



AASM



ANNUAL REPORT

2011 - 2012

www.aasm.org.au

**Annual Report of the
Australian Association of Social Marketing
2011 - 2012**

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President's Report

2011-12 has been the third 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. Indeed, social marketing associations in other parts of the world are looking to the AASM as a leader in this field with the formation of the European Association of 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 continue building membership, to work with local hosts to deliver the International Social Marketing Conference in June 2012 and to commence building state hubs. The ISM 2012 conference hosted by Griffith University was the most successful ISM conference since inception in 2004 with 180 delegates and 61 workshop attendees. In 2011-12 we continued to establish administrative and governance systems and we now have a member database that links to a financial payments system.

The focus of the management committee for 2012-13 will be to continue to build the profile of the AASM, recruit more members, increase the resources and increase member benefits particularly those delivered online. We will also be seeking an alliance with the International Social Marketing Association (iSMA) to further expand links globally for AASM members as one means to provide additional resources.

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 2011-12 were received from 94 members. The composition of the membership base is 38% practitioner and 62% academic however this varies across states. There is higher representation from practitioners in ACT, NSW, QLD, SA and VIC. Member composition shown in Table 1.

Table 1 State breakdown of members at 30 June 2012

State	Academic	Practitioner
Total Membership	62%	38%
ACT	25%	75%
NSW	44%	56%
Qld	47%	53%
SA	25%	75%
Tas	0%	100%
Vic	27%	73%
WA	50%	50%
New Zealand	50%	50%
UK	100%	
Japan	100%	
Canada	100%	

Financial Report

The financial year of 2011-12 commenced with a balance in the bank of \$13,877 and ended with a balance of \$7,888.77.

AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING (AASM)		
BALANCE SHEET		FY11/12
		TOTAL
ASSETS		
	Current Assets	
	Bank (NAB)	\$7,888.77
	Accounts Receivable	\$0.00
	Prepayment	\$0.00
TOTAL ASSETS		\$7,888.77
LIABILITIES		
	Current Liabilities	
	Payables	\$0.00
	GST Payable (CR)/ Receivable (DR)	\$0.00
TOTAL LIABILITIES		\$0.00
NET ASSETS		\$7,888.77
EQUITY		
	Retained Earnings	\$13,877.17
	Net Income	(\$5,988.40)
TOTAL EQUITY		\$7,888.77
INCOME AND EXPENDITURE STATEMENT		FY11/12
		TOTAL
Income		
	Membership Subscription*	\$0.00
	Conference Income	\$0.00
		\$0.00
	Sponsorship	\$4,840.00
Total Income		\$4,840.00
Expense		
	Catering	\$175.00
	Equipment hire	\$0.00
	Website	\$5,846.41
	Travel & Accommodation	\$241.69
	Subscription	\$1,250.00
	Acuvent	\$3,272.50
	Legal and statutory charges	\$42.80
Total Expense		\$10,828.40
Net Ordinary Income		(\$5,988.40)
Other Income/Expense		
	Interest Income	\$0.00
	Other Income	\$0.00
Net Income		(\$5,988.40)

**The funds from Membership were not received until the financial year of 2012-13*

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.

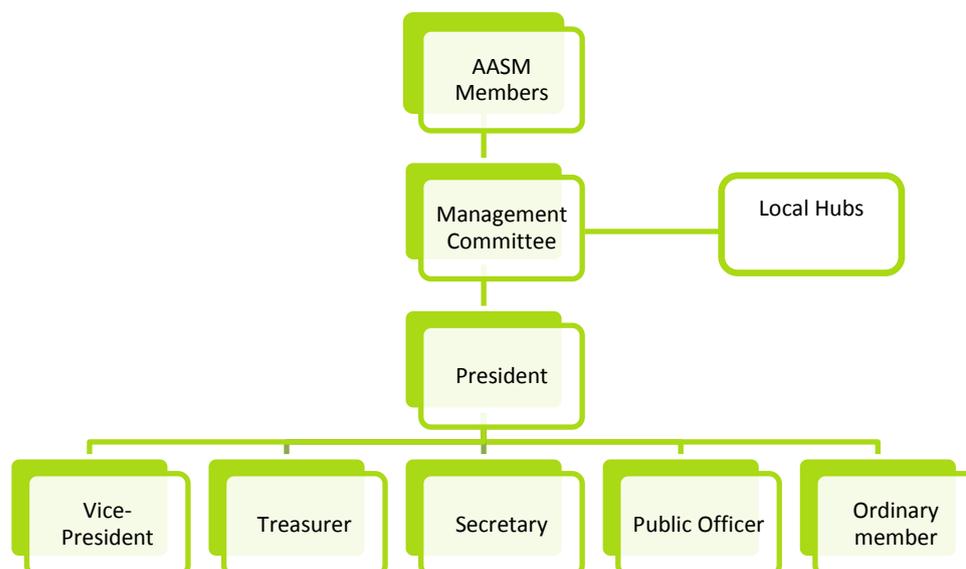
The Association has no employees, therefore all responsibilities of the Association are delegated to the Committee.

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 2011-12, committees were identified for hubs based in three cities; Brisbane, Sydney and Melbourne with hub leaders of Tricia Davis, Nick Goodwin and Lelde McCoy.

The AASM arranged for 9 events to be held in 2011-12 in conjunction with local universities and organisations with 274 people attending.

Table 2 Summary of Events 2011-2012

Event	Venue	Attendance
Is Viral Marketing Good for you? The role of New media in Public Health	Hosted by Sydney University, June 14 2011, Sydney	20
When Education Isn't Enough. One day workshop. Speaker – Associate Professor Sameer Deshpande, Canada and Associate Professor Sharyn Rundle-Thiele.	Hosted by Griffith University and University of Southern Cross July 14 2011 Brisbane and July 18 2011 Gold Coast	48
Engage, Empower, Inspire: New ideas and insights from the World Non-Profit & Social Marketing Conference. Speaker - Rebekah Russell-Bennett, AASM President	Hosted by Ogilvy PR, July 8 2011 Sydney	25
	Hosted by Queensland University of Technology July 29 2011 Brisbane	9
	Hosted by Hosted by Ogilvy PR, August 5 2011 Melbourne	22
	Hosted by Ogilvy PR and Colmar Brunton Research August 9 2011 Canberra	42
	Hosted by University of Wollongong August 11 2011	20
Evaluating social marketing – Speaker Tom Carroll, Carrcomm	Hosted by Queensland University of Technology 12 August 2011	45
Hub launch and network event	7 September 2011 Brisbane	13
ClimateSmart Home Service. Speaker - Clinton Parker,	7 February 2012 Brisbane	14
How are you conquering your social marketing challenges? Share real world successes and ideas.....	Hosted by Colmar Brunton, April 18 2012 Brisbane	16
International Social Marketing Conference 2014	Hosted by Griffith University June 28 – 29 2012	180 conference delegates and 61 workshop registrations
	Total	515

Profile of the Management Committee

The Management Committee for 2011-12 was comprised of eight elected, one appointed and one student member 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: Peter Cunningham

Pete is a founding partner of Redsuit Advertising. He is responsible for the strategic development of communications campaigns for agency clients and leads the agency's specialist Social Marketing division. He has overseen social marketing campaigns for a multitude of government departments and campaigns under his direction have won national AFA effectiveness and AMI marketing awards. Peter has guest lectured on advertising strategy at both The University of Queensland and Griffith University. He has been Queensland chairman and a national board member of the Advertising Federation of Australia.

Treasurer: 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.

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:

Lelde McCoy

Lelde leads Ogilvy Social Marketing in Australia and is the Managing Director of Ogilvy PR's Melbourne office. She has more than 20 years' experience in developing and implementing award-winning social marketing campaigns for governments, not for profit organisations and the private sector. Her recent work includes social issues such as organ donation, body image, litter control, responsible alcohol consumption and positive spectator behaviour in sport. She is a 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.

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.

Olaf Werder (joined June 2012)

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.

Charissa Feng (joined June 2012)

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.

Susan Dann (Australian representative on the International Social Marketing Association)

Susan Dann is professor of marketing and deputy head of the national school of business at the Australian Catholic University. Her interest and involvement in social marketing extends back to 1994 when she first taught social marketing to undergraduate students at Griffith University. Since then she has been actively involved in teaching, publishing and consulting in social marketing. Susan sits on a number of boards based on her expertise in social marketing. Currently she is a Director of the Board of General Practice Queensland and Chair of the Quality Improvement Council as well as a member of the Community Advisory Council of St Vincent's Health Australia. She is also serves on the Queensland Civil and Administrative Tribunal (Legal Practitioners and Health

Practitioners) and the Social Security Appeals Tribunal.

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.