-only section. The member only section will provide a range of additional resources including member journal articles and best-practice cases. The website is located at www.aasm.org.au

Membership

Membership fees in 2012-13 were received from 36 members this is a decrease on 2011-13 from 94 members. One member is a lifetime member. The composition of the membership base is 41% practitioner and 59% academic compared to 38% practitioner and 62% academic in 2011-12. There is higher representation from practitioners in Victoria. Member composition is shown in Table 1.

Table 1 State breakdown of members at 30 June 2013

State	Academic	Practitioner
NSW	6	3
Qld	8	4
Vic	4	5
Tas	1 (PhD + practitioner)	1
SA	0	2
ACT	2	0
UK	1	0
Total	22	15

Financial Report

The Committee presents the 2012-13 financials as follows. The year started with \$7888.77 in the bank and ended with \$6142.83. There was a small amount of \$4708 derived from the 2012 International Social Marketing Conference with the remainder of income generated by memberships. The major expenses for the year were payment for casual administration tasks and the two year subscription to Journal of Social Marketing for members.

AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING (AASM)		
BALANCE SHEET		FY12/13
ASSETS		TOTAL
Current Assets		
	Bank (NAB)	\$6,142.83
TOTAL ASSETS/NET ASSETS		\$6,142.83
EQUITY		
Retained Earnings		
	Surplus/(Deficit) for the year	\$7,888.77
		(\$1,745.94)
TOTAL EQUITY		\$6,142.83
INCOME AND EXPENDITURE STATEMENT		FY12/13
		TOTAL
Income		
	Membership Subscription	\$8,850.00
	Conference Income	\$4,708.41
Total Income		\$13,558.41
Expense		
	Catering/Meeting Exp	\$1,285.00
	Administration	\$6,083.00
	Equipment hire	\$50.00
	Website	\$115.98
	Printing/Promotional	\$426.80
	Travel & Accommodation	\$957.67
	Journal of Social Marketing 2 yr Subscription	\$3,017.00
	Acuvent – financial processing site	\$3,325.00
	Legal and statutory charges	\$43.90
Total Expense		\$15,304.35
Net Income		(\$1,745.94)

A series of Symposiums and Conferences has been planned to be held at the first half of 2013-14 to generate more income to the Association.

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 laws of Victoria, the association is required to have an office and public officer who is a resident in Victoria.

Annual General Meetings and Members

The Society holds its Annual General Meeting of members in July each year. Every second year this coincides with the biennial International Social Marketing Conference.

Governance Structure

The Association is governed by a Committee of Management of which eight are elected by the Members of the Society and up to three appointed members. The Committee is accountable to the members for the successful performance and governance of the Association.

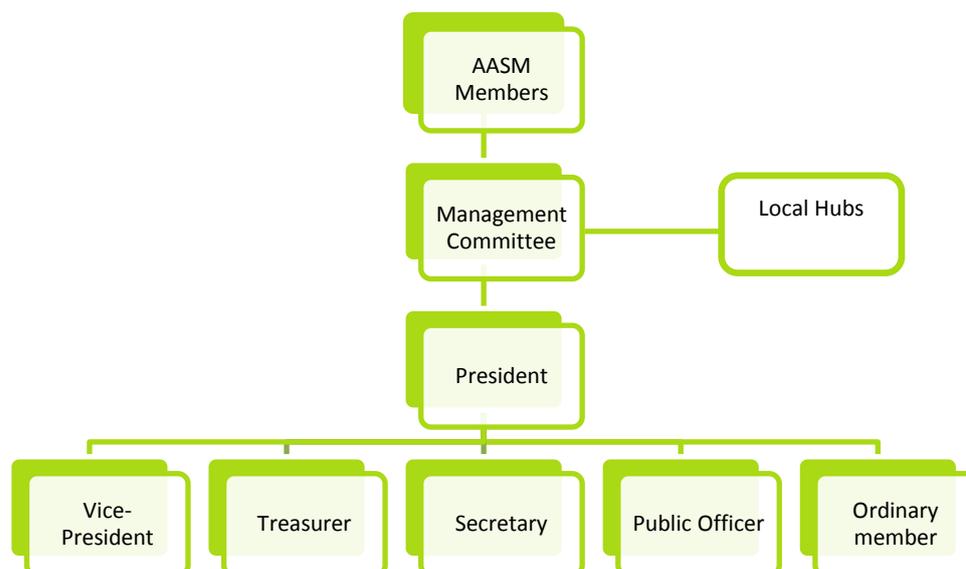
The Association has no employees, therefore all responsibilities of the Association are delegated to the Committee.

The current structure of the Management Committee consists of a President, Vice-President, Secretary, Treasurer and four ordinary members. There are three sub-committees at present; the Brisbane Local Hub Events committee, Melbourne Local Hub Events committee and Sydney Local Hub Events committee.

The Committee has developed position descriptions for the Committee who are each responsible for a portfolio.

Organisation Structure

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



Regional Hubs and Events

In 2012-13 the only two active hubs were Melbourne and Brisbane. Efforts are underway to develop Sydney and Perth hubs.

The AASM arranged for 4 events to be held in 2012-13 in conjunction with local universities and organisations with 83 people attending.

Table 2 Summary of Events July 2012- June 2013

Event	Venue	Attendance
Using social media in social marketing – presentation by Kevin Moreland	Hosted by BCM, Fortitude Valley, 29 November 2012, Brisbane	8
Networking Event	Hosted at Ryan’s on the Park, Treasury Casino, 18 April 2013, Brisbane	10
Governments Driving Behaviour Change – It Really is Possible!	Hosted at Rendezvous Studio Hotel, 21 June 2013, Brisbane	45
Summer Fires: a case study of behaviour change and stakeholder engagement - Presentation by Simon Troeth, Director Strategic Communications Branch, Department of Justice	Hosted by Badjar Ogilvy ,May 2 2013, Melbourne	20
	Total	83

Profile of the Management Committee

The Management Committee for 2012-13 was comprised of seven elected, two appointed and one student representative members representing both the scholarship and practice of social marketing.

Executive:

President: Rebekah Russell-Bennett

Rebekah's day job is Professor at Queensland University of Technology where she researches and teaches in social marketing and consumer behaviour. Rebekah's commitment to the social marketing field has been demonstrated through hosting the 2010 International Nonprofit and Social Marketing (INSM) conference, co-facilitating the Social Marketing training course for government employees at the Institute of Public Administration Australia (IPAA) and the industry-based research she conducts. Rebekah has conducted consultancies and projects with TravelSmart, Queensland Health, BreastScreen Queensland, Queensland Rail, the Australian Breastfeeding Association and the Australian Red Cross Blood Service. She is regularly invited to be a keynote speaker at industry presentations and academic conferences

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 behavior 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: Roger Lam (appointed)

Roger is the Finance Manager at the Parenting Research Centre, a Melbourne based national research and development organisation with a focus on parenting. Roger is also concurrently the Finance Manager of the Raising Children Network Ltd, a company managing the Federal funded parenting/children information resource website known as the Raising Children Network. Roger has extensive financial and operational experiences within both the commercial and not-for-profit sectors. In recent years, Roger has a grown passion for the not-for-profit sector and has assisted a number of organisations with system re-engineering and change management processes. Roger also has a strong interest on the impact of information technology on society and the emergence of social marketing as a key player in this area. Roger is a qualified CPA and member of CPA Australia. Roger also holds a Masters in Law

(Government and Commercial) from the Australian National University.

Secretary: Josephine Williams (appointed)

Jo Williams is currently with the South Australian Government as Social Marketing Manager for OPAL (Obesity Prevention and Lifestyle), South Australia's largest single investment in childhood obesity prevention. Jo has fifteen years experience working across a wide range of health campaigns within the charity, not for profit and government sectors. Six years were spent in London managing Cancer Research UK's 'SunSmart' campaign and the National Asthma Campaigns 'Be In Control' diagnosis campaign. Jo's current interest is in workforce development of the 40 OPAL staff around social marketing. She is working to integrate a social marketing approach across the frameworks of community development and the socio-ecological approach of OPAL.

Public Officer: 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 nonprofit 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 Nonprofit and Social Marketing conferences (INSM) 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:

Charissa Feng

Charissa Feng is the account director for social marketing and health communications at The Reputation Group. She has worked on campaigns for state and federal government, and on topic areas such as healthy eating, physical activity, early child development and literacy. Charissa was previously the marketing and communications manager at the Parenting Research Centre where she worked on engaging parents to adopt positive parenting behaviours. Charissa has a Masters in Public Health and Honours degree in Media Communications. Charissa is also a board director of Whitehouse Community Health Services.

Ross Gordon

Ross is a Research Fellow at the Centre for Health Initiatives, having joined in 2011. Previously he 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, marketing communications, and critical marketing teaching and research. His main research interests include social marketing theory and practice, upstream social marketing and policy, the impact of commercial marketing on society, sustainable marketing, and critical marketing. Ross is also a specialist on the topic of alcohol marketing. He has published over 20 academic journals, book chapters and conference papers, and delivered numerous client reports and invited speaking engagements. Ross is a keen player and follower of sports including football, tennis and skiing, loves travelling, enjoys current affairs, and is a big music fan.

Sharyn Rundle-Thiele

Associate Professor Sharyn Rundle-Thiele leads **Social Marketing @ Griffith**, Griffith University. Sharyn is recognised as an International expert in the area of social marketing. She has published more than 100 refereed papers and has been awarded over \$1.2 million in research funding. Sharyn currently serves as co-editor of the *Journal of Social Marketing* and is currently serving as President of ANZMAC. Sharyn chaired the 2012 International Social Marketing Conference.

Olaf Werder

Dr. Olaf Werder is a lecturer in strategic and health communication at the Media and Communications department of the University of Sydney, Australia, where he is also a member of interdisciplinary research collaborations surrounding obesity prevention, infectious disease prevention, and sociocultural aspects of public health. He has held positions at the University of Florida and the University of New Mexico. He holds a bachelor's degree in marketing/management from Germany (Universität Dortmund), a master's degree in advertising from the University of Illinois, and a Ph.D. in Mass Communication from the University of Florida. Prior to his academic appointment, he has worked in the communication industry on the media and agency side in two countries for about ten years. His research interests are centred on public risk perception, social ecological modelling of message responses, social and mass media interactions, drivers of policy, and effective

coordination of agencies' response to disease outbreaks and unhealthy lifestyle choices.

Student Representative:

Joy Parkinson

Joy is a PhD candidate at Queensland University of Technology. Her research examines the influence of emotions and experience on decision-making for social behaviours such as breastfeeding and food choice. She has over 10 years experience in direct marketing and ran her own fashion business for 15 years. Joy has worked on 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 also lectures social marketing at Queensland University of Technology and has lectured social marketing at Griffith University. Joy has a Bachelor of Business in marketing and a Bachelor of Business with Honours in Social Marketing from Queensland University of Technology.