



# 2010 INTERNATIONAL NONPROFIT & SOCIAL MARKETING CONFERENCE (INSM)

15-16 JULY 2010 | QUEENSLAND UNIVERSITY OF TECHNOLOGY & GRIFFITH UNIVERSITY, BRISBANE



## Connecting thought and action

We have great pleasure in inviting you to the **2010 International Nonprofit and Social Marketing Conference**, which is jointly hosted by Queensland University of Technology and Griffith University and will be held in Brisbane, Australia.

The theme of the conference is about connections, and in particular connecting thought and action. The areas of social marketing and nonprofit marketing are known for the link between theory and practice, and this conference will provide important insights for both academics and practitioners.

**The 2010 International Nonprofit and Social Marketing Conference** aims to

bring together thoughts and actions in both these sectors in an event that is relevant for the following people:

- Senior staff in social marketing, health prevention or environmental management areas
- Project managers of social marketing projects
- Marketing officers in government or nonprofit organisations
- Health promotion officers
- Academics and researchers (marketing, nonprofit and health)

### KEYNOTE SPEAKERS



**PROFESSOR CRAIG LEFEBVRE**  
Department of Prevention and Community Health  
The George Washington University  
United States of America



**PROFESSOR GERARD HASTINGS**  
Institute for Social Marketing  
University of Stirling  
United Kingdom



**OPENING ADDRESS**  
**PROFESSOR PETER COALDRAKE**  
Vice-Chancellor,  
Queensland University of Technology  
Chair, Universities of Australia  
Australia

### JOINTLY HOSTED BY



### GOLD SPONSOR



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# DAY 1 - MORNING PROGRAM

## THURSDAY, 15 JULY 2010



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8.00am	<b>Registration desk open</b> Queensland University of Technology, Gardens Point Campus, 2 George Street, Brisbane				
8.45am	<b>Welcome and Overview:</b> Associate Professor Rebekah Russell-Bennett, Queensland University of Technology, Australia and Conference Chair				
8.50am	<b>Opening Address:</b> Professor Peter Coaldrake, Vice Chancellor, Queensland University of Technology and Chair of Universities Australia				
9.00am	<b>International Keynote Presentation: Social Media: Strategic Shift or Tactical Tool?</b> Professor Craig Lefebvre, Department of Prevention and Community Health, The George Washington University, United States of America				
9.40am	<b>International Keynote Presentation: Social Marketing: Its Theoretical Constraints Limit its Applied Effectiveness</b> Professor Walter Wymer, Professor of Marketing, University of Lethbridge, Canada				
10.15am	<b>Discussion and Questions</b>				
10.30am	<b>Gold Sponsor Presentation: Urban Trans ANZ Pty Ltd, Kevin Luten, Urban Trans ANZ Pty Ltd, Australia</b>				
10.40am	<b>Morning Tea</b>				
	<b>Room: S409</b>	<b>Room: S410</b>	<b>Room: S404</b>	<b>Room: S413</b>	<b>Room: S407</b>
	<b>Nonprofit</b>	<b>Environment</b>	<b>Alcohol and Substance Use</b>	<b>Health Management</b>	<b>Working in the Field: Community-focused Programs</b>
11.00am	<b>Examining the Philanthropic Component of Financial Advising to High Net-Worth Clients</b> Professor Walter Wymer, University of Lethbridge, Canada	<b>Generation Energy</b> Samantha Smith and Dr Minfeng (Gary) Deng, Monash University, Australia	<b>Alcohol Consumption Behaviours and Attitudes in Vietnam: An Exploratory Analysis</b> Dr Lukas Parker, RMIT International University, Vietnam	<b>Challenging the Views of Self Management for Asthma</b> Melinda Williams, Professor Sandra Jones, Kelly Andrews and Judy Mullan, University of Wollongong, Australia	<b>A Social Marketing Approach to Community Cohesion</b> Matthew Wood and Julie Fowler, University of Brighton, United Kingdom
11.20am	<b>Beneficiary Complaints Handling Procedures of United Kingdom Human Services Charities</b> Professor Roger Bennett and Sharmila Savani, London Metropolitan University, United Kingdom	<b>The Role of Perceived Behavioural Control in Away-From-Home Recycling</b> Kate Neale and Peter Vitartis, Southern Cross University, Australia	<b>How Adequate are the ABAC Codes? An Assessment by Marketing and Advertising Students</b> Dr Robyn Ouschan, Linda Fielder and Professor Robert Donovan, Curtin University of Technology, Australia	<b>Examining the Gendered Aspects of Consumer Acceptance of an SMS-Assisted Smoking Cessation Program</b> Dr Lynda Andrews, Dr Judy Drennan, Queensland University of Technology, Australia, Dr Vesselina Tossan, France and Dr Silvia Cacho-Elizondo, IPADE Business School, Mexico	<b>Using Smarter Technologies and Methodologies to Help Achieve Sustainable Outcomes for the Larger Community</b> Natalie Owen, Kevin Luten and Dr Richard Satur, Urbantrans-ANZ, Australia
11.40am	<b>Bequests: Dyadic Views on Marketing Strategies</b> Phyllis McGill, Griffith University, Australia	<b>Consumer Perception and Engagement in Environmentally Sustainable Activities</b> Justine Carroll and Dr Kate Westberg, RMIT University, Australia	<b>Evaluating Drug Driving Advertisements</b> Lance Barrie and Professor Sandra Jones, University of Wollongong, Australia	<b>Breastscreen Queensland: Breaking Down the Barriers</b> Michelle Tornabene, Breastscreen Queensland, Queensland Health, Australia	<b>Community-based Social Marketing to Promote Positive Mental Health: The ACT-BELONG-COMMIT Campaign in Western Australia</b> Professor Robert Donovan, Amberlee Laws, Jennifer Ambridge, Geoffrey Jalleh and Ray James, Curtin University of Technology, Australia
12.00pm	<b>Discussion and Questions</b>	<b>Active Transport in Deprived Communities: Why the Car is King</b> Sara Bird, University of the West of England, United Kingdom	<b>Discussion and Questions</b>	<b>Social Marketing - A Catalytic Tool to Increase Organ Donation?</b> Maurice Murphy and Ronan O' Sullivan, Cork Institute of Technology, Ireland	<b>Counter-Marketing Tobacco at Bars and Clubs: a Hipster Young Adult Case Study in San Diego, California</b> Jeffrey Jordan, Rescue Social Change Group, United States of America and Dr Pamela Ling, Center for Tobacco Control Research and Education, University of California, United States of America
12.20pm		<b>Discussion and Questions</b>		<b>Discussion and Questions</b>	<b>Discussion and Questions</b>
12.30pm	<b>Lunch</b>				

This is an indicative program; the final program will be available on [www.insmconference.org](http://www.insmconference.org) closer to the date. The organisers reserve the right to change topics and speakers without notice.

# DAY 1 - AFTERNOON PROGRAM

## THURSDAY, 15 JULY 2010



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	Room: S409	Room: S410	Room: S404	Room: S407
	<b>Nonprofit</b>	<b>Food and Lifestyle</b>	<b>Reaching the Youth Market</b>	<b>Health Management</b>
1.30pm	<b>Valuing Community Participation in Water Management: A Not for Profit Organisation Reflects on its Consulting Relationship with a Local Government</b> <i>Dr Sally MacKinnon, Ethos Consulting and Sarah Gardiner, Griffith University, Australia</i>	<b>Changing Times and Expectations Impact on Childhood Obesity</b> <i>Julie Norton, Michael Harker and Debra Harker, University of Sunshine Coast, Australia</i>	<b>Developing Sun Protection Messages that Resonate with Adolescents</b> <i>Professor Sandra Jones, Joanne Telenta and Don Iverson, University of Wollongong, Australia</i>	<b>Why Perform Pro-social Behaviours? Understanding the Key Sources of Perceived Value in Preventative Health Services</b> <i>Nadia Zainuddin and Associate Professor Rebekah Russell-Bennett, Queensland University of Technology, Australia</i>
1.50pm	<b>Individuals in a Mass Market Environment: Australian Bequest Donors Seek Better Communication from Charities</b> <i>Dr Wendy Scaife, Queensland University of Technology, Australia</i>	<b>"It might make me actually stop and think before I go and order": Parents' Views on Quick Service Restaurant Menu Labelling</b> <i>Haidee Ryan, Professor Janet Hoek and Dr Rachael McLean, University of Otago, New Zealand</i>	<b>Teenagers' Reactions to a Proposed Increase in the Legal Drinking Age</b> <i>Melanie Pescud, Associate Professor Simone Pettigrew, Dr Wade Jarvis and Associate Professor Dave Webb, University of Western Australia, Australia</i>	<b>Safer Sex: Passionate Escapism versus Rational Thought</b> <i>Sara Bird, University of the West of England, United Kingdom</i>
2.10pm	<b>The Australian Donor Market – Demographic Differences Across Charity Types</b> <i>Dr Maria Raciti, Jennifer O'Loughlin Banks and Associate Professor David Gadenne, University of Sunshine Coast, Australia</i>	<b>EatSmart Restaurants: Create Health When People Eat Out</b> <i>Dr Regina Ching, Department of Health, Hong Kong</i>	<b>Peer Group Segmentation to Reach High Risk Youth: A Case Study of African-American Teen Segmentation in Virginia, United States of America</b> <i>Jeffery Jordan, Rescue Change Social Group, United States of America</i>	<b>Responsible Drinking: Constructing Alternate Subject Positions within a Culture Dominated by Intoxication</b> <i>Dr Marie-Louise Fry, Griffith University, Australia</i>
2.30pm	<b>Discussion and Questions</b>	<b>Discussion and Questions</b>	<b>The Response Ability Project: Integrating Communication about Suicide and Mental Illness into Public Relations Curricula</b> <i>Marc Bryant and Jaelea Skehan, Hunter Institute of Mental Health, Australia</i>	<b>Personal Resilience as a Basis for Response to Binge-Drinking Claims</b> <i>Dr Wade Jarvis, Associate Professor Simone Pettigrew, Melanie Pescud and Associate Professor David Webb, University of Western Australia, Australia</i>
2.50pm			<b>Discussion and Questions</b>	<b>Discussion and Questions</b>
3.00pm	<b>Afternoon Tea</b>			
3.30pm	<b>Plenary Session: Whose Life is it Anyway?</b> <i>MC: Andre La Porte, Freelance Creative Director, Australia</i> Debate and panel discussion on the appropriate limits of social marketing and government interventions into individual lifestyles. <i>The speakers will address the questions:</i> <ul style="list-style-type: none"> <li>• How far is too far?</li> <li>• Should we be educating, persuading or legislating for behavioural change?</li> <li>• Nanny state or responsible government?</li> </ul> <i>Panellists:</i> <i>Dr Stephen Dann, Australian National University, Australia</i> <i>Professor Robert Donovan, Curtin University of Technology, Australia</i> <i>Professor Janet Hoek, University of Otago, New Zealand</i> <i>Adam Penberthy, Fresh Advertising and Communications, Australia</i>			<b>Queensland University of Technology (QUT) Gardens Point Campus</b>  <b>Room: S410</b>
5.00-5.15pm	<b>Day 1 Wrap Up</b> Associate Professor Rebekah Russell-Bennett, Queensland University of Technology, Australia			
7.00pm	<b>Pre Dinner Drinks</b> Old Government House Grounds, QUT Gardens Point			
7.30pm	<b>Conference Dinner and Awards</b> Old Government House, QUT Gardens Point			

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# DAY 2 - MORNING PROGRAM

## FRIDAY, 16 JULY 2010



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8.00am	<b>Registration desk open</b> Queensland University of Technology, Gardens Point Campus, 2 George Street, Brisbane			
8.30am	Optional Information Session for Australian Association of Social Marketing (AASM) <i>Room: S407</i>			
9.00am	<b>Welcome Address</b> Associate Professor Sharyn Rundle-Thiele, Griffith University, Australia			<b>Queensland University of Technology (QUT) Gardens Point Campus</b>  <b>Room: S410</b>
9.10am	<b>International Keynote Presentation:</b> <b>Social Marketing Past, Present, Future</b> Professor Gerard Hastings, Institute for Social Marketing, University of Stirling, United Kingdom			
10.00am	<b>Morning Tea</b>			
	<b>Room: S409</b>	<b>Room: S410</b>	<b>Room: S404</b>	<b>Room: S407</b>
	<b>Alcohol</b>	<b>Issues in Social Marketing</b>	<b>Social Media and Technology</b>	<b>Social Change</b>
10.30am	<b>Binge Drinking: is it Worse Than we Think?</b> <i>Dr Dariusz Siemieniako, Technical University in Bialystok, Poland and Krzysztof Kubacki, Keele University, United Kingdom</i>	<b>Going Upstream: The New 4Ps of Social Marketing and Social Marketing Warfare</b> <i>Professor Robert Donovan, Curtin University of Technology, Australia</i>	<b>Text Messaging as a Behavioural Intervention Tool: Can it Increase Physical Activity?</b> <i>Sarah Forbes, Dr Kirsten Robertson and Professor Rob Lawson, University of Otago, New Zealand</i>	<b>The Role of Social Marketing in International Development: Lessons from the 'Fantastic Mom' Project in Indonesia</b> <i>Nicholas Goodwin, University of Sydney, Australia</i>
10.50am	<b>How Useful can a Diary be? An Investigation into Alcohol Consumption</b> <i>Krzysztof Kubacki, Keele University, United Kingdom and Dr Dariusz Siemieniako, Technical University in Bialystok, Poland</i>	<b>Social Marketing-Customer Orientation (SMCO): How Customer Orientation Differ for Social Marketing Service Employees</b> <i>Cheryl Leo, Griffith University, Australia</i>	<b>Electronic Games: A Legitimate Diversional Therapy Intervention for Health Care Consumers?</b> <i>Dr Kerri-Ann Kuhn, Queensland University of Technology, Australia and Associate Professor Nigel Pope, Griffith University, Australia</i>	<b>A Campus-Based Community Garden to Enhance Economic, Social and Health Promotion Opportunities for African Immigrants</b> <i>Dr Shawn Somerset, Dr Neil Harris, Katherine Wenham and Dr Fiona Rowe, Griffith University, Australia</i>
11.10am	<b>Understanding the Connections in Young Women Between Alcohol Consumption and Venues</b> <i>Dr Emma Saunders, Empathy Limited, New Zealand</i>	<b>Boy Racers and Bourdieu: Social Capital Theory and its Implications for Social Marketers</b> <i>Ashley Pressley, Katie Collins and Professor Alan Tapp, University of the West of England, United Kingdom</i>	<b>Hello Sunday Morning: Using Blogs to Change Drinking Norms</b> <i>Chris Raine, Fresh Advertising and Communications, Australia</i>	<b>Blood Donation in a Multicultural Australia - Complexities of Cultural Misunderstanding and Intergenerational Conflict for African Communities</b> <i>Professor Michael Polonsky, Dr André Renzaho, Neil Waters and Dr Zoe McQuilten, Deakin University, Australia</i>
11.30am	<b>Throwing Conventional Government Harm Minimisation Campaign Approaches Out the Window to Successfully Reduce Risky Drinking Behaviour in Young Queensland Females</b> <i>Peter Cunningham, Redsuit Advertising, Australia</i>	<b>Discussion and Questions</b>	<b>Txt 4 Safe Sex</b> <i>Samantha Smith and Madryn Sanderson, Marie Stopes International, Australia</i>	<b>Social Marketing – the Panacea for Blood Donation?</b> <i>John Healy and Maurice Murphy, Cork Institute of Technology, Ireland</i>
11.50am	<b>Discussion and Questions</b>		<b>Discussion and Questions</b>	<b>Discussion and Questions</b>
12.00pm	<b>Lunch</b>			

# DAY 2 - AFTERNOON PROGRAM

## FRIDAY, 16 JULY 2010



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	Room: S409	Room: S410	Room: S404	Room: S407
	<b>Tobacco Consumption</b>	<b>Industry and Partnerships</b>	<b>Gender-based Social Marketing</b>	<b>Food Consumption</b>
12.45pm	<b>You Don't Have to Have Them on Display for People to Know That You've Got Them</b> <i>Rhonwyn Vaudrey and Professor Janet Hoek, University of Otago, New Zealand</i>	<b>The Impact of the Global Financial Crisis on Corporate Community Involvement Initiatives</b> <i>Denni Arli and Gianni Zappalà, University of New South Wales, Australia</i>	<b>An Investigation of the Key Drivers of Breastfeeding</b> <i>Joy Parkinson, Associate Professor Rebekah Russell-Bennett, Queensland University of Technology, Australia and Dr Josephine Previte, University of Queensland, Australia</i>	<b>Cognitive Dissonance and Individuals' Response Strategies as a Basis for Audience Segmentation to Reduce Factory Farmed Meat Consumption</b> <i>Dr Tania Von Der Heidt, Southern Cross University, Australia, Dr Iris Bergmann and Dr Cecily Maller, RMIT University, Australia</i>
1.05pm	<b>Evaluation of the Effectiveness of Social Marketing Approach in Smoking Cessation and Promoting Health in Australian University Students</b> <i>Dr Jing Sun and Professor Nicholas Buys, Griffith University, Australia</i>	<b>Case Study in Academic and Industry Collaboration: The Development of an Adolescent Targeted Sun Protection Intervention in NSW</b> <i>Melinda Williams, Professor Sandra Jones, Professor Don Iverson, Associate Professor Peter Caputi and Sofia Potente. University of Wollongong, Australia</i>	<b>Creating Credible and Persuasive Messages to Address Alcohol Use During Pregnancy: Results from Formative Research</b> <i>Kathryn France, Professor Robert Donovan, Professor Nadine Henley, Professor Carol Bower, Professor Elizabeth Elliott, Jan Payne, Heather D'Antoine, Professor Anne Bartu, Gary Kirby and Heather Monteiro, Edith Cowan University, Australia</i>	<b>Evaluating a Small Grants Approach to Support Local Nutrition Promotion Activities Linked to Two Social Marketing Campaigns in Queensland</b> <i>Dr Anita Groos and Penny Love, Queensland Health, Australia</i>
1.25pm	<b>Defining and Estimating 'Informed Choice': a Model for Testing the Tobacco Industry's Claims</b> <i>Professor Janet Hoek, Dr George Thomson, Professor Richard Edwards, Associate Professor Nick Wilson, University of Otago and Professor Phillip Gendall, Massey University, New Zealand</i>	<b>Ten Years of 'Social Investment': WPP Group 1999-2008</b> <i>Dr David Waller, University of Technology, Australia</i>	<b>The Heart Truth® Campaign</b> <i>Tom Beall, Ogilvy Public Relations Worldwide, United States of America</i>	<b>Using a Projective Technique to Explore Consumer Awareness and Healthy Practices</b> <i>Dr Helene Cherrier, Griffith University, Australia</i>
1.45pm	<b>Afternoon Tea</b>			
2.15pm	<b>Plenary Session: The Effect of Price, Venue and Place of Residence on Alcohol Consumption</b> <i>Dr Maria Raciti, University of Sunshine Coast, Rebecca O'Hara, Dr Debra Harker, Dr Michael Harker, Dr Bishnu Sharma and Dr Karin Reinhardt, Baden-Württemberg Cooperative State University, Germany and Dr Fiona Davies, Cardiff University, United Kingdom</i>			<b>Queensland University of Technology (QUT) Gardens Point Campus</b>  <b>Room: S410</b>
2.35pm	<b>Normative Feedback Interventions: What Happens when Perceptions of Heavy Drinking Correctly Reflect Actual Behaviour?</b> <i>Sarah Forbes and Dr Kirsten Robertson, University of Otago, New Zealand</i>			
2.55pm	<b>Cloncurry Waterwise Service: Motivating Behaviour Change through a Service Offering</b> <i>Anthony Coates, Local Government Infrastructure Services and Tricia Davis, Sandbox, Australia</i>			
3.15pm	<b>Forum and Conference Close: Where to From Here?</b> <i>Chair: Dr Susan Dann, Associate Dean, James Cook University Brisbane, Australia</i>  <i>Panellists:</i> <i>Professor Sandra Jones, University of Wollongong, Australia</i> <i>Matthew Wood, University of Brighton, United Kingdom</i> <i>Joan Young, Colmar Brunton - Social Research, Australia</i>			
4.00pm	<b>Conference Close:</b> Associate Professor Sharyn Rundle-Thiele, Griffith University, Australia			
4.15pm onwards	<b>Post-Conference Drinks</b> <i>The Ship Inn, Cnr Stanley and Sidon Streets, South Bank Parklands (short walk over the Goodwill Bridge from QUT)</i>			

