

# DAY 1 - MORNING PROGRAM

## THURSDAY, 15 JULY 2010



# 2010 INTERNATIONAL NONPROFIT & SOCIAL MARKETING CONFERENCE (INSM)

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

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>			

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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 Projective Technique to Explore Desired Identity and the Sacred Dimension of Healthy Consumption 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>			