



AASM



ANNUAL REPORT

2014 - 2015

www.aasm.org.au

**Annual Report of the
Australian Association of Social Marketing
2014 - 2015**

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President's Report

Welcome to the 2014-15 AASM Annual Report and it is my pleasure to write to you in my role as the President of the Association. This has been the sixth year of full operations for the Australian Association of Social Marketing (AASM) – the peak body representing social marketers, and social marketing and social change practice and research. 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.

At our AGM last year the AASM set out our core values for the next few years, to be **connective, inclusive, informative and reflexive.**

Our aim is to provide a platform through which people can access information and the latest thinking, opportunities to connect and work together with others, and engage with an association that really listens and makes efforts to represent those working to effect social change. We do this by running regular events, providing a host of resources on the AASM website, and through email and the post to our members, and through continued canvassing, reflection and acting upon feedback from our members.

At the AGM, the role of the AASM over the coming years was also set out as follows:

- AASM acts as a hub for connecting people practicing, researching, studying, and interested in social marketing.
 - AASM does this through a members skills database, events, conference, symposiums, and small research grant schemes/awards.
- AASM acts as a source of knowledge and insight on contemporary social marketing.
 - AASM achieves this through providing news, running events, the bi-annual ISM Conference, access to journal articles, AASM Viewpoint, and AASM Newsletter.
- AASM help members to build their own profile and competencies.
 - AASM does this by publicising the AASM brand and our members, through building awareness of the AASM and our members, and seeking to build our membership in the public health, public sector and not for profit sector.
- AASM helps build and strengthen social marketing in and throughout Australia.
 - This is achieved through the portfolio of activities undertaken by the AASM.
- AASM is broadening horizons and helping to increase capacity in social marketing by building towards becoming an Asia-Pacific Association of Social Marketing.
 - AASM is doing this through events, building membership, and engagement and representation in Asia-Pacific.

The AASM is a community, and the most important and vital part of the community is the membership. As outlined above there are a number of activities and ways through which members can engage with the AASM and each other, and we will be working hard to build value for the membership.

Whilst our members are the most important part of the association, the AASM is also fortunate to have an excellent management committee. The AASM management committee are a very conscientious and hard working group of people who voluntarily devote their time, care and attention to a whole host of activities and tasks involved in running the association and representing the social marketing community. Without the good people and good work of the AASM management committee my job as President would be impossible, so I would like to acknowledge and thank the committee for all their efforts here.

In the past year we have had one new member join the AASM management committee – Melissa Blair of the Reputation Group in Melbourne who has taken on the role of Social Media Officer. Melissa is doing an excellent job of increasing our presence across social media platforms such as Twitter and LinkedIn, and I would encourage all of our members to check out the AASM activity and content on social media. I am sure you will join me in welcoming Melissa to the committee.

This year has been a big year for social marketing in Australia, and a key area of focus for the AASM and the committee this year was 2015 World Social Marketing Conference held in Sydney in April 2015. The AASM was a key supporter of the conference, and a number of our management committee and our membership were involved in the event in some capacity. The conference was very well received, with very positive feedback on the innovation, dynamism and quality of the presenters and presentations, discussions and overall vibe of the event. This really put social marketing on the map in Australia and it is fantastic to see such positive developments in the field. If you were unable to attend or wish to revisit the event check out the website: <http://wsmconference.com/sydney-2015/>.

Another important focus of the committee this year has been to continue to build the AASM event hubs and we continue to do more work in this space with plans currently being developed to hold events in Canberra. Work has also continued to improve and make more efficient our administrative processes so that we can better deliver value to our members. This has included development and use of administrative software and databases. Whilst this work takes time, and is very much behind the scenes, it is very important considering we are a voluntary organisation with somewhat limited resources. However, we have been making a number of changes to ensure we work better and smarter – and this will also ensure the sustainability of the AASM long into the future.

As always, the AASM is an association that encourages and welcomes ideas, feedback, comments from our members, as you are the heart and soul of the AASM. If you wish to do so please send us an email, attend an event and speak to one of the committee, or please do attend the next AGM to be held in Melbourne on Tuesday 6th October at 5pm. I encourage as many of our members to attend the AGM or nominate a proxy as possible.

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 our very best to represent your interests, deliver member value, grow the association, and strengthen social marketing and engender social good in Australia.

Warm regards

A handwritten signature in black ink, appearing to read 'Dr Ross Gordon', with a stylized, cursive script.

Dr Ross Gordon

AASM President



Member Value

The benefits of AASM membership are:

- Access to selected free events, and preferential rates to paid events that provide 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.
- Membership of the ASSM provides you with the opportunity to promote yourself/your work/your organisation. Many of our members feature in opinion pieces, newsletters, events and other resources – offering a platform to build recognition and network.
- 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.
- Membership of the International Social Marketing Association and its range of resources included with membership of the AASM.
- 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 – with individual access available for only \$50.
- The ability to stay on top of the latest ideas, concepts and practices in social marketing with access to the AASM website containing case studies, videos, and a range of other resources, and our bi-monthly magazine Viewpoint, as well as 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 AASM 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. In the past year we have added resources such as case studies on energy efficiency, stakeholder relations and engagement, critical social marketing and addressing commercial competition to behaviour change among others. We have also added to our database of videos including presentations from the 2014 ISM Conference, 2015 World Social Marketing Conference, and various lectures on key social marketing concepts and topics. The website is located at www.aasm.org.au and member resources can be accessed by logging in user the details sent to you with your membership.

Understanding the perceived value of 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 give us feedback, and tell us what kind of Association you want.

Membership

Membership fees in 2014-2015 were received from 95 members. One member is a lifetime member. The composition of the membership base is 52% practitioner and 48% academic compared to 57% practitioner and 43% academic in 2013-14. There is higher representation from practitioners in Queensland. 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 2015

State	Academic	Practitioner
NSW	9	9
Qld	11	16
Vic	14	12
WA	5	4
Tas	0	1
SA	0	5
ACT	2	1
Overseas	5	2

Financial Report

The Committee presents the 2014-15 financials as follows. The year started with \$9,779 in the bank and ended with \$17,616. Conference income (from the 2014 conference) was the main income stream generating \$89,574. The major expenses for the year were the expenses relates to the 2014 Conference, along with website expenses, subscription fees including the Journal of Social Marketing, and administrative fees associated to with membership database maintenance and the membership survey. ASSM ended the year with net revenue of \$1,833.

Profit & Loss	
Australian Association of Social Marketing	
For the 12 months ended 30 June 2015	
	YTD Actual
Income	
Conference Income	\$89,574.01
Hub Event	\$2,835.08
Membership Subscription	\$2,280.64
Other Income	\$0.00
Total Income	\$94,689.73
Gross Profit	\$94,689.73
Less Operating Expenses	
Acuvent	\$0.00
Administration (database cleanup, member survey)	\$5,559.70
Catering/ Meeting Expenses	\$1,269.45
Conference Expenses	\$72,691.75
Legal, statutory and bank charges	\$183.02
Printing / Promotional	\$605.36
Subscription	\$3,338.00
Travel and Accomodation	\$3,723.81
Website	\$5,485.81
Total Operating Expenses	\$92,856.90
Net Revenue	\$1,832.83

Balance Sheet	
Australian Association of Social Marketing	
As at 30 June 2015	
	30 Jun 2015
Assets	
Bank	
Cash at Bank	\$17,615.93
Total Bank	\$17,615.93
Current Assets	
Prepayment - Debit Card	\$139.00
Total Current Assets	\$139.00
Total Assets	\$17,754.93
Net Assets	\$17,754.93
Equity	
Current Year Earnings	\$1,832.83
Retained Earnings	\$15,922.10
Total Equity	\$17,754.93

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

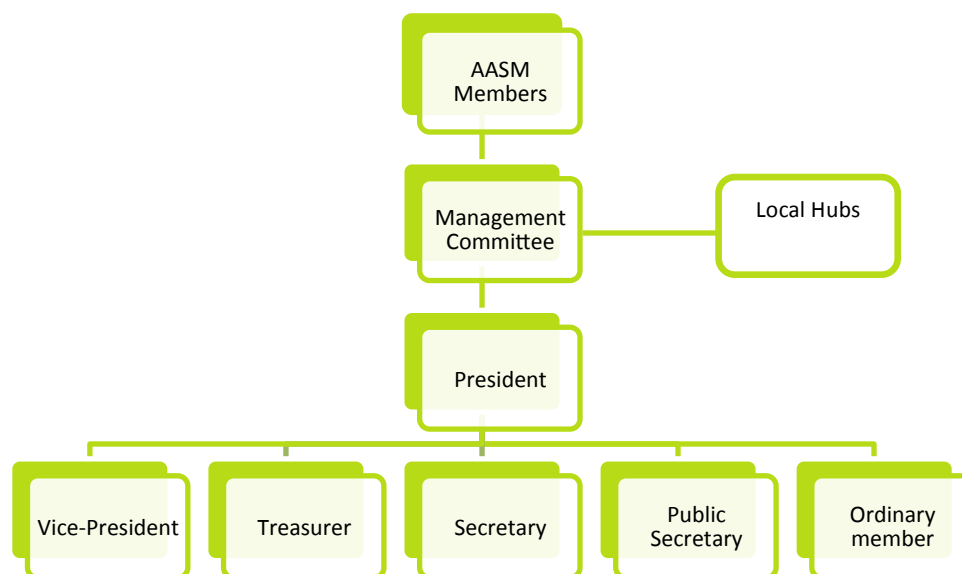
The AASM held its Annual General Meeting of members in July each year up to and including July 2014. Every second year this coincided with the biennial International Social Marketing Conference. In 2014, to bring our AGM and conference better in line with reporting requirements we are held another AGM 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 at the University of Wollongong. This enables 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.

Governance Structure

A Management Committee governs the Association. Eight members of the management committee are elected, three are appointed and one is a 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 14.

Organisation Structure

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



12 Regional Hubs and Events

2015 was a big year for social marketing events in Australia with the World Social Marketing Conference being held in Sydney in April. The AASM was a key supporter of the event, and also sponsored the best academic, practitioner, and student papers – demonstrating our commitment to representing the social marketing field and rewarding best practice. From September 2014 to September 2015 the AASM held 15 events in WA, NSW, Victoria (VIC), and Queensland (QLD). Attendance at events was strong with over 350 attending hub events, and over 300 delegates attending the World Social Marketing Conference, which the AASM supported. The association continues to develop the WA and NSW hubs, and there are also plans to run events in Canberra, as well as some AASM co-sponsored events in Singapore and Malaysia in 2016. If you are keen to get involved in hosting hub events please do contact us using the details below.

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, and the Asia-Pacific as we grow. We are particularly interested in supporting events in New Zealand and South East Asia. We strongly encourage any members interested in event hub activities to please contact our events coordinator Kathleen Chell: kathleen.chell@hdr.qut.edu.au.

Table 2 Summary of Events September 2014- September 2015

Date	Hub	Event Title	Venue/Host	Type	Attendance
02/10/14	VIC	Seminar on Technology and Social Marketing <i>Speakers:</i> Rebekah Russell-Bennett and Josephine Previtte	The Centre for Health and Social Research, ACU, Melbourne.	Free	10

09/10/14	NSW	I can do it myself! Exploring consumer self-created value in bowel screening health self-services <i>Speaker: Nadia Zainuddin</i>	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 <i>Speaker: Rebekah Russell-Bennett</i>	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 <i>Speakers: Alan Tapp, Sharyn Rundle-Thiele and Linda Brennan</i>	RMIT, Melbourne.	Free	25
10/12/14	NSW	What's right and wrong with social marketing: <i>Speaker: Alan Tapp</i>	Sydney Business School, University of Wollongong, Sydney.	Paid	12
04/03/15	VIC	There's nothing mental about seeking help <i>Speaker: Jo Telenta</i>	The Centre for Health and Social Research, ACU, Melbourne.	Free	15
30/03/15	QLD	What do locally grown food and reusable water bottles have to do with musician Jack Johnson? A peek into the All At Once community-based social marketing campaign <i>Speaker: Jennifer Lynes</i>	QUT, Brisbane	Free	18
16/04/15	VIC	Can we fix it? Yes we could <i>Speaker: Sandra Jones</i>	The Centre for Health and Social Research, ACU, Melbourne.	Free	25
19/04/15	NSW	Strategic Social Marketing book launch <i>Speakers: Jeff French and Ross Gordon</i>	Sydney Business School, University of Wollongong, Sydney	Free	95
20-22/04/15	NSW	World Social Marketing Conference <i>Speakers: Various including keynotes from Joel Bakan, Adrian Bauman, Roberto Venturini, Ashfaq Rahman</i>	Rydges Hotel Sydney	Paid	300+
29/04/15	VIC	Social Marketing and Behaviour Change: Models, Theories and Applications book launch <i>Speakers: Linda Brennan, Wayne Binney, Lukas Parker, Torgeir Aletia, Dang Nguyen</i>	RMIT, Melbourne	Free	25
14/05/15	VIC	Rates of alcohol consumption among young people <i>Speaker: Michael Livingstone</i>	The Centre for Health and Social Research, ACU, Melbourne.	Free	21
3/06/15	VIC	Maximising the impact of your social marketing campaign <i>Speakers: Jenny Witham, Sarah Saunders, Lelde McCoy, Melissa Blair.</i>	RMIT University, Melbourne	Free	52

18/06/15	NSW	Insights from the WSMC 2015 <i>Speakers:</i> Bill Bellew, Nadia Zainuddin	Aurora Rooftop Hotel, Sydney	Paid	15
25/06/15	VIC	Blood from everyone, for everyone <i>Speakers:</i> Jo Telenta, Kate Francis	The Centre for Health and Social Research, ACU, Melbourne.	Free	11
Total: 15 events					364 + WSMC

* Note that attendance figures are based on registrations and best available information. Attendance numbers may be unavailable for some events and this is signified in the table by: N/A.

AASM Symposium: Social Marketing and Behaviour Change - Applying What Works

The AASM is holding a special symposium on social marketing and behaviour change on Tuesday October 6 2015 in Melbourne. This one-day symposium presents the latest thinking, trends and case studies in social marketing and behaviour change campaigns. Gain insights and practical knowledge from senior professionals at the Transport Accident Commission, beyond blue, the Department of Health and Human Services, Dentsu Mitchell and others. The event will also include a special workshop presented by the AASM President Dr Ross Gordon on strategic social marketing. The workshop is relevant for policy makers, government communicators, not for profit organisations, social marketers, students, academic researchers, and social change program agents. This event is a great chance to learn, interact, discuss, and apply social marketing and social change strategies. Registrations for AASM Member Early-Bird rates start from \$250. For more information see: <http://www.aasm.org.au/events/>

AASM Viewpoint

AASM Viewpoint is a bi-monthly publication written on various topics, perspectives, and issues in social marketing. Dr Nadia Zainuddin, Lecturer in Marketing at the University of Wollongong acts as the Editor of AASM Viewpoint.

Following the publication of our 2014 annual report, Viewpoint had released a further two issues in Volume 3 in 2014 by Professor Alan Tapp and Kendall Dent. Issue 5 by Alan Tapp was titled, “No Crisps”, which was a humorous take on an important issue on how far we should go with promoting healthy lifestyles. Alan focused on this topic by describing the removal of crisps at a Public Health conference due to the uproar from attendees over their inclusion over the lunch offering. Issue 6 by Kendall Dent was titled, “Why I’ve chosen to do research in social marketing”, where Kendall shares her story of her introduction and initiation into the field of social marketing, and how that has influenced her decision to pursue a research degree in the area. The complete Volume 3 with all six issues was published as a booklet, with an ISBN number (978-0-9874743-2-2) and posted out to all AASM members at the end of 2014.

In 2015, Viewpoint has released 4 contributions for inclusion into Volume 4 so far. Contributions were provided by Dr Nadia Zainuddin, Luke van der Beeke, Danielle Caldwell, and Lance Barrie. Issue 1 by Nadia Zainuddin was titled, “Eat Fresh?” which considers the challenges of living a healthy

lifestyle in a culture and environment oriented towards fast food, and inactivity. Issue 2 by Luke van der Beeke was titled, “So, what can you tell us about social marketing?” where he recounts the story of his initiation into social marketing, and offers his views on the future of the field in light of the (then) upcoming World Social Marketing Conference and his role as Practitioner Co-Chair. Issue 3 by Danielle Caldwell was titled, “From pachyderms to podcasts”, where she discusses her feelings of isolation from the social marketing community. In seeking to overcome these feelings of isolation, the idea for a podcast was born, giving rise to her podcast initiative Re-Quilibrium, designed to connect members of the social marketing community regardless of geographical location. Issue 4 by Lance Barrie was titled, “Giving academia a crack”, where he shares his experiences with making the transition to PhD research and his reasons for why there is value in an academic qualification for research in social marketing by way of a PhD.

All released Viewpoints are available to download as PDFs in the members section of the AASM website: <http://www.aasm.org.au/?s=viewpoint>. Two further issues are scheduled for release by the end of 2015. A published booklet version of Viewpoint Volume 4 2015 complete with ISBN number will include all six issues and will be posted out to all AASM members at the end of 2015. 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.

2016 ISM Conference

The International Social Marketing Conference (ISMC) 2016 will be hosted by the Faculty of Business at the University of Wollongong, in New South Wales Australia. The conference theme is Societal Wellbeing, in line with the recent release by the OECD of guidelines to measure national accounts of wellbeing. Wellbeing has increased in popularity in academic literature in the last fifteen years, across multiple disciplines including psychology, philosophy, geography, economics, and marketing. The sub-discipline of social marketing is well positioned to assist the integration of this emerging area. With wellbeing as an interdisciplinary construct, combined with an emerging policy agenda, the opportunity now exists for social marketing to be positioned within and add to this important discourse. The theme is both topical, but also diverse enough in nature to assist the linkage of multiple scholars and practitioners.

The conference will be held in September 2016 at the Innovation Campus of the University of Wollongong. The Innovation Campus is situated on a 33-hectare site in a beautiful coastal environment, close to Wollongong Beach, a 5 minute bus ride to Wollongong City Centre on the Free Gong Shuttle, and walking distance to various accommodation options. A free shuttle bus to Wollongong from Sydney airport will also be arranged. The timing of the conference will coincide with the Australian University mid-session recess of the second semester. Call for papers for both the academic and practitioner streams will be available shortly, with submissions opening in December 2015. Academic and practitioner submission deadlines close on 17 March 2016. Paper notifications are anticipated for 25 April 2016, with early bird registration closing on 30 May 2016. Follow updates on the ISMC on Twitter via @ISMC2016. Please direct any queries to Conference Co-Chair Dr Nadia Zainuddin at nadiaz@uow.edu.au

Profile of the Management Committee

The Management Committee for 2014-2015 was comprised of eight elected, three appointed and one student representative members representing 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 over 70 academic journals, books, book chapters and conference papers, and delivered numerous client reports and invited speaking engagements. He is the co-author of 'Strategic Social Marketing' a leading text on social marketing with Jeff French published in 2015. He was also 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

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

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

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.

Melissa Blair (appointed)

Melissa is currently the Social Media and Digital Director at Melbourne based strategic communications agency, The Reputation Group. Throughout Melissa's career, she has led the development and execution of print, television, online and direct advertising, as well as the strategic dissemination of stakeholder engagement campaigns. Prior to joining The Reputation Group, Melissa worked at Manifest Communications and Stephen Thomas Ltd in Toronto, Canada, where she worked at leading and managing the strategic and creative development of projects for Veterans Affairs Canada, Health Canada, Governor General of Canada, Canadian Cancer Society, Crohn's and Colitis Foundation of Canada and the Canadian Olympic Foundation among others. As Social Media Officer for the AASM, her role involves managing the social media content strategy and community engagement.

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.