



Social Marketing @ Griffith
Annual report 2016

Delivering change for the better

Established in 2013



Front row (L-R): Dr Denni Arli, Professor Sharyn Rundle-Thiele and Associate Professor Krzysztof Kubacki.
Back row (L-R): Dr Joy Parkinson, Dr Julia Carins, Dr Kathy Knox, Victoria Aldred and Anna Sergeyeva.

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Director's report

Change is hard.

Yet, how we have changed!

At the time of writing (February 2017) we are a team of 30 change agents.

Since its launch Social Marketing @ Griffith has grown in size and stature and today we are a top 3 centre in the world. Our work has been recognised in 2016 via numerous awards.

Social marketing works with other disciplines bringing commercial thinking to solve complex problems. By understanding what moves and motivates people and guided by a philosophy that "we play to win" social marketing delivers change.

In 2016 the Social Marketing @ Griffith team grew in size and extended its reach. We did this in so many different ways. We worked to extend the application of social marketing across a more diverse range of social and environmental issues including (but not limited to) assault prevention, organ donation, procurement and evaluation processes, sugar cane grower practices and food waste reduction. We also extended geographically; delivering our first social marketing program overseas. PhD student Ville Lahtinen created HeviiLapsett – a program aiming to increase fruit and vegetable consumption for children aged 5-12 years. Ville's evaluation involves more than 2,500 Finnish families.

As a Director I couldn't ask for a better group of people to work with. You never cease to amaze me and the efforts of each and every person named in this report have contributed to create our 2016 story. Many of you have already been recognized individually through awards, medals, grant outcomes, milestones achieved, graduations, scholarships, appointments and promotions. For others it is the personal stories that attest to the very change agents that you are. I personally want to take this opportunity to thank each and every Social Marketing @ Griffith team member for your sustained commitment to effecting change.



Professor Sharyn Rundle-Thiele
Director, Social Marketing @ Griffith



Deputy Director's report

When I joined Griffith University in 2011, Social Marketing @ Griffith was a vision that Professor Sharyn Rundle-Thiele offered to share with me. No doubt it was a vision that played a big role in my decision to pack-up and move to the other side of the world to build something very special. Back then we were a small group of researchers who had an ambition to show everyone that social marketing can work alongside public health, policy, and other disciplines to create better life for our local communities in Brisbane, Queensland, wider Australia and globally.

That vision turned into something tangible in November 2013 when we officially launched Social Marketing @ Griffith. Last year marked our third anniversary. For me it was a special moment – the moment when we could look back at what we had achieved and be proud. We had students who completed their Master's and Honour's projects and won PhD scholarships, and we had doctoral candidates who achieved their dreams of earning a PhD. At the same time, we have delivered research projects and social marketing interventions on our home soil here in Brisbane as well as overseas. We have grown as a Centre as much as we have all grown as individuals and social marketers.

From a group of a few enthusiasts colleagues who – like me six years ago – decided to commit to a vision behind Social Marketing @ Griffith, we have grown to become one of the world's leading centres of social marketing. We have shared this journey with our volunteers, research partners and clients, without whom much of what you can read in this report would not have been possible.

The time has come for me to take on a new challenge. However, as the Higher Degree by Research Director in the Griffith Business School, I will continue working with and alongside many of you to advance Social Marketing @ Griffith so we can continue to deliver world class research and support behaviour change for the better.



Associate Professor Krzysztof Kubacki
Deputy Director, Social Marketing @ Griffith



Academic centre overview

Social Marketing @ Griffith staff are globally recognised as leaders in the social marketing field and are the largest social marketing centre in Australia by number of full-time staff and research higher degree students.

Social Marketing @ Griffith has grown in scale and in reach since its launch in November 2013.

Translating research into action is fundamental to delivering change for the better. Our research has led to recognised interventions, which are positively effecting the targeted communities. Our strength lies with our passion to apply social marketing to deliver change. We conduct qualitative and quantitative research in-house to ensure quality and cutting edge findings that provide unique insights into behaviour change. We then take our findings and create, plan, implement and deliver programs designed to change behaviour for the better.



Dr Julia Carins, Associate Professor Krzysztof Kubacki, Renata Anibaldi.

Our purpose

Social Marketing @ Griffith's purpose is to:

- further strengthen Griffith's stature as national and global leader in the field of social marketing research and practice
- extend relationships with national and regional research partners
- enhance social marketing practice and policy through delivery of formative research, consumer insight and social marketing intervention evaluations
- develop, trial and roll-out scientifically proven cutting-edge interventions that change targeted behaviours
- encourage and nurture Early Career Researchers (ECRs) and High Degree Research Students (HDRs) in social marketing
- deliver social dividends across a variety of pressing social issues.

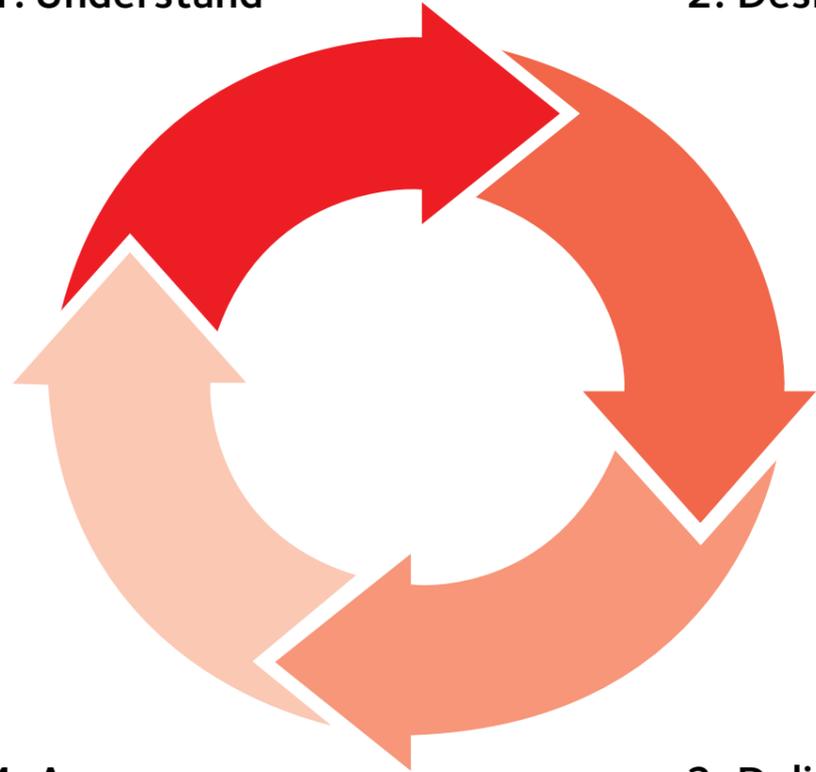
Research highlights

Social Marketing @ Griffith has a vast range of projects. Some of our projects have spanned multiple years and address local, national and international issues. Some of our many noteworthy projects are summarised here.

Projects are categorised into one of our four social marketing life cycle stages:

1. Understand

2. Design



4. Assess

3. Deliver



Dr Joy Parkinson and PhD candidate Mohammad Kadir.

Littering prevention - broader system surrounding individuals

PhD candidate Yara Almosa

Over many centuries human practices have contributed to environmental degradation potentially limiting future growth and wellbeing. While environmental issues and concerns have been understood since the 1970s, the destruction and overuse of environmental resources continues. One common human behaviour that significantly contributes is littering, which can be intentional or accidental, individual or a more complex multi-faceted social problem.

Background

Previous littering research has mainly focused on individual behaviour, our research focussed on individuals and the social and built environment.

Insights

Littering behaviour is a complex behaviour influenced by many factors. Examining these factors and how they interact delivered a holistic picture. This research provides insights into the role that social and environmental factors have on individual littering behaviour. This supports the need to design broader formative research studies to gain insights into factors that extend beyond the individual.

Partners

This research was supported by Ministry of Education Saudi Arabia.

Team

PhD candidate Yara Al Mosa under the supervision of Professor Sharyn Rundle-Thiele and Dr Joy Parkinson.

Fast facts

- It may seem simple to change a littering behaviour but, in fact, this research shows it is actually more complex. To simply develop an awareness/education program, expecting awareness and education alone will change behaviour, is not the right option as wider efforts addressing environmental deficits are needed to effectively change the behaviour.



What drives texting and driving behaviour

Honours student David Schmidtke

It is estimated that 63% and 41% of young Australians read and send text messages while driving. This formative research study provides an empirical examination of the Extended Health Belief Model's (EHBM) effectiveness in explaining texting and driving behaviour for a 17-25 year old age segment.

Background

In Australia, use of a mobile phone while driving is illegal and since 1st September 2015, double demerit points have been implemented against previous texting and driving offenders in Queensland. Enhanced regulation, new laws and harsher punishment of texting and driving offenders has however not decreased texting and driving behaviour. This suggests that alternate behaviour change approaches may be needed.

Insights

This research has identified that perceived severity and perceived benefits offer potential to reduce texting and driving behaviour. Benefits such as keeping up with my friends and improving my available time were strongly associated with texting and driving behaviour. The pressure to keep up and be available competes

with driving time and this insight can be used to design effective social marketing programs.

Team

This study was completed as part of David Schmidtke's Honours dissertation. David was supervised by Professor Sharyn Rundle-Thiele and Dr Timo Dietrich.

Media coverage

This research was featured in the Courier Mail (p3), Channel 7 (nationwide), Herald Sun, Daily Telegraph, Adelaide Now, Townsville Bulletin and a range of radio stations, including; ABC Gold Coast (Breakfast), 97.3 (Brisbane), Triple M (Brisbane), NOVA 106.9 (Brisbane), 4KQ (Brisbane), 4CA AM (Cairns), 92.9FM, 2GB (Sydney, Ray Hadley), Southern Cross (Tasmania), hit 105 (Brisbane), hit 107, Fox FM, and 104.7 (Canberra).

Fast facts

- Harsher penalties for Queensland motorists using mobile phones is not influencing the behaviour of young drivers.

Understand

Design

Deliver

Assess



PhD candidates Haruka Fujihira and Taylor Willmott and Professor Sharyn Rundle-Thiele.

Understanding sugarcane grower engagement

Professor Sharyn Rundle-Thiele

A trial methodology was implemented to understand how sugarcane growers in the Sandy Creek catchment (Mackay, Queensland) may be better engaged into adopting sustainable growing practices to reduce the negative impact of pesticide chemicals on the water quality of catchments draining into the Great Barrier Reef (GBR) area.

Background

Agricultural pollutants, such as pesticides, applied nutrients and sediments, continue to affect the water quality of waterways in reef catchments and the health of the Great Barrier Reef (GBR) (coral, seagrass, and marine life). A trial methodology was implemented to identify opportunities that may assist Department of Environment and Heritage Protection (DEHP) in

understanding how sugarcane growers in the Sandy Creek catchment could be better engaged to adopt sustainable sugarcane growing practices.

Insights

Overall, engagement of cane growers to adopt sustainable growing practices, and ultimately improve the health and water quality of the GBR, may potentially be enabled by adopting a "conservationist or soil health" identity, rather than a role in protecting the GBR. Opportunities identified include: (1) Strengthening a conservationist identity; (2) Localising the issue of water quality; and (3) Empowering growers to make practice changes.

Partners

The research team wish to thank Billie Gordon, Department of Environment and Heritage Protection, Rohan Wallace, Department of Science, Information Technology and Innovation (DSITI) and John Agnew, Mackay Area Productivity Services and all cane growers who assisted this project.

Team

Professor Sharyn Rundle-Thiele, PhD candidate Taylor Willmott and Visiting Research Fellow Heini Taiminen.

Understand

Design

Deliver

Assess

Alcohol and Sports 2016: a replication study from 2009

PhD candidate Patricia David

Excessive alcohol consumption is one of the leading causes of mortality. Australia is ingrained with a drinking culture, where harmful use of alcohol plays a central role not only in the social, but also sporting life of university students.

Background

Harmful use of alcohol is one of the main behavioural risk factors that cause non-communicable diseases. Moreover, costs associated with alcohol are estimated to be over \$15 billion. Research shows that young people that play in competitive sports are more likely to engage in excessive alcohol consumption. In order to gain more insight into university students' attitudes and drinking behaviour in general and in a sporting competition setting, a research study was conducted.

Insights

This study sought to examine drinking behaviours among Australian University Games (AUG) participants with the aim to assist Australian University Sports (AUS) to understand alcohol consumption among AUGs participants. The project replicated a 2009 Macquarie University study, to observe if any changes have occurred among students who participate in

sports over the past 8 years. Examination of behaviour trends among AUG athletes in 2016 show there is a notable increase in alcohol consumption. A significant increase in alcohol consumption rates was evident, illustrating that there is an urgent need to change the drinking culture.

Partners

This research was supported by the Australian University Sports (AUS) and Deidre Anderson, who was responsible for the 2009 research design.

Team

Project manager Patricia David, research assistants Haruka Fujihira, Bo Pang and Cuong Pham, all under the supervision of Professor Sharyn Rundle-Thiele.

Understand Design Deliver Assess



PhD candidates Cuong Pham, Haruka Fujihira and Bo Pang.

Developing the DonateLife App

Dr Kathy Knox

This project developed a targeted social marketing campaign delivered via a free mobile app to encourage people to discuss organ donation with their family, partners and loved ones.

Background

Talking about your wishes in relation to organ donation is an important behaviour because in Australia, even if you have formally registered your desire to or not to become a donor on the Australian Organ Donor Register, your family will be asked to confirm that decision and will have the final say. When families know a donor's wishes, they are much more likely to give their consent to organ donation.

Insights

The 'DonateLife App' delivers facts about organ donation in Australia, links users to the Australian Organ Donor Register, and gives practical support to set a behavioural goal to communicate the decision with family. The App was developed in consultation with young adults and members of the CALD community and is available in six languages.

Partners

Australian Government Organ and Tissue Authority's Griffith University App Factory, Dr Jolon Faichney, Mr Tommi O'Sullivan and Nate Sanchez-Goodwin.

Team

Dr Kathy Knox, Dr Joy Parkinson, Dr Timo Dietrich, Dr Rory Mulcahy (University of Sunshine Coast); Ali Ahani, Petrice Koutsis, Yara Al Mosa, Lachlan Horrigan, Alex Scodellaro, James Durl, Daria Maeva (Research Assistance).

Fast facts

- › In comparison to pink ribbon or daffodil day, participants were largely unaware of DonateLife week and the facts about organ and tissue donation, highlighting the need for targeted strategies to increase reach and impact.

Understand Design Deliver Assess

Redland City Council

Professor Sharyn Rundle-Thiele

In 2016 Redland City Council partnered with Social Marketing @ Griffith to conduct research leading to a pilot social marketing approach whose aim is to reduce food waste in the general waste bins.

Background

Redland City Council is charged a kilogram per household fee for waste collection and food waste is the heaviest component in wheelie bins. Reducing food waste saves the community money. In 2016 Social Marketing @ Griffith undertook extensive research to gain insights that have informed the Waste Not Want Not pilot program which is to be trialled in March 2017.

Insights

A systematic review of food waste interventions highlighted a range of techniques that could be used to reduce household food waste. Co-design groups were used to test scientifically proven and other strategies to understand what would move and motivate Redland City Council households to reduce the amount of food wasted. One strategy will be tested in the March 2017 pilot.

Partners

This project has been conducted in partnership with Redland City Council.

Team

Professor Sharyn Rundle-Thiele, Dr Kathy Knox, Jeawon Kim, Kirsty Burke, Ketan Kumar and Lutfun Nesa. The research team wish to thank Helena Malakwin and Bernard Houston for their support in 2016.

Fast facts

- 1,100 Redland City Council waste trucks could be saved if household food waste was eliminated. Households could save \$616 dollars per year by preventing food waste, which is equivalent to \$262 per person.



Dr Kathy Knox, Professor Sharyn Rundle-Thiele and Jeawon Kim.

Understand

Design

Deliver

Assess

Blurred Minds

Dr Timo Dietrich

Drawing on 6 years of experience delivering programs in schools to thousands of students, Blurred Minds uses gamification to inform students about alcohol in an engaging and interactive way. Students have fun while learning, even when it comes to serious topics.

Background

Centred on user feedback and design, Blurred Minds delivers five lessons that aim to change expectancies, attitudes and behavioural intentions towards binge drinking; reduce susceptibility to peer pressure; and equip students with strategies on how to abstain or moderate their alcohol consumption. New in 2017 Blurred Minds will also deliver a program to parents.

Insight

The new Blurred Minds Program is being rolled out as a cluster stratified randomised controlled trial that will be delivered to adolescents and their parents in 36 Queensland Catholic Education schools throughout 2017. Visit our website to learn more www.blurredminds.com.au

Partners

This research is supported by the Australian Research Council and the Queensland Catholic Education Commission; and Griffith University Early Career and Ad-hoc research grants to Dr Dietrich.

Team

Dr Timo Dietrich, Professor Sharyn Rundle-Thiele, Associate Professor Krzysztof Kubacki, Dr Denni Arli, Honours candidates Erin Hurley and James Durl, and Social Marketing @ Griffith interns: Murooj Yousef, Lachlan Horrigan, Jasiah Geizer, Tonia Wright, Alexander Scodellaro, and Michelle Zeylon.

Fast facts

- We have developed a world's first virtual reality house party which allows students to experience an immersive 'chase your own adventure' simulation. This prototype was co-produced with the Griffith Film School (Live Lab), Learning Futures and ICT's Idea Lab. You can download our prototype in the Google and Apple stores free of charge (search for blurred minds).

Understand

Design

Deliver

Assess

Promoting active school travel: Let's GO!

PhD candidate Bo Pang

Let's GO! project aims to promote active transport to school, especially walking to school, among primary school aged children in Queensland.

Background

Active school travel (AST), as an important source of physical activity, has been proven to effectively help children improve their BMI and reduce the possibility of obesity-related diseases. However, AST has significantly declined over the past 30 years both globally and in Australia.

Insights

Social norms determine walking to school behaviour through the mediating effect of perceived physical environment and attitudes. To overcome these barriers, we need to find ways to make the experience of walking to school social, safe and enjoyable. In order to change the social norms surrounding the use of car transport, community-based interventions should be designed to encourage children to walk more utilising the reinforcing influence of neighbourhood and communities.

Let's Go will be trialled in South East Queensland in 2017.

Team

Bo Pang, Professor Sharyn Rundle-Thiele, Associate Professor Krzysztof Kubacki and Koosoon Kwon.

Fast facts

- › Children's age, number of children, and parents' employment status did not impact walking to school behaviour.

Understand

Design

Deliver

Assess



Phd candidate Bo Pang.

HEVIlapset, healthy eating starts from childhood

PhD candidate Ville Lahtinen

HEVIlapset is an intervention aiming to increase the daily fruit and vegetable intake of Finnish children. The intervention was delivered in 10 schools in southern Finland in 2016–2017 reaching almost 2000 children and their parents. The results of the intervention are currently in analysis phase.

Background

Globally, obesity kills around 3.4 million adults every year. Obesity is estimated to cost annually two trillion dollars worldwide (Dobbs et al., 2014). Also, childhood obesity is increasing (OECD, 2014). Obesity has also increased in Finland since 1970s (Finrski, 2012). A large study of 6–12 year old Finnish children showed that 20% of girls and 21% of boys were overweight (LATE, 2012).

Insights

Findings are pending. The research is currently in data analysis phase.

Partners

The research was supported by the Emil Aaltonen Fund. The intervention delivery was supported by Metropolia University of Applied Sciences by providing eight nursing students, and K-Citymarket supermarket-chain by providing cutlery, fruits and vegetables for the cooking classes.

Team

Project led by PhD candidate Ville Lahtinen and supervised by Professor Sharyn Rundle-Thiele and Dr Timo Dietrich.

Fast facts

- › Intervention delivered to 10 schools reaching 2000 Finnish children
- › Cooking classes run for the children to learn how to prepare healthy food. The children then tasted the food they prepared.

Understand

Design

Deliver

Assess

The Community Bank branches of Bendigo Bank give a large portion of their profits back to the community they serve. We created and executed a marketing plan for three Gold Coast branches of Bendigo Bank (Paradise Point, Upper Coomera, Ormeau). Our partnership model focuses on working with talented and motivated Griffith students, who seek to gain real-world work experience. Thus far, students from marketing, multi-media, photography, and film have been involved.

Background

The three local Community Bank® branches approached the Department of Marketing and Social Marketing @ Griffith back in 2015 to offer a prize for the development of a Marketing plan by Griffith students. Three student teams put forward the winning marketing plans that were then put into action in June 2016.

Insights

We increased awareness of the Community Banking model in the Northern Gold Coast region through reaching more than 100,000 people in the community and generating more than 3,000 customer engagements. As a result, we generated leads, additional customer interaction opportunities and contributed to business growth.

Partners

This consultancy is funded by the Paradise Point Community Bank Branch of Bendigo Bank.

Team

Team members are: Social Marketing @ Griffith's Dr Timo Dietrich, Dr Denni Arli, Murooj Yousef, and Michelle Zeylon.

Fast facts

➤ Our created content was launched across digital and traditional channels such as Facebook, The Arts Centre and in-branch TVs. Visit and like our Facebook page for a chance to win weekly prizes: <https://www.facebook.com/GoldCoastNorthCommunityBranches/>

Understand

Design

Deliver

Assess



Dr Timo Dietrich.

Teaching and resources

Social Marketing @ Griffith is committed to educating and equipping individuals and professionals with the tools to effect behaviour change within their specific community and professional area.

In 2016 Social Marketing @ Griffith Implemented this commitment through several channels including: training workshops, free on-line resources, and the publishing of books.

Individually tailored workshops for practitioners were conducted throughout the year introducing commercial marketing techniques and the tools and mindset needed to compete against commercial marketers.

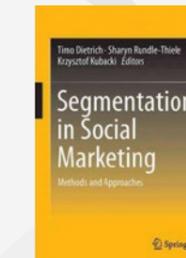
Over 300 people participated in our free social marketing resource, Social Marketing 4 Change. This free online resource teaches the community and health practitioners about social marketing. It is a step-by-step online program that has four modules.

- Module 1: What is Social Marketing?
- Module 2: Understanding consumers
- Module 3: Designing effective social marketing programs
- Module 4: Did the program deliver behaviour change?

The four modules were created by Dr Timo Dietrich, Dr Joy Parkinson and Professor Sharyn Rundle-Thiele.

Register at socialmarketing4change.com.au

Two books published: *Segmentation in Social Marketing* and *Formative Research in Social Marketing*.



Learn more about influencing behaviour that benefits individuals and communities for the greater social good.

Our team

In 2016 Social Marketing @ Griffith was a team of 10 full time staff, two part-time staff, 17 research students and 14 volunteers working together to deliver social, health and environmental change for the better. We are fortunate to have grown in size and in reach. Our strength lies with our diverse backgrounds, which brings different perspectives and skills to our work.

Our research challenges current social marketing practices and more importantly, our research extends far beyond social marketing theory. We pride ourselves in positively changing behaviour through interventions.



Griffith University Nathan campus is nestled amongst the peaceful surrounds of the Toohey Forest.



Front row (L-R): Haruka Fujihira, Taylor Willmott, Erin Hurley, Asim Esmail, Anna Sergeyeva, Mohammad Kadir, Professor Sharyn Rundle-Thiele, Erin Hurley, Dr Denni Arli and Dr Kathy Knox.
Back row (L-R): Associate Professor Krzysztof Kubacki, Victoria Aldred, David Schmidtke, Bo Pang, Dr Joy Parkinson and Dr Julia Carins.

Staff

Director

Professor Sharyn Rundle-Thiele

Deputy Director

Associate Professor Krzysztof Kubacki

Senior Lecturers

Dr Denni Arli

Dr Marie-Louise Fry

Senior Research Fellow

Dr Julia Carins

Research Fellows

Dr Joy Parkinson

Dr Kathy Knox

Dr Timo Dietrich

Senior Research Assistant

Renata Anibaldi

Administration Assistants

Victoria Aldred

Anna Sergejeva

Research students

PhD candidates

Abi Badejo

Ali Ibrahim

Bo Pang

Cuong Pham

Haruka Fujihira

Mohammad Kadir

Nuray Buyucek

Patricia David

Ra'd Almestarihi

Taylor Willmott

Ville Lahtinen

Virginia Munro

Yara Al Mosa

Honours students

Asim Esmail

David Schmidtke

Erin Hurley

Jeawon Kim

Research Assistants

Anna Katariina Kitunen

James Durl

Rimante Ronto

Interns

Interns are highly valued at Social Marketing @ Griffith and they are an important asset in continuing to delivering change for the better. Our interns bring energy and enthusiasm, they are eager to learn and to get hands on experience.

Ali Ahani

Daniel Buckley

Dawood Nowrozi

Erick Bosire

Jasiah Geizer

Jane Gierke

Kaley Nguyen

Lachlan Horrigan

Lara Hyman

Manon Herran

Murooj Yousef

Nassif Ghanem

Petrice Koutsis

Sebastian Moreno Diez

Alexander Scodellaro

Tonia Wright

Michelle Zeylon



Back row (L-R): PhD candidate Bo Pang, James Durl, PhD candidate Mohammad Kadir, David Schmidtke and PhD candidate Taylor Willmott.
Front row (L-R): Asim Esmail, Jeawon Kim, PhD candidate Haruka Fujihira and Erin Hurley.

Getting to know one of our team

Renata Anibaldi

As the Senior Research Assistant in Social Marketing @ Griffith, Renata spent her first three years in Social Marketing @ Griffith serving as the “jack of all trades”.

Renata has worked in the private and public sectors at state and federal levels in policy and project management, and in several Australian universities as a tutor and research assistant in a range of areas including organisational psychology, education, and social marketing. Her academic background is in economics, psychology, and social and educational research methodology.

The breadth of her experience in multiple sectors, knowledge in several disciplines, and expertise in research methods allow Renata to work alongside members of the SM@G team in all areas of academic research and reporting, project management, grant writing, and administrative matters. In a typical week, Renata may proof and edit a report, work on a literature review, prepare a conference paper, format an academic journal submission to required standards, or obtain costs for research equipment. For Renata, this variety is one of the best parts of her role.

“I am fortunate because my role in SM@G gives me the opportunity to add value by applying my skills, to learn something new about topics that are of interest to me, and to work with all members of the Social Marketing @ Griffith team.”



Getting to know one of our visiting scholars

Research Fellow Dr Heini Taiminen

As an early career researcher, it is crucial to go abroad to get new perspectives for your research and build international connections. I was lucky that I got the opportunity to spend six months as part of the Social Marketing @ Griffith team and work with wonderful people sharing the same research interests. The arranged welcome barbeque party made me feel extremely welcomed giving me a smooth start in a new place. Also all the practical things such as work facilities (room, computer etc.) were taken care of.

During my stay, I got the unique opportunity to really learn by doing, not just observe or continue my own work in another environment. I am grateful for the team members being extremely helpful and willing to share their research and also invited me to collaborate into their various projects. I was treated as a full staff member of the business school and was able to participate in staff training opportunities such as the AMOS course and the team’s research retreat.

Griffith University and its Social Marketing team provided me excellent terms of reference to learn and grow as a researcher. I returned back to Finland with new confidence, skills and a stronger network that allow me really to move to next level in my research career. I am looking forward to future research collaboration with the team!



Getting to know one of our interns

Manon Herran

I joined the team in April 2016 for a four month internship. It was part of a gap year I’m doing in my studies at AgroParisTech. I loved being part of the Social Marketing @ Griffith team, everyone was very welcoming and I quickly felt at ease. We often ate lunch together, which helped me improve my English.

During my internship I tried to see as many things as possible visiting the Sunshine Coast, Gold Coast, Fraser and Stradbroke island, Noosa and the Glass House Mountains. I also flew to Tasmania, Sydney, Melbourne and Cairns before returning to France. I really enjoyed Australian culture and learned a lot about Australian history.

While interning the project I worked on was to develop and test a social marketing intervention which aims to positively influence eating behaviour. I participated at the very beginning of the five year project. At first, the study aims to understand if a combination of measures is able to establish the determinants of healthy eating. I helped create and design a survey and had Griffith staff and students complete it. It was really interesting.

Thanks to my internship I acquired knowledge in how to build a survey and in data analysis that will be useful in my future career, as I hope to work in the marketing department of a food company.

I am really glad I had the chance to participate in the Social Marketing Masterclass presented by Professor Sharyn Rundle-Thiele and Dr Timo Dietrich, I learned a lot and it was a wonderful way to end my internship.

I think it is a great thing for students, especially international students to complete an internship through Social Marketing @ Griffith to gain practical, hands on experience.



Awards

We are fortunate to have been recognised for our work throughout 2016 with a number of awards.

Outstanding New Professional Award, International Social Marketing Conference, Florida, USA (2016)

Dr Timo Dietrich

Emerald Award for Excellence (2016) Outstanding paper, Journal of Social Marketing

Brennan, L., Previte, J. and Fry, M.L. (2016), 'Social marketing's consumer myopia: Applying a behavioural ecological model to address wicked problems', Journal of Social Marketing, 6(3):pp 219-239

Dr Marie-Louise Fry

European Social Marketing Highly Commended Academic Paper Award (2016)

Rundle-Thiele, S.R. and Pelet, J-E. (2016) "Time for social marketing and not social norming." European Social Marketing Conference, Finland.

Professor Sharyn Rundle-Thiele

Best Student Paper, International Social Marketing Conference (2016)

Willmott, T., Russell-Bennett, R., Drennan, J., & Rundle-Thiele, S. (2016). Using Serious Educational Games to Influence Adolescent Binge Drinking Intentions: An Empirical Examination. International Social Marketing Conference 2016, 25th-27th of September, Wollongong, Australia.

PhD candidate **Taylor Willmott** and Professor **Sharyn Rundle-Thiele**

Higher Degree Research Supervision, Pro Vice Chancellor's GBS Annual Research Awards (2016)

Professor Sharyn Rundle-Thiele

Doctoral Colloquium Contribution to Theory and Knowledge Award, ANZMAC Doctoral Colloquium 2016

PhD candidate **Patricia David**

Emerald Literati Network Awards for Excellence: Outstanding Reviewer for Journal of Social Marketing (2016)

Dr Joy Parkinson

Highly Commended Student Paper Award, European Social Marketing Conference (2016)

Hurley, E., Dietrich, T., Trischler, J., & Rundle-Thiele, S. (2016) A co-design process to orient social marketing programs to the target audience: an alcohol case. European Social Marketing Conference. Finland, September 2016.

Honours student **Erin Hurley**
Dr **Timo Dietrich** and
Professor **Sharyn Rundle-Thiele**

Best Poster in the Universities Australia Higher Education Conference (2016)

PhD candidate **Bo Pang**

Griffith Business School (GBS) Poster Competition, (3rd) Griffith University, (2016)

PhD candidate **Bo Pang**

Medal for academic excellence, Griffith University (2016)

Honours student **Erin Hurley**

Highly Commended Academic Paper Award, Journal of Social Marketing

Dietrich, T., Rundle-Thiele, S., Schuster, L., & Connor, J. (2016). Co-designing social marketing programs. Journal of Social Marketing, 6(1), 41-61.

Dr **Timo Dietrich** and
Professor **Sharyn Rundle-Thiele**

Best Paper Marketing Education track, ANZMAC Conference (2016)

McArthur, E., Kubacki, K., Pang, B., & Alcaraz, C. (2016) Marketing education in a post-disciplinary era: What do employers want from marketing graduates? Annual ANZMAC Conference, University of Canterbury, Christchurch, New Zealand, 5-7 December 2016

Dr **Ellen McArthur**
Associate Professor **Krzysztof Kubacki** and
PhD candidate **Bo Pang**



PhD candidate Ali Ibrahim, Dr Julia Carins, Victoria Aldred, Professor Sharyn Rundle-Thiele, Associate Professor Krzysztof Kubacki, Anna Sergeyeva, Dr Joy Parkinson, PhD candidate Mohammad Kadir and Dr Kathy Knox.

Partners

The support of our partners strengthens our work. The Social Marketing @ Griffith team wish to take this opportunity to thank you for your support in 2016. Your support has helped us to keep pursuing excellence within research and your support has helped to facilitate positive social change.

2016 partners

- Alcocups
- Australian Army
- Australian Government Organ and Tissue Authority's Griffith University App Factory
- Australian Research Council
- Australian University Sports
- Citymarket
- Defence Science and Technology Group (DST Group)
- Department of Environment and Heritage Protection
- Department of Science, Information Technology and Innovation
- Diabetes Queensland
- Finnish Heart Association

- Griffith University Postgraduate Student Association
- Griffith University Career & Ad-hoc research grants
- Michelle Bridges 12WBT
- Mackay Area Productivity Services
- Ministry of Education, Saudi Arabia
- National Breast Cancer Foundation
- Paradise Point Community Bank Branch of Bendigo Bank
- Queensland Catholic Education Commission
- The Heart Circle of Satakunta region, Finland
- The Metropolia University of Applied Sciences
- The Valley Liquor Accord
- Tomi Björck, Finnish Masterchef host
- UNICEF
- VicHealth



Dr Joy Parkinson, Professor Sharyn Rundle-Thiele, Dr Julia Carins, PhD candidates Taylor Willmott and Haruka Fujihira.

Peer reviewed publications

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Brennan, L., Previte, J., & Fry, M. (2016). Social marketing's consumer myopia: Applying a behavioural ecological model to address wicked problems. *Journal of Social Marketing*, 6(3), 219.

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Gruneklee, N., Rundle-Thiele, S., & Kubacki, K. (2016). What can social marketing learn from dirichlet theory patterns in a physical activity context? *Marketing Intelligence & Planning*, 34(1), 41-60.

Kitunen, A., Rundle-Thiele, S., Kubacki, K., & Dietrich, T. (2016). Generating consumer insights into physical activity patterns for three different segments. *Journal of Strategic Marketing*, 1-15.

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Arli, D., Dietrich, T., Tkaczynski, A., & Rundle-Thiele, S. (2016). A Segmentation Study of Individuals' Intention to Live Healthy: A Case on Indonesia. European Social Marketing Conference, September 2016, Espoo, Finland.

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The future

I am looking into my crystal ball and the future that I see involves an even larger team of committed and talented change agents tackling an increasing array of environmental, health and social issues across an increasingly diverse geographic base. History shows that our work is underpinned by world class research design, methods, and analytical approaches, recognised via many, many awards.

The Social Marketing @ Griffith team will continue to keep abreast of scientific best practice and technological enhancement. We will continue to apply best social marketing practice ensuring that the programs we build, advise or partner with “play to win.” We aim to challenge the status quo. Our extensive experience in the field and on the ground ensures that our thinking is practical and importantly our outcomes are change centred.

Our focus moving forward is to assist the change sector to deliver programs that are not always reliant on public sector and other funding. Our aim is to provide clear cases of sustainable programs that are capable of delivering change over time.

Key goals for 2017

- › Grow in scale and in reach
- › Continue to publish in journals
- › Deliver keynote addresses at key international social marketing conferences
- › Present at leading social marketing and marketing conferences
- › Deliver social marketing workshops
- › Deliver two new social marketing programs

Social Marketing @ Griffith

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