THE UNIVERSITY OF WESTERN AUSTRALIA

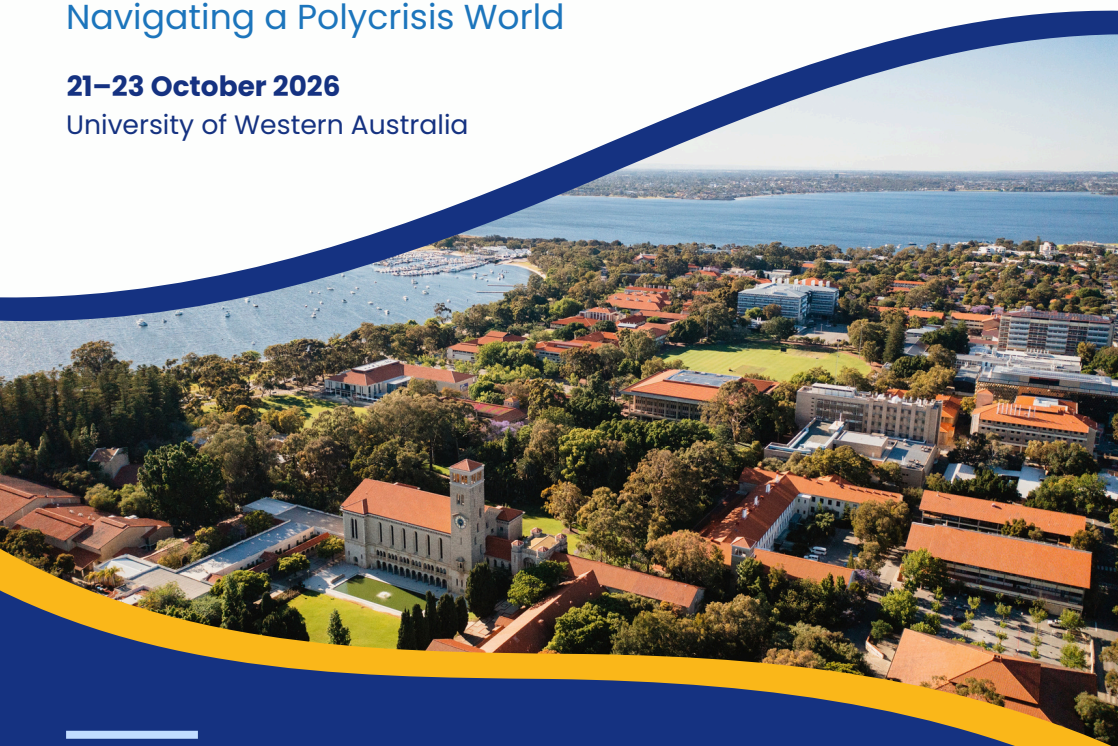
ASIA PACIFIC SOCIAL MARKETING CONFERENCE

APSMC2026

Asia Pacific Social Marketing Conference

Compassion, Complexity, and Change:
Navigating a Polycrisis World

21–23 October 2026
University of Western Australia



Conference Program





Acknowledgement of Country

Our university is located alongside the Derbal Yerrigan (Swan River) on Whadjuk Noongar Boodja.

The University of Western Australia acknowledges that we are situated on Noongar land and that Noongar people remain the spiritual and cultural custodians of their land and continue to practise their values, languages, beliefs and knowledge.

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Original illustration by Artist Dr Richard Barry Walley OAM



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ASIA PACIFIC SOCIAL MARKETING CONFERENCE

Table of **Contents**

Acknowledgement of Country	1
APSMC2026 Sponsors	5
Welcome from the Co-Chairs	6
Conference Committee	7
Conference Interns	8
Conference Volunteers	9
Keynote Speakers	10
Indigenous Artwork	12
Conference Program at a Glance	14
UWA Map	15
Day 1 Program	17
Day 2 Program	20
Day 3 Program	24
Notes	28
Discover Perth	32




STUDENT CENTRE
RECEPTION

THE UNIVERSITY OF WESTERN AUSTRALIA

ASIA PACIFIC SOCIAL MARKETING CONFERENCE

APSMC2026 Sponsors

Thank you to our sponsors for their support of the APSM 2026 Conference. Their contributions help make this event possible and support the advancement of social marketing research, practice and collaboration across the Asia Pacific.

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FORREST RESEARCH FOUNDATION

BUSINESS EVENTS PERTH

AASM AUSTRALIAN ASSOCIATION OF SOCIAL MARKETING

THE BEHAVIOUR CHANGE COLLABORATIVE

CITY OF PERTH City of Light

Dear APSMC Delegates,

Kaya, wanju! On behalf of the UWA Business School and the Australian Association of Social Marketing (AASM), it is our pleasure to welcome you to the **Asia Pacific Social Marketing Conference (APSMC) 2026**, hosted by The University of Western Australia in beautiful Perth.

This year's theme, ***"Compassion, Complexity, and Change: Navigating a Polycrisis World"***, reflects the interconnected challenges confronting our societies, from climate change to technological disruption and social exclusion. Addressing these challenges calls for us to look beyond individual behaviour change and recognise how relationships, institutions, and broader systems shape social outcomes, guided by compassion and collective responsibility.

This emphasis on interconnectedness also resonates with the place where we gather. Meeting on **Whadjuk Noongar Boodja**, we acknowledge the enduring cultural connections of Noongar people to Country. Our conference artwork, *Movement*, by Noongar artist Dana Garlett, beautifully reflects these connections through its pathways, acacia flowers, and shared waters. Its depiction of journeys across Country and relationships between people and place offers a meaningful connection to our conference theme, reminding us how diverse perspectives, shared experiences, and new connections can inspire meaningful social change.

Over the next three days, APSMC 2026 brings together researchers, practitioners, policymakers, and emerging scholars from across the Asia-Pacific and beyond. Our programme features **51 presentations across six themes, five interactive workshops, two keynote addresses, and a policy-focused panel discussion**, creating opportunities for critical dialogue, shared learning, and collaboration.

We are delighted to welcome our keynote speakers, **Dr Doug McKenzie-Mohr** and **Joni Avram**, who will explore how behavioural science and social marketing can inform effective interventions and deliver greater social impact.

Beyond the conference, we encourage you to experience Perth's stunning coastline, Swan River, and vibrant cultural and culinary offerings. May the spirit of Movement inspire fresh perspectives, lasting connections, and new possibilities for a more compassionate and sustainable future.

Welcome to APSMC 2026!

THE UNIVERSITY OF WESTERN AUSTRALIA

ASIA PACIFIC SOCIAL MARKETING CONFERENCE

Conference **Committee**

Academic Co-Chair



Gauri Laud

The University of Western Australia

Academic Co-Chair



Uwana Evers

The University of Western Australia

Academic Co-Chair



Emma Joenpolvi

The University of Western Australia

Practice Co-Chair



Luke van der Beeke

The Behaviour Change Collaborative

Conference **Interns**

The Conference Organising Committee thanks our conference interns. Their willingness to contribute their time and talents, often behind the scenes, has been essential to the success of APSMC 2026. We are deeply grateful for their efforts.

Sidney Clarke



Event Marketing Operations
& Volunteer Coordinator
The University of Western Australia

Yunying Dai



Promotions Coordinator
& Conference Support All-Rounder
The University of Western Australia

Yian (Anny) Chen



Promotions Coordinator
& Conference Support All-Rounder
The University of Western Australia

Vi Pham



Marketing & Promotions Support
The University of Western Australia

Duc (Andy) Minh Hieu Nguyen



Marketing & Promotions Support
The University of Western Australia

Conference **Volunteers**

Our thanks to all conference volunteers for their time, energy, and commitment in helping to deliver a successful and enjoyable conference experience for all attendees.

David Goyeneche
Photographer & Videographer
University of Western Australia

Shubham Agarwal
Event Operations All-Rounder
University of Western Australia

Kevin Tan
Photographer
University of Western Australia

Billy Trieu Nguyen
Event Operations All-Rounder
University of Western Australia

Ena Vejnovic
Event Operations All-Rounder
University of Western Australia

Melissa Buckley
Event Operations All-Rounder
Edith Cowan University

Chuan He
Event Operations All-Rounder
University of Western Australia

Shantisha Schaufler
Event Operations All-Rounder
University of Western Australia

Keynote **Speakers**

Dr. Doug McKenzie-Mohr



Founder of Community-Based Social Marketing (CBSM)

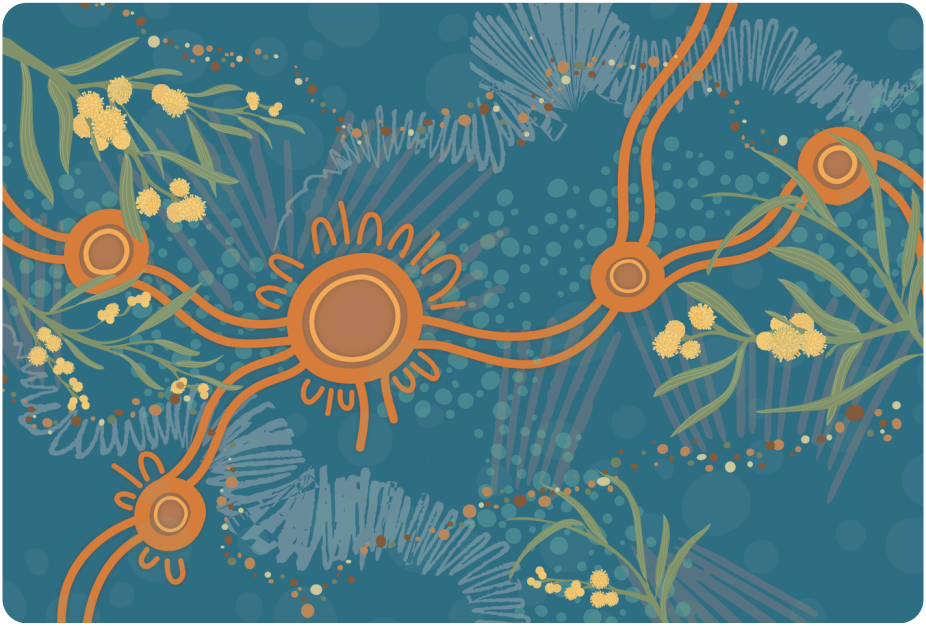
For over four decades, Dr. Doug McKenzie-Mohr has worked to incorporate scientific knowledge on behavior change into the design and delivery of environmental programs. He founded community-based social marketing, a framework for developing environmental behavior change programs, which is now used globally. Doug is the author/co-author of six books on community-based social marketing, one of which, "*Fostering Sustainable Behavior*," has been recommended by Time Magazine and has become requisite reading for those who deliver environmental programs. His work has been featured in the New York Times, and he is the recipient of the American Psychological Association's inaugural award for innovation in environmental psychology, the World Social Marketing Conference's inaugural award for contributions to the field of social marketing, and he is a B.F. Skinner distinguished lecturer. More than 75,000 program managers have attended his workshops. Doug is a former Environmental Psychology professor. He lives in Victoria, Canada.

Joni Avram

Founder of Cause & Effect



Joni Avram is an international consultant, educator, and founder of Cause & Effect, a social impact consultancy that works at the intersection of behavioural science, social marketing, public engagement, and evaluation. Joni has more than 20 years' experience in marketing and public relations, with a Master's in Behavioural Science and a professional background spanning law, politics, social impact design, and education. Through Cause & Effect, she has helped more than 100 organisations move from good intentions to measurable social change, working with government, not-for-profit, and business sector leaders. She is also an experienced facilitator and instructor who delivers professional development in purpose-driven marketing, behaviour change, and social impact practice. Her work emphasises the design, execution, and evaluation of interventions that move beyond awareness to achieve sustainable behavioural and organisational outcomes.



paperbark
DESIGN STUDIO

This artwork is about movement over time. Pathways stretch through the work, speaking to the journeys people make across Country, between places, and toward each other. Acacia flowers give us a familiar marker of this landscape. Its layers and deep blue speak to the shared water that connects us all. Water belongs to everyone and links every place it passes through.

Movement by Dana Garlett, Noongar Artist © Paperbark Design Studio 2026
Reproduced under licence for the Asia Pacific Social Marketing Conference 2026

Dana Garlett is a Whadjuk Minang Nyikina designer, artist and entrepreneur with generations of songlines connecting to Noongar Boodjar.

She is the founder of Paperbark Design Studio, delivering cultural design and public art across corporate, government and community sectors. Her body of work spans major public art commissions, integrated built environment projects and cultural consultation and grassroots initiatives.



Dana Garlett

www.paperbarkdesignstudio.com

THE UNIVERSITY OF WESTERN AUSTRALIA

ASIA PACIFIC SOCIAL MARKETING CONFERENCE

Conference **Program**

At a glance

	DAY 1 - OCT 21	DAY 2 - OCT 22	DAY 3 - OCT 23
8.00 am	**Registration** Matilda Bay Restaurant	**Registration** UWA Business School	**Registration** UWA Business School
9.00 am	**8.45am Welcome & Keynote 1**	**Session 1C & 2C**	**Workshops**
10.30 am	**10.45am Morning tea**	**Morning tea**	**Morning tea**
11.00 am	**11.15am Keynote 2**	**Session 3A & 4A**	**Workshops**
12.30 pm	**Lunch** UWA Business School	**Lunch**	**Lunch**
1.30 pm	**Session 1A & 2A**	**Session 3B & 6A**	**Workshops**
3.00 pm	**Afternoon tea**	**Afternoon tea**	**Afternoon tea**
3.30 pm	**Session 1B & 2B**	**Session 5A & 6B** **4pm AASM AGM**	**Session 6C & Workshop**
Evening	**Welcome Reception** @ Bayside Kitchen 5.30pm-7.30pm	**Sundowner** @ Marketing Deck, Level 2 UWA Business School 5pm-6pm	**Gala Awards Dinner** @ Doubletree by Hilton Perth Waterfront 6.30pm-11pm


Australia
James Oval
EZONE UWA Student Hub
UWA Tavern
Hackett Dr.
3 Bayside Kitchen
Barry J Marshall Library
Parkway
Cook St
Hackett Dr.
Matilda Bay Restaurant 2
Caporn St
Everett St
UWA Aquatic Centre
1 UWA Business School
Australia II Dr
Princess Rd
Hackett Dr.
JH Abrahams Reserve
Pelican Point
The Avenue

Program
Day 1
Wednesday 21 October 2026

Key

- Ethics, Responsibility, and Inclusion
- Digital and Emerging Technologies
- Systems, Policy, and Institutional Contexts
- Advanced Social Marketing Theory and Methods
- Practice, Policy, and Knowledge Translation
- Social Marketing and Contemporary Social Challenges

8:00 - 9:00am | Matilda Bay Restaurant
Registration

8:45 - 9:45am | Matilda Bay Restaurant
Conference Opening
Welcome to Country & Smoking Ceremony - Alton Walley
Official welcomes - Prof Paul Harrigan (Deputy Dean, UWA Business School), Senator Fatima Payman (WA Senator), Prof Paul Flatau (Director, Centre for Social Impact), Dr Nadia Zainuddin (President, Australian Association of Social Marketing)

9:45 - 10:45am | Matilda Bay Restaurant
Keynote Speaker - Dr Doug McKenzie-Mohr
Choosing the Right Behaviour: Applying Behavioural Science and Social Marketing for Greater Impact

10:45 - 11:15am | Matilda Bay Restaurant
Morning Tea

11:15am - 12:15pm | Matilda Bay Restaurant
Keynote Speaker - Joni Avram
Beyond good intentions: Behavioural Science, Social Marketing, and the Future of Social Impact

12:30 - 1:30pm | UWA Business School
Lunch

THE UNIVERSITY OF WESTERN AUSTRALIA | ASIA PACIFIC SOCIAL MARKETING CONFERENCE

Ethics, Responsibility, and Inclusion
Digital and Emerging Technologies

Program
Day 1
Wednesday 21 October 2026

1:30 - 3:00pm **Sessions 1A & 2A**

Session 1A
Inclusion, Equity, and Accessible Design

Room G42

Session Chair: Cheryl Leo

Designing Inclusion in Digital Gaming: The Role of Small-Scale Design Features in Social Marketing
Binbin Yu

Designing for Difference: A Personalised Digital Platform for Intersectional Public Health Engagement
Ciarin Butler-Smith & Laura Gamble

Creative Development for the Equity Focused Lung Cancer Screening Campaign
Maddy Leigh, Kerryann Wyatt, Kelly Dienaar, Dianne Eggins, Marianne Weber, Alannah Andreini, Victoria Smart, Aerin Gordon-Heinrich & Kate Broun

Cultural Safety in Services: A Systematic Review of Determinants and Outcomes
Wei Wei Cheryl Leo, Gauri Laud, Cindy Yunhsin Chou & Maryam Hashmi

Session 2A
AI Governance, Ethics, and Consumer Wellbeing

Room 142

Session Chair: Arpita Srivastava

From Responsible AI Governance to AI for Good
Ali Nazari Tehrani & Sanjit K. Roy

No Relationship is Selfless: Using Social Marketing to Close the Gap Between AI Warmth and Care Competence for Vulnerable Consumers
Arpita Srivastava

Impact of AI Hallucination on Consumer Well-being: A Sociotechnical Systems Perspective
Sheikh Mohammad Fauzul Azim, Anwar Sadat Shimul & Isaac Cheah

From Persuasion to Behavioural Interruption: Exploring Adaptive AI-Based Social Advertising for Food Waste Reduction
Sharjana Shaily

3:00 - 3:30pm | UWA Business School
Afternoon Tea

Ethics, Responsibility, and Inclusion
Digital and Emerging Technologies

Program
Day 1
Wednesday 21 October 2026

3:30 - 5:00pm **Sessions 1B & 2B**

Session 1B
Indigenous Knowledge, Cultural Practice, and the Global South

Room G42

Session Chair: Nadia Zainuddin

Communicating the Value of a First Nations Informed Approach to Early FASD Identification
Alieena Mathew, Marjad Page, Erinn Hawkins, Wei Liu, Doug Shelton, Heidi Webster, Natasha Reid, Theresa McDonalad, Sarah Horton, Leda Sivak, Jasmin Straton, Dianne Shanley & Yapatjarrathati Team Community Members And Clinicians

Inequity and Cultural Misconceptions Limit Efficacy of Ebola Health Initiatives: Lessons from the 2013–2016 Epidemic in Sierra Leone
Sarah Bell & Kim Feddema

Reimagining Higher Education Marketing Through Indigenous-Led Social Marketing Practice
Melissa Fong-Emmerson, Claire Lambert, Braden Hill, Tillara Casey, Maria Raciti, Tracey Taraia & Shayna Daniels

Whose Knowledge Counts? Co-Creating Maternal Health Policy Across Traditional and Formal Care Systems
Cassandra Asabea Asare & Nadia Zainuddin

Session 2B
Generative AI, Digital Literacy, and Algorithmic Influence

Room 142

Session Chair: Jack Ng-Soon-Chye

When the Answer Engine Decides: Generative AI, Consumer Autonomy, and the Case for AI Literacy Interventions in Asia-Pacific Digital Markets
Jack Ng-Soon-Chye, Irfan Khan & Zahirah Zainol

AI-Mediated Encounters and Value Accountability in Social Marketing Evaluation
Rhesa Muhammad Ramadhan & Mustika Sufiati Purwanegara

Beyond Persuasion: De-Influencing and the Emergence of Corrective Social Marketing Communication
Priyanka Priyanka & Anil Kumar Kashyap

The Role of Tourists' Wellbeing in Leveraging Digital Transformation to Promote Environmentally Responsible Behaviour in Urban Tourism
Rakotoarisoa Maminirina Fenitra, Sri Rahayu Hijrah Hati, Binti Kamarulzaman Yusniza, Rakotoarisoa Maminiaina Heritiana Sedera & Marlitta Stefia Cheryl

5:30 - 7:30pm | Bayside Kitchen
Welcome Reception and Networking

Ethics, Responsibility, and Inclusion
Digital and Emerging Technologies

Program
Day 2
Thursday 22 October 2026

9:00 - 10:30am Sessions 1C & 2C

Session 1C
Market Ethics, Social Justice, and Responsible Consumption

Room G42

Session Chair: Amy Errmann

The Marketization of the End and Beyond
Amy Errmann

Understanding Refurbished Product Adoption: How Self-Identity, Contamination Concerns, and Status Shape Consumer Choice
Neela Kameswari V, Dr Trupti Dave, Dr Ashish Dikshit & Dr Aarti Saini

When the Market Turns Against Itself: Xenophobia as a Social De-marketing Force in South Africa's Informal Economy
Adebanji Ayeni & Corinne Wessels

Trust as a Strategic Resource: A Conceptual Framework for Consumer Confidence, Sustaining Innovation, and Sales Performance in Informal Skincare Markets
Adebanji Ayeni

Session 2C
Social Media, Trust, and Digital Behaviour Change

Room 142

Session Chair: Jessica Vredenburg

Measuring Trust, Not Virality: A Practitioner-Based Observation of Social Media Practice in For-Purpose Child Protection and Family Support Organisations
Deborah Howcroft

Algorithmic Brand Activism: A Typology for Social Change
Jessica Vredenburg & Khaled Ibrahim

More Than Just the Messenger: A Review of Social Media Influencer Roles in Social Marketing Interventions
Stacey Mulholland & Yicen Liu

10:30 - 11:00am | UWA Business School
Morning Tea

Systems, Policy, and Institutional Contexts
Advanced Social Marketing Theory and Methods

Program
Day 2
Thursday 22 October 2026

11:00 - 12:30pm Sessions 3A & 4A

Session 3A
Policy, Regulation, and Governance Frameworks

Room 142

Session Chair: Rebekah Russell-Bennett

Overcoming Pluralistic Ignorance in Urban Greening: A Behavioural Science Toolkit to Unlock Community Support for Street Trees
Michael Daniels

Understanding Compliance with the Social Media Minimum Age Act: A Multi-Level Perspective
Abu Sufian Mohammad Khaled, Mohammad Zulfikar Ali & Fazlul K. Rabbanee

Empower Toowoomba: A Community-Owned Governance Model for Sustaining Active Bystander Program Delivery
Tori Seydel, Jessica Harris & Sharyn Rundle-Thiele

Go Electric: A Customer-Centric Perspective on the MOA Framework and Information, Service-Delivery and Regulation
Rebekah Russell-Bennett, Aleksandra Van Hummel, Jacki Schirmer & Rob Hudson

Session 4A
Values, Persuasion, and Sustainable Consumption Theory

Room G42

Session Chair: Gauri Laud

Personal Values, Activism, and Wellbeing: Implications for Social Marketing
Joanne Sneddon & Joshua Lake

Integrating Personal Values Theory with Social Marketing to Advance Circular Fashion Consumption
Uwana Evers & Ena Vejnovic

Regenerative Value: Towards a Theory of Service (Eco)System Restoration
Gauri Laud

Beyond Ethos, Pathos and Logos: Coordinating Rhetorical Appeals in Social Marketing Communication
David Fiorovanti

12:30 - 1:30pm | UWA Business School
Lunch

Systems, Policy, and Institutional Contexts
Social Marketing and Contemporary Social Challenges

Program
Day 2
Thursday 22 October 2026

1:30 - 3:00pm Sessions 3B & 6A

Session 3B
Service Ecosystems, Sustainability Systems, and Net-Zero Transitions

Room 142

Session Chair: Ingrid O'Brien

Volunteering as a Social Marketing Intervention in Dementia Care: Invisible Work and Missed Collaboration in Service Ecosystems
Ingrid O'Brien, Megan Paull, Ana Rita Sequeira, Anne Peachy, Andrea Steele & Sally Paulin

Knowledge Before Cost: How Net-Zero Barriers Shift Across Construction Logistics Roles
Gladys Milena Berns Carvalho Prado, Munguntsetseg Otgon, Maka Siwale & Vidyasagar Potdar

Interrelated Barriers and Organisational Capabilities for Net-Zero Construction Logistics: A Systems Social Marketing Perspective
Munguntsetseg Otgon, Gladys Milena Berns Carvalho Prado, Vidyasagar Potdar & Maka Siwale

The Development of Sustainable Dynamic Capabilities (SDCs) by Tourism SMEs in an Emerging South Asian Tourism Economy
Nawodi Samarasiri

Session 6A
Youth Health, Substance Use, and Risky Behaviours

Room G42

Session Chair: Ann-Marie Kennedy

Symbolic Meaning of Zero-Alcohol for Youth
Ann-Marie Kennedy, Rachael Dixon, Jennifer Smith & Johnpaul Smith

Cultural Resonance in Social Marketing: Māori Value Integration in Anti-Vaping Messages for Rangatahi
James Matheson & Janet Davey

Contemporary Social Challenges – Identifying Social Marketing Levers to Disrupt the Teen Vaping Challenge
Donna van Bueren, Luke van der Beeke & Allison Grainger

Social Marketing to Promote Healthy Eating: Body Image Perceptions Among Aotearoa/NZ Youth
Jane Abraham & Janet Davey

3:00 - 3:30pm | UWA Business School
Afternoon Tea

THE UNIVERSITY OF WESTERN AUSTRALIA | ASIA PACIFIC SOCIAL MARKETING CONFERENCE

- Practice, Policy, and Knowledge Translation
- Social Marketing and Contemporary Social Challenges

Program
Day 2
Thursday 22 October 2026

3:30 - 5:00pm Sessions 5A & 6B

Session 5A
Co-Design, Community Practice, & International Knowledge Translation

Room 142

Session Chair: Luke van der Beeke

When Trust Is the Medicine: Community-Led Social Marketing Against Healthcare Alienation in Rural Indonesia
Grace Larasati Rahardjo

Co-Designing a Campaign to Motivate Attendance at Child Health Checks in Armadale
Allison Grainger & Luke van der Beeke

Contemporary Social Challenges – Unlocking Barriers to Active Living Through Re-Framing and Catalysing 'Active Minutes'
Donna van Bueren & Allison Grainger

Beyond compliance: Understanding how social norms can nudge sustainable food choices
Thi Hai Thuy Ho

Session 6B
Health Promotion Across the Life Course

Room G42

Session Chair: Mike Reid

Biopsychosocial Factors Influencing Proactive Health Seeking by Midlife Men
Mike Reid & Foula Kopanidis

Making Room for Connection: Message Framing and Behaviour Change in a National Loneliness Campaign
Ros Lording & Michelle Lim

How and Why the Principles of Social Marketing Led to the Success of the Act-Belong-Commit Campaign
Robert Donovan

Incorporating Social Marketing to Help Prevent Gender-Based Violence in Universities: Insights from the 'Safe and Respected at La Trobe' Campaign
Melanie Fineberg & Kellie Muir

4:00 - 5:00pm | **AASM Annual General Meeting** | Room 242

5:00 - 6:00pm | Marketing Deck, Level 2, UWA Business School
Casual Sundowner

Program
Day 3
Friday 23 October 2026

9:00 - 10:30am Workshops

WORKSHOP | Rethinking social change through Indigenous ways of knowing: Perspectives from Aotearoa New Zealand & Australia

262 Rick Crabb Tutorial Room

Dr Megan Phillips
Dr Jessica Harris

Social marketing and behaviour change have traditionally been shaped by Western assumptions about evidence, expertise, individual behaviour and how success should be measured. This interactive workshop invites participants to rethink social change through Indigenous ways of knowing, drawing on perspectives from Aotearoa New Zealand and Australia. We explore what changes when relationships, place, culture, collective wellbeing and community authority become the starting point for research, policy and practice.

WORKSHOP | Designing AI Agents for Social Impact: From Social Challenges to Responsible AI Interventions (Part 1)

G04G05 MBA Quarter Seminar Room

A/Professor Vidyasagar Potdar
A/Professor Aarti Saini

How can AI agents help address real social and behavioural challenges - and when should we choose not to use them? This interactive, hands-on workshop introduces participants to the rapidly evolving world of AI agents and explores how they can be designed to support meaningful social impact. Working in small groups, participants will use an AI Agent for Social Impact Canvas to take a real-world challenge from problem definition through to behavioural change, agent design, human oversight, responsible use and impact measurement.

10:30 - 11:00am | UWA Business School
Morning Tea

Program
Day 3
Friday 23 October 2026

11:00 - 12:30pm Workshops

WORKSHOP | From insight to intervention: using behavioural science and social marketing to build programs that work

262 Rick Crabb Tutorial Room

Joni Avram

Why do well-intentioned social change initiatives fall flat? Often, it comes down to a mismatch between program assumptions and audience reality. In this interactive session we'll use empathy mapping to align theories of change and evaluation strategies with the authentic motivations of the people we serve.

Numbers for this workshop are limited, please pre-register your interest to attend.

WORKSHOP | Designing AI Agents for Social Impact: From Social Challenges to Responsible AI Interventions (Part 2)

G04G05 MBA Quarter Seminar Room

A/Professor Vidyasagar Potdar
A/Professor Aarti Saini

Participants should attend Part 1 of this workshop at 9am-10.30am.

Designed for both academics and practitioners, the workshop requires no coding or technical AI experience. Participants will leave with their own AI agent concept, a practical design framework they can reuse, and a clearer understanding of both the possibilities and limitations of using AI agents for social change.

12:30 - 1:30pm | UWA Business School
Lunch

Program
Day 3
Friday 23 October 2026

1:30 - 3:00pm Panel Session & Workshop

PANEL | How social-marketing evidence can translate into actionable policy

G04G05 MBA Quarter Seminar Room

Professor Rebekah Russell-Bennett | Senator Fatima Payman | Katherine Parkinson | Eve-Lauren Gindein | Chair: Luke van der Beeke

This diverse group of panellists will discuss how social marketing can build legitimacy and meaningful public participation, and how governments can encourage behaviour change through policy. The discussion will broadly consider questions such as:
How can social marketing address structural and systemic issues without placing too much responsibility on individuals? How can initiatives survive short political and funding cycles? What constitutes genuine social impact beyond awareness, engagement, or short-term behaviour change?

WORKSHOP | Big Data for Social Impact

262 Rick Crabb Tutorial Room

Dr Emma Joenpolvi

For effective social change, we need to understand people and the environments in which they live. Today, a growing range of publicly available data sources can help academics and practitioners gain deeper insights into communities, behaviours, and the factors that influence them. In this workshop, participants will explore how large-scale datasets and public information can be used to identify social challenges, assess conditions, and support behaviour change strategies. Using practical examples from social marketing, sustainability, and public policy, participants will work in RStudio to analyse and interpret real-world data. The workshop will introduce a range of techniques for exploring structured and unstructured data, demonstrating how data-driven insights can inform impact evaluation.

3:00 - 3:30pm | UWA Business School
Afternoon Tea

Program
Day 3
Friday 23 October 2026

3:30 - 5:00pm Session 6C & Workshop

Session 6C
Behaviour Change, Lived Experience, and Vulnerable Populations

Room G42

Session Chair: Luke van der Beeke

Designing Behaviour Change from Lived Experience: An ARFID Awareness Campaign for Families in Australia
Tracey Constable

Evidence to Action: Implementing Cultural Safety Approaches in Community Sport Through Set The Standard
May Ng & Ravi Teja

Social Media as Support Infrastructure: Insights into the Community Needs of Parents of Autistic Children
Angela Makris

Supporting Adoption of Farmer Managed Natural Regeneration in Zambia
Luke van der Beeke & Donna van Bueren

WORKSHOP | Times Like These: Building Your Impact Research Trajectory

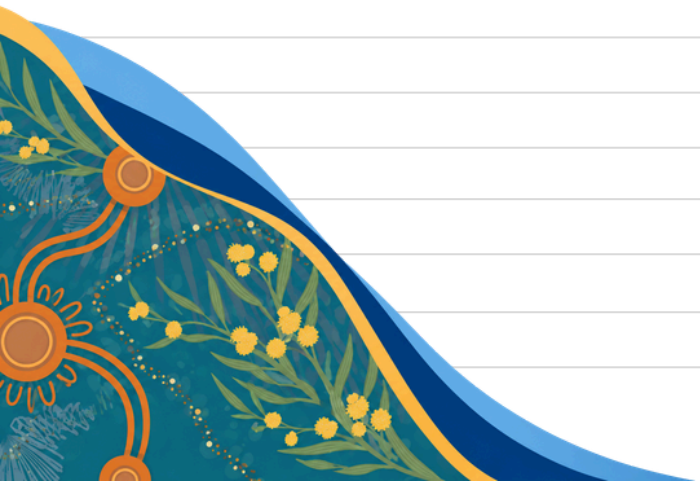
262 Rick Crabb Tutorial Room

Dr Nadia Zainuddin
Dr Sommer Kapitan
Dr Aziemah Othman

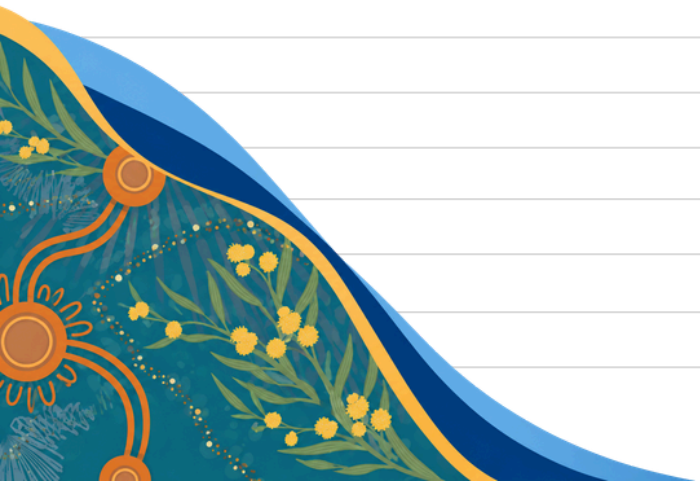
Delivered collaboratively by the Marketing for Social Impact Special Interest Group (MSI SIG) and the Australian Association of Social Marketing (AASM). Designed for early- and mid-career marketing researchers, it helps participants strengthen their contribution to meaningful societal change. Participants reflect on their research identity and distinctive contribution, map the relationships and resources needed to support their work, and develop a pathway connecting research to engagement, knowledge use and potential impact. Informed by the ABDC Societal Impact Framework and grounded in the marketing discipline, the workshop encourages researchers to build reciprocal partnerships and consider how their work can contribute to change.

6:30 - 11:00pm | Doubletree by Hilton Perth Waterfront
Gala Awards Dinner

NOTES



NOTES



Discover **Perth**

https://www.destinationperth.com.au/

Kaya, wanju! Hello, and welcome. Perth is a vibrant city on the banks of the Swan River, known for its beautiful beaches, green spaces and relaxed lifestyle. Located on Whadjuk Noongar Boodja, it offers a welcoming setting where nature, culture and city life come together.









Asia Pacific Social Marketing Conference
21-23 October 2026
The University of Western Australia

