

June 2018

## **White Paper: Towards an Asia-Pacific social marketing association**

This paper sets out a proposal to establish a social marketing association for the Asia-Pacific region.

The paper is an initiative of the Australian Association for Social Marketing (AASM), and sets out proposed governance and structure, geographic area, cost modelling, and member benefits for a possible Asia-Pacific Social Marketing Association.

The AASM is seeking views on this white paper from members and non-member social marketers living in the Asia-Pacific region<sup>1</sup>.

### **Proposition**

An Asia-Pacific Social Marketing Association (the Association) which represents the interests and combines the efforts of social marketers in all Asia-Pacific countries.

### **Region**

Asia-Pacific, including the countries of Southeast Asia, East Asia, Polynesia, Australasia, Melanesia, Micronesia and South Asia (see appendix).

### **Purpose**

- Establish a network of social marketing professionals for learning, resource sharing and collaboration.
- Provide conference, networking and meeting opportunities for social marketing professionals.
- Increase awareness of social marketing principles and practice among funders and policy makers.
- Advocate for the advancement and use of social marketing.

The Association would fulfil this purpose through a members' skills database, events, conference, symposiums, and potentially small project grant schemes and awards.

The Association would act as a source of knowledge and insight on contemporary social marketing by providing news, running events, the bi-annual International Social Marketing Conference, access to journal articles, and a regular newsletter.

The Association would help members build their own profile and competencies through learning opportunities. It would also build awareness and understanding of the profession amongst funders and decision makers in the region.

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<sup>1</sup> See Appendix for definition of Asia-Pacific region

## Principles

The principles which would underpin the Association, as imagined in this White Paper, are consistent with some of the basic principles which underline social marketing.

**Independence:** the Association would be independent of any industry body and would provide impartial social marketing advice to those who are engaged in the field.

**Empowerment:** the Association would be committed to the person-centred focus of social marketing and would promote programs which use the full range of marketing tools and techniques to help individuals, communities and societies achieve social change and social good.

**Engagement:** the Association would engage with those people who are the key stakeholders in any pro-social change efforts.

**Evidence:** the Association, through its research links, would be committed to the sharing of knowledge to inform evidence-based theory and practice in social marketing.

## Proposed governance and management model

### Belonging to the Association

This White Paper proposes that the Association would be made up of members who each pay an annual membership fee.

Across the region there would be local country or sub-region networks or associations that are affiliated with the Asia Pacific Association.

Each local member network or association would be responsible for organising events in their own country or sub-region, with the support of the Asia Pacific Association. Members would have access to events and resources from their own region, and also Asia Pacific-wide events and resources.

The Association would provide member country or sub-region networks or associations with resources, guidance about events, and connections within the region and around the world.

Over time, the Association may move to a model whereby each local network or association will pay an annual fee for incorporation into the Asia Pacific Association, assuming the value proposition is strong.

### Association Board

The Association would be governed by a Board consisting of no fewer than six and no more than 10 members providing representation across the region, plus an executive.

Seats on the Board would be filled by representatives from across the Asia-Pacific. These would reflect membership at the time the Association is established, and may be amended over time, on a membership vote, as membership evolves.

For example, at the point of initiation, Board membership may be made up as follows:

One (or more) member seats for members from Australasia.  
One (or more) member seats for members from Polynesia, Melanesia and Micronesia.  
One (or more) member seats for members from Southeast Asia.  
One (or more) member seats for members from East Asia.

### Executive

The Association would be led by a President and a Vice President. The President and Vice President would be elected by the association membership, to serve a term of four years. Elections for President and Vice President would occur in alternate years to permit some level of continuity in leadership.

The Association would also have a Secretary and a Treasurer, appointed by the Board.

These roles would all be voluntary.

## **Membership fees**

This White Paper proposes that annual membership fees would vary according to national income categories.

High income countries would pay the highest band of membership fee (e.g. AUD\$150 for 2 years).

Middle income countries would pay (for example) AUD\$100 for 2 years.

Lower income countries such as Vietnam and Bangladesh would pay, say, AUD\$50 for 2 years.

The Association may also set reduced student membership fees, for example AUD\$40 for 2 years.

People who purchase a ticket to attend the bi-annual International Social Marketing Conference would automatically receive Association membership for 2 years included as part of their delegate fees.

Over time the Association may move to a model whereby members pay their membership fee directly to their country association or network once well established, and those networks provide a percentage of the membership fee to the Association in return for affiliation and affiliate benefits.

## **Roles and responsibilities**

### The Association:

- Receive membership fees from members and manage and distribute the budget
- Maintain active website of resources, case studies, and membership network database for member use, representative of and relevant to all member countries
- Organise and host bi-annual conference
- Provide member country / sub-region support (e.g. content for events, planning templates, speakers, newsletters, marketing materials)

- Issue monthly e-newsletter
- Liaison with iSMA on behalf of member countries / sub-regions

#### Country or sub-region associations:

- Regular communication with local members
- Arrange local events
- Seek and provide feedback, content and resources for use in Association communications and materials

### **Membership benefits**

#### Country or sub-region benefits of Association membership:

- support, ideas and content for arranging events
- a platform for networking and collaboration across the Asia-Pacific with other groups/countries
- opportunity to host ISMC in their country/sub-region
- access to Association resources, knowledge, and materials
- Opportunity for representation of your country/sub-region on the Association committee to direct the future of social marketing and social change.

#### Individual member benefits of Association membership:

- automatic membership of iSMA and free access to iSMA resources and seminars
- credibility of being a member of the peak body representing social marketing, behaviour and social change in Asia-Pacific
- preferential rates to regular local events and seminars, symposiums, social marketing Masterclass and ISMC
- exclusive access to extensive online resources (including Association newsletter, case studies, blogs and video presentations on our website)
- monthly e-newsletter with the latest news, ideas, cases and opportunities in social marketing and social change
- free access to Journal of Social Marketing and discounted access to Social Marketing Quarterly through the Association website
- opportunities to network, connect & collaborate with fellow social change agents
- job postings in social marketing/social change listed on the website

### **Feedback**

This White Paper has been initiated by the Australian Association for Social Marketing, and is intended as a prompt for further discussion.

We welcome all and any feedback, and in particular, we ask interested parties to consider the following questions:

1. Do you see benefit in the concept of an Asia Pacific Social Marketing Association?  
Why / why not?
2. If you do see benefits in the concept, what aspects of the proposal, as outlined here, do you agree with?
3. What aspects do you disagree with?

4. How do you imagine your country / region would engage with an Asia-Pacific Association?
5. Would you like to be involved in further discussions on this topic?

## **Appendix: Asia-Pacific regions and countries (source: Wikipedia)**

Southeast Asia (includes Brunei, Cambodia, East Timor, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam)

East Asia (China, Hong Kong, Macau, Japan, Mongolia, North Korea, South Korea, Taiwan)

Polynesia (American Samoa, French Polynesia, Pitcairn Islands, Samoa, Tonga, Tuvalu, Hawaii, Wallis and Futuna)

Australasia (Australia, Christmas Island, Cocos Islands, Norfolk Island, New Zealand, Cook Islands, Niue, Tokelau)

Melanesia (Fiji, New Caledonia, Papua New Guinea, Solomon Islands, Vanuatu)

Micronesia (Federated States of Micronesia, Guam, Kiribati, Marshall Islands, Nauru, Northern Mariana Islands, Palau, Wake Island)

South Asia (Bangladesh, Bhutan, British Indian Ocean Territory, India, Maldives, Nepal, Pakistan, Sri Lanka)