

**AAS**M



# **ANNUAL REPORT**

**2015 - 2016**

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

# Annual Report of the Australian Association of Social Marketing 2015 - 2016

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## President's Report

Welcome to the 2015-16 AASM Annual Report and it is my pleasure to write to you in my role as the President of the association. This is the seventh year since the foundation of the Australian Association of Social Marketing (AASM) – the peak body representing social marketers, and social marketing and social change practice and research. The AASM was the world's first association for social marketing. 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.

2016 is a challenging but also very exciting time to be in the social marketing space. Challenging because the big social problems we face such as obesity, climate change, and inequality are omnipresent yet many social marketers face budget cuts, limited resources and challenges in obtaining support in the policy environment. Yet, this is also a very exciting time to be a social marketer with lots of new ideas, tools and technologies being applied and examples of lots of great social marketing projects going on around Australia. I am sure Australia will continue to be a vibrant centre of excellence in social marketing ideas, research and practice.

The core values of the AASM are to be **connective, inclusive, informative and reflexive**. Our aim is to provide a platform through which people can access information and the latest thinking, have opportunities to connect and work together with others, and to enable members 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.

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. Dr Stephen Dann was elected to the committee at the AGM last September and has taken on the role of AASM Newsletter editor. Stephen actually re-joins the committee as he served on the AASM board when the association first started. Welcome back Stephen! This year Stephen has led the relaunch of the AASM newsletter as an e-newsletter. This was following feedback from our members about what format they would prefer. We have also had two committee members step down this year. After many years of loyal service to the AASM one of the founding members Wayne Binney is stepping

down from the committee at the forthcoming AGM. I would like to take this opportunity to thank Associate Professor Wayne for all his efforts in helping to set up and run the AASM. Dr Lyn Phillipson has also stepped down from the AASM committee earlier this year. Lyn recently won a prestigious NHMRC Dementia Fellowship focusing on the topic of Consumer Directed Care, which will keep her very busy over the next few years but I am sure will also make important contributions to the dementia research field. Thanks for your service to the AASM Lyn.

2016 has been another big year for social marketing in Australia. The pre-eminent journal for social marketing – the Journal of Social Marketing is now publishing four issues per year, an increase from three issues previously. The journal is edited by leading Australian social marketer Professor Sharyn Rundle-Thiele. The expansion of the journal is an indication of the proliferation of good social marketing work out there. And as our e-newsletter has showcased there are lots of exciting social marketing interventions being run here in Australia such as the Healthier, Happier programme in Queensland, the Energy+Illawarra programme in New South Wales, and Your Move in Western Australia. The AASM has also been getting more involved in advocacy – such as making submissions to the Queensland Parliament inquiry Health Promotion Committee. We are also excited to see the launch of a new initiative, Social Marketing Masterclass in association with Social Marketing@Griffith. The AASM-Social Marketing@Griffith teams ran the first Social Marketing Masterclass in Melbourne in early September 2016 with more events planned around the country in the future. If you think you or your organisation would benefit from a masterclass in social marketing from excellent and experienced trainers please do contact us here at the AASM. Finally, we also have the 2016 International Social Marketing Conference 25-27<sup>th</sup> Wollongong that will be showcasing some of the best ideas and latest thinking, free workshops, fantastic keynote speakers, and the opportunity to network and promote your work. Places are still available so please check out the conference website: <http://www.ismconference.com.au>

This year the AASM continued work to become more professional and to improve and make more efficient our administrative processes so that we can better deliver value to our members. This has included further development and use of administrative software and databases, and also a brand refresh and website relaunch. Whilst this work has taken a lot of 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 help 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. The AGM will be held on Monday 26<sup>th</sup> September, 12:30 to 13:30 at University of Wollongong, MacKinnon Building, Room 101, Northfields Avenue, Wollongong, NSW 2522. 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



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 choose to get involved in your local hub and generate change in how social marketing is being practiced in Australia.
- Membership of the AASM 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.
- 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.
- Membership of the International Social Marketing Association and its range of resources included with membership of the AASM.
- Exclusive social networking with fellow social marketers through AASM online platforms such as LinkedIn and Twitter.
- Discounted registration rates at AASM Social Marketing Masterclass held in various states.
- Discounted registration at the bi-annual Australian International Social Marketing conference (\$1,050) held in Wollongong in September 2016. The flagship event host leading thinkers in the global social marketing space convene to share their latest thoughts, research and case studies.
- Participation in the World Social Marketing Conference held in Sydney April 2015 to gain knowledge of social marketing conducted internationally.

Between 2015 to 2016, the AASM management committee dedicated their efforts and resources in improving the branding, online platform, and ecommerce capabilities of the website to enhance the membership organisation and members' use of the online resources. The new AASM website, which is to be officially launched at the ISM 2016 conference, will include the new branding of AASM, a dynamic home page, simplified navigation features and improved log-in capabilities.

The AASM member only section provides a range of resources including journal articles and best-practice cases. Apart from the case studies, articles of interests, journals and database of videos and presentation of the symposium held in Victoria. In the past year we have also introduced the e-newsletters providing valuable information on social marketing updates and career opportunities. The website is located at [www.aasm.org.au](http://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 our 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 2015-2016 were received from 84 members. One member is a lifetime member. The membership by state is shown in Table 1.

**Table 1 State breakdown of members at 30 June 2016**

State	Member numbers
NSW	23
QLD	18
VIC	22
WA	6
SA	3
ACT	4
Overseas	8

## Financial Report

The Committee presents the 2015-16 financials as follows in the profit and loss and balance sheet. The year started with 17,615.93 in the bank and ended with \$11,605.67. As 2015-16 was a non-conference year, Hub Events were the main income stream, generating a total of \$11,494. The major expenses for the year were linked to on-going enhancements relating to AASM's technology tools, from the website to on-site administrative systems. As forecast for every other (non-conference) year, AASM ended the year with a loss of \$6,037. The Profit and Loss statement and Balance Sheet is shown in Tables 2 and 3.

**Table 2 Profit and Loss Statement**

<b>Profit &amp; Loss</b>	
<b>Australian Association of Social Marketing</b>	
<b>1 July 2015 to 30 June 2016</b>	
	<b>30 Jun 16</b>
<b>Income</b>	
Hub Event	\$11,494.34
Membership Subscription	\$2,854.83
<b>Total Income</b>	<b>\$14,349.17</b>
<b>Gross Profit</b>	<b>\$14,349.17</b>
<b>Less Operating Expenses</b>	
Administration- Database cleanup, member survey, Kathleen Chell	\$540.00
Catering/ Meeting Expenses	\$1,980.00
Conference Expense - Admin / Cvent	\$4,719.00
Legal, statutory and bank charges	\$171.67
Printing / Promotional	\$2,291.00
Subscription	\$1,170.88
Travel and Accomodation	\$3,322.21
Website	\$6,191.51
<b>Total Operating Expenses</b>	<b>\$20,386.27</b>
<b>Net Profit</b>	<b>-\$6,037.10</b>

**Table 3 Balance Sheet**

<b>Balance Sheet</b>		
<b>Australian Association of Social Marketing</b>		
<b>As at 30 June 2016</b>		
	<b>30 Jun 2016</b>	<b>30 Jun 2015</b>
<b>Assets</b>		
<b>Bank</b>		
Cash at Bank	\$11,605.67	\$17,615.93
<b>Total Bank</b>	<b>\$11,605.67</b>	<b>\$17,615.93</b>
<b>Current Assets</b>		
Prepayment - Debit Card	\$112.16	\$139.00
<b>Total Current Assets</b>	<b>\$112.16</b>	<b>\$139.00</b>
<b>Total Assets</b>	<b>\$11,717.83</b>	<b>\$17,754.93</b>
<b>Net Assets</b>	<b>\$11,717.83</b>	<b>\$17,754.93</b>
<b>Equity</b>		
Current Year Earnings	-\$6,037.10	\$1,832.83
Retained Earnings	\$17,754.93	\$15,922.10
<b>Total Equity</b>	<b>\$11,717.83</b>	<b>\$17,754.93</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 secretary. With the official resignation of public secretary Wayne Binney in 2016, Cheryl Leo took over Wayne's role as secretary.

### Annual General Meetings and Members

From 2015 onwards, the AGM was held in September/October and this is in line with the International Social Marketing Conference hosted on a biannual basis. This enables the AASM to host the AGM, and the ISM Conference at a better time of year, as well as meet the reporting requirements more readily. Similarly, the 2016 AGM is held at the University of Wollongong on the 26<sup>th</sup> of September (Monday) to coincide with the conference.

### Governance Structure

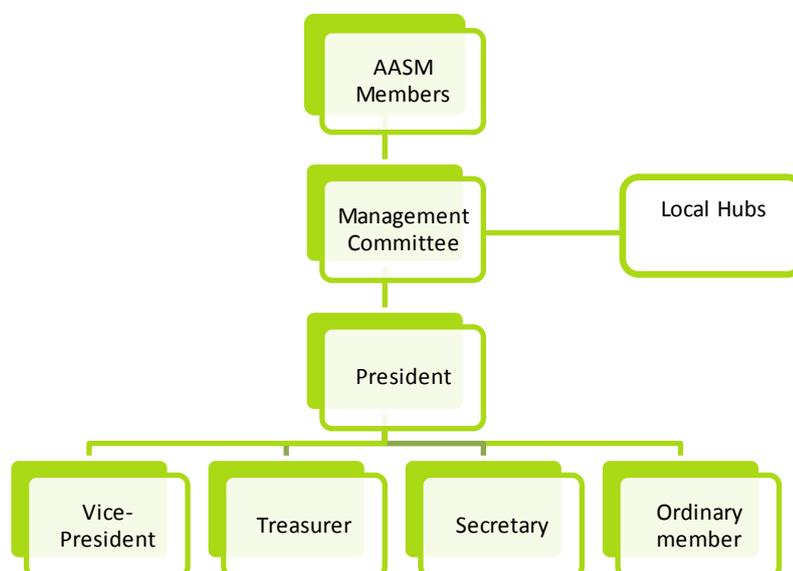
A Management Committee governs the association. Currently, seven members of the management committee are elected, two are appointed and one is a student representative.

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. In 2015 to 2016, the structure of the Management Committee

consists of a President, Vice-President, Secretary, Treasurer, four ordinary members, and a student representative. The Committee developed position descriptions for the Committee members who are each responsible for a portfolio – see page 16.

## Organisation Structure

The following diagram outlines the direct relationships between the association and its membership, management committee and local hubs.



## 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 2015 to September 2016 the AASM held 9 events in WA, NSW, and VIC; 3 events in South-East Asia, 2 events in New Zealand, and 2 events via webinars.

Attendance at events was strong with over 453 attending hub events. 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 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](mailto:kathleen.chell@hdr.qut.edu.au).

**Table 4 Summary of Events September 2015- September 2016**

Date	Hub	Event Title	Venue/Host	Type	Attendance
23/10/15	NSW	'A game of balance and disguise' Research Presentation <i>Speakers: Rory Mulcahy, QUT</i>	University of Wollongong	Free M Paid NM	15
6/10/15	VIC	'Social marketing and behavior change: Applying what works' Symposium	Deakin University, Melbourne	Paid	35
20/01/16	N/A Indonesia	Strategic Social Marketing: Innovations in Social and Behaviour Change Seminar <i>Speakers: Irma Martam, Nick Goodwin, Ross Gordon</i>	Tuledo, Jakarta, Indonesia	Paid	55
11/05/16	NZ	Breakfast Meeting: Social Marketing Network in New Zealand <i>Speaker: Tracey Bridges</i>	SenateSHJ, Wellington, New Zealand	Free	24
18/05/16	Online	iSMA-AASM Webinar: iSMA Social Marketing Course Fair <i>Speaker: Ross Gordon</i>	Online – iSMA Readytalk	Free M Paid NM	19
25/05/16	NSW	Unlocking the potential on branding in social marketing <i>Speaker: Nadia Zainuddin</i>	Sydney Business School, Circular Quay, Sydney	Free NM Paid	12
16/06/16	VIC	Narrative Videos in Social Marketing: A case study on energy efficiency <i>Speaker: Ross Gordon</i>	Centre for Health and Social Research, Australian Catholic University, Melbourne	Free	35
21/06/16	N/A Malaysia	Universiti Teknologi Malaysia Social Marketing Seminar <i>Speakers: Abdul Hakim Mohammed Lynne Eagle, Choong Weng Wai, Ross Gordon</i>	Universiti Teknologi Malaysia, Johor Bahru, Malaysia	Free	35
21/06/2016	WA	Workshop: Strategic social marketing and systems thinking <i>Speaker: Ross Gordon</i>	Australian Health Promotion Conference, Rendezvous Hotel, Scarborough, Perth	Paid	80
22/06/16	N/A Singapore	James Cook University Singapore Social Marketing Seminar <i>Speakers: Sameer Deshpande, Abhishek Graeme Read, Choong Weng Wai</i>	James Cook University, Singapore	Free	20
22/06/2016	WA	Energy+Illawarra Project: An interdisciplinary energy efficiency social marketing programme <i>Speaker: Ross Gordon</i>	Murdoch University, Perth	Free	15

23/06/2016	WA	Using narrative videos for health and wellbeing: A case study on energy efficiency <i>Speaker: Ross Gordon</i>	University of Western Australia, Perth	Free	23
28/06/16	NSW	NSW Hub Event: Social Change Networking	Café Del Mar, Cockle Bay Wharf, Sydney.	Free	10
11-12/08/16	Online	iSMA-AASM Webinar: Narrative Practices in Social Marketing <i>Speaker: Ross Gordon</i>	Online – iSMA Readytalk	Free M Paid NM	30
24/08/16	NZ	NZ Social Marketing Network Initial Meeting	SenateSJH, Wellington, New Zealand	Free	20
02/09/16	VIC	Social Marketing Masterclass Trainers: Sharyn Rundle-Thiele & Joy Parkinson	RMIT University, Melbourne	Paid	25
<b>Total: 16 events</b>					<b>453</b>
<b>* 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.</b>					

## AASM Symposium and Masterclass

The AASM held a special symposium on social marketing and behaviour change on Tuesday October 6, 2015 at Deakin University in Melbourne. This one-day symposium presented the latest thinking, trends and contemporary case studies in social marketing and behaviour change campaigns. Senior professionals at the Transport Accident Commission, beyond blue, the Department of Health and Human Services, Dentsu Mitchell and others, delivered practical knowledge. The event also included an interactive workshop on strategic social marketing. 35 people from government, not for profit organisations, social enterprises and academia attended the event.

This was followed by a Masterclass in Melbourne held jointly by the Australian Association of Social Marketing and Social Marketing @ Griffith at RMIT University on Friday September 1. The Masterclass was delivered by Professor Sharyn Rundle-Thiele and Dr Joy Parkinson from Griffith University, and supported by industry professionals who presented case studies and spoke about their campaign experiences.

This full day class included two case studies exploring how social marketers are successfully using digital content and social media to extend the value and reach of their campaigns. Rebecca Cook and Kat Clay from Cancer Council Victoria presented 'Creating Quality Digital Content on a Shoestring' whilst Chrystal Yam from the Heart Foundation and Tyler Forrester from Orima Research spoke on 'Exposing Victoria's Silent and Invisible Killer - Evidence, Messaging and Awareness of Excessive Salt in our Diet'. The day concluded with Lelde McCoy from The Reputation Group hosting a panel of senior practitioners who spoke about their favourite campaigns, new ways for reaching audiences and gave their top tips for campaign success. The event was attended by 25 people from academia, government departments and agencies, not or profits and consulting firms. If you or your organisation would benefit from a Masterclass in Social Marketing, please get in touch with us.

## 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 the 2015 annual report, Viewpoint released further two issues in Volume 4 in 2015 by Melissa Blair and Dr Lyn Phillipson. Issue 5 by Melissa Blair was titled, "From School to the Workplace: Lessons Learned from one Social Marketer's Transition", which reflected on the transition that Melissa experienced from a full-time student, to a full-time practitioner in social marketing. Melissa offered insights and tips based on her own experiences to other junior or would-be social marketers keen on pursuing a career in the field. Some of her useful suggestions included having a strong understanding of the industry, networking well, and gaining relevant work experience wherever possible, including paid and volunteer experience. Issue 6 by Lyn Phillipson was titled, "From Insight to Community Transformation". Lyn discussed the need to also include a focus on community engagement in social marketing interventions. She drew from Transformative Consumer Research as the guiding theory to help design a social marketing project called "Cancer Good News". In this project, Lyn shared her experiences with drawing from TCR principles in the development of the social marketing intervention, and how the transdisciplinary nature of the team and community partnerships formed underpinned much of its success. Volume 4 with all six issues was published as a booklet (ISBN number: 978-0-9874743-3-9) and posted out to all AASM members at the end of 2015.

In 2015, Viewpoint released 3 contributions for inclusion into Volume 5. Contributions were provided by Associate Professor Maria Raciti, Dr Lisa Schuster, Associate Professor Stacy Carter, and Professor Lynne Eagle. Issue 1 by Maria Raciti was titled, "Indigenous Australians' Under-representation in Higher Education: How can Social Marketing help?" which discussed some of the challenges faced by the Indigenous community in Australia in terms of participating in higher education. She offered suggestions that could help close this gap. Issue 2 by Lisa Schuster was titled, "Technology in Social Marketing: Hero or Zero?" where she discussed the increasing prominence of the role of technology in social change programmes. She acknowledged the need to incorporate technology in social change programmes for today's modern world, and identified a number of technology pitfalls to avoid. Issue 3 by Stacy Carter and Lynne Eagle was titled, "Social Marketing Ethics", where they offered an update on the work they had done in 2013 on activity, or lack of activity, on social marketing ethics and invited readers to participate in their upcoming ethics workshop at the International Social Marketing Conference 2016.

All released Viewpoints are available to download as PDFs in the members section of the AASM website: <http://www.aasm.org.au/?s=viewpoint>. Three further issues are scheduled for release by the end of 2016. A published booklet version of Viewpoint Volume 5 2016 complete with ISBN number will include all six issues and posted out to AASM members at the end of 2016. Viewpoint offers academics, practitioners, students, and others working in the field an opportunity to discuss aspects of social marketing important to them, and offers a platform for views and opinions to be shared 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).

## 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 on September 25 – 27, 2016.

ISMC aims to bring together a community of professionals across multiple disciplines including psychology, public health, policy change, geography, economics, and social marketing working to change people's health and lifestyle behaviours for greater societal wellbeing.

The 2016 theme of societal wellbeing is in line with the recent release by the OECD of guidelines to measure national accounts of wellbeing. With an emerging policy agenda, the opportunity now exists for social marketing to be positioned within and add to this important discourse.

ISMC will provide professionals with evidence-based strategies and practical approaches to applying social marketing concepts to address behaviour change and improve wellbeing. Through case studies, recent trends and interactive workshops, every attendee will have opportunity to enhance their abilities in delivering effective social change.

## Communications and Promotions

### Re-branding

The AASM Committee moved forward with a motion to refresh the overall organisational brand. Working with an external designer, a new brand was developed to meet the following criteria:

Supporting collateral that has been developed in line with the new brand including:

- Since the purpose of social marketing is to create positive social change, the brand represents this positive, encouraging practice.
- A brighter and lighter look and feel was established including a brand colour palette, colour imagery and increased white space.
- It was an evolution of current brand not a re-direction and the creative concepts all included the existing logo in some form.
- A tagline was developed as part of the rebrand that will be featured as a lock-up with the AASM logo 'Leading behaviour change & social good'
- PowerPoint template
- Event flyer template
- Social media post templates
- Letterhead templates
- Electronic direct mail template
- Large standing banner (as pictured)
- Website (see below section)



### Website Re-development

AASM has just completed the build of a custom responsive WordPress website with the main emphasise on bringing all of the functionality and membership services in house that can be

managed from one place and to integrate the overall new brand. This includes a plugin to manage all members, with recurring yearly billing, and active member only content. The new website promotes two main calls-to-action including easy access for member login and updates and encouragement for new members to sign up.

#### **Website functionality requirements are as follows:**

- Accommodation for a member-based login functionality
- Homepage space for industry advertising and a dynamic slider
- An integrated database for all members including migrating existing members and integrating new members who sign up. Includes the ability to monitor membership status including lapsed and integrate directly with the Mail Chimp email database vs. the former CVENT database.
- Functionality for new members to sign-up including registration information and payment
- A plugin for event set up, promotion and payment –integrated with Eventbrite
- Landing page pop-up for promotions and for harvesting emails and feedback etc.

#### **Social media**

An official social media strategy was developed in July 2015 which set out the purpose of AASM's social media presence which was to establish AASM as a thought-leader within the social marketing community by:

- Increasing awareness and recognition of AASM amongst social marketers
- Providing useful training, tips and advice to AASM members
- Encouraging engagement and shared learning within the social media communities

#### **OVERALL GOALS**

- Increase brand recognition and online influence (measured by Klout)
- Increase traffic to AASM website and blog (measured by Google Analytics)
- Increase engagement within social media communities (measured by Twitter Analytics, LinkedIn Analytics, and Simply Measured)

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#### **CHANNEL ROLES**

##### **TWITTER**

**Role: To provide AASM members with timely and useful social marketing updates.**

##### **Content includes:**

- Notification of events (AASM and other)
- Member-specific updates (administrative etc.)
- AASM blog and Viewpoint updates
- Job postings
- New research/book releases
- Potential: commentary on recent campaigns or news articles

**Measures of success:**

- Increase in fans/followers
- Click-through rate to website/blog
- Tweet engagement (RT's, favourites, replies)

**LINKEDIN GROUP and LINKEDIN BUSINESS PAGE**

**Role:** To provide AASM members with access to an exclusive community to be able to discuss social marketing topics and connect with fellow social marketers.

**Content Includes:**

- Notification of events (AASM and other)
- Member-specific updates (administrative etc.)
- Long-form opinion pieces from AASM board members
- Discussion/conversation starters (prompted by AASM board members)
- Job postings
- New research/book releases
- Potential: Forming a skills database to connect members with one another

**Measures of success:**

- Increase in group members
- Click-through rate to website/blog
- Group engagement (discussion posts, promotions, job postings etc.)

**Table 5 Social Media Results (as of 16<sup>th</sup> September, 2016)**

Measurement Tool	Metrics		
 <i>The Klout Score is a number between 1-100 that represents one's online influence. The more influential you are, the higher your Klout Score.</i>	Brand Recognition and Online Influence	<b>August 2015:</b> 44/100	<b>August 2016:</b> 48/100
	Number of followers	<b>August 2015:</b> 385 followers	<b>August 2016:</b> 530 followers
	Click-through rate to website/blog	<b>August 2015:</b> Link Clicks: 48	<b>August 2016:</b> Link Clicks: 48
	Tweet engagement (RT's, favourites, replies)	<b>August 2015:</b> Impressions: 285/per day Engagement Rate: 2.1% Retweets: 18 Favourites: 25 Replies: 0	<b>August 2016:</b> Impressions: 323/per day Engagement Rate: 1.8% Retweets: 31 Favourites: 52 Replies: 1

 <i>Please note: As of August 2015, LinkedIn has removed Group Analytics functionality. Therefore there was a specific AASM company page set up.</i>	Increase in group members	<b>August 2015:</b> 87 total members	<b>August 2016:</b> 116 total members 64 Company page followers
	Group engagement (discussion posts, promotions, job postings etc.)	<b>August 2015:</b> 2 posts, no engagement	<b>August 2016:</b> 5 posts, average engagement 1.62%, 42 interactions

## Profile of the Management Committee

The Management Committee for 2015-2016 comprised of ten (10) committee members, seven (7) elected, two (2) appointed and one (1) student representative members representing the scholarship and practice of social marketing.

### Executive:

#### President: Ross Gordon

Ross is an Associate Professor 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 (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).

**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.

**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), the 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.

### Stephen Dann

Dr Stephen Dann is a Senior Lecturer in the Research School of Management, College of Business and Economics at the Australian National University. He has been recognized as one of world's senior social marketing researchers by the National Centre for Social Marketing (UK) at the World Social Marketing Conference in 2008. He is a Senior Fellow of the Higher Education Academy (UK), and recipient of the Australian and New Zealand Marketing Academy Conference *Emerging Educator* award (2010), the College of Business and Economics Education Innovation award (2010) and the Australian National University Vice Chancellor's Citation for Outstanding Contribution to Student Learning (2011). His research work has been published in *Marketing Theory*, *Social Marketing Quarterly*, and *Journal of Business Research*. In practice, he has consulted to alcohol harm reduction campaigns, mental health support and suicide awareness campaigns. He is also well versed in social media, internet marketing, and has research interest in the Twitter communication styles and social media presence of Australian state and federal politicians during election campaign periods.

### 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

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 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 Non-profit and Voluntary Sector Marketing* and international conference proceedings. As Event Coordinator for the AASM, her role involves both design and event management duties.