

**Social marketing downunder conference 2007
Sustaining Social Marketing**

Programme

Day one Thursday 8 March 2007

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| 8.00am | Registration desk opens | Conference Foyer |
| 9.00am | Welcome & opening | Lambton Rooms 1&2 |
| 9.15am | Session 1 | Lambton Rooms 1&2 |

Keynote speaker: Prof. Gerard Hastings
The Devil Went Down to Wellington: The Power of Competitive Analysis

Session sponsor: DraftFCB
Session chair: Brian van den Hurk

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| 10.15am | Morning tea | Conference Foyer |
| 10.45am | Parallel presentations – Session 1 | |

Group 1.1 **Featherston Room**
When Social Marketing Goes Bad? An evaluation of the Food Industry Accord
Janet Hoek, Massey University
Identifying Drivers and Creating Levers: Push Play
Chrissie Lahood, Y&R Advertising and Deb Hurdle, SPARC (Sport and Recreation New Zealand)

Group 1.2 **Wellington Room**
Plotting a path for Kiwis being Sorted
Judy Oakden, AC Neilsen & Robyn Cormack, Retirement Commission
It's How We're Drinking
Sandra Kirby, ALAC, Emanuel Kalafatelis - Research NZ, Jeff Clark - Clemenger BBDO, Sara Bennett - ALAC, Belinda Airey - ALAC

Group 1.3 **Rosanna Room**
Five years seeking sustainability - what has community education learned?
Rhys Taylor, contract researcher for Landcare Research Ltd
Smokefree Upper Hutt
David Towl, Regional Public Health & Marija Vidovich, HSC

Group 1.4 **Lambton Room 3**
Pregnancy: A fertile time for long-term behaviour change messages?
Jayne Krisjanous, Victoria University of Wellington
Marketing help for families of young people with sexually abusive behaviour towards children
Janice Bagot, Wollongong University

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| 12.00pm | Repeat of parallel presentations | |
| 1.00pm | Lunch | Conference Foyer |

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| 2.00pm | <p>Session 2</p> <p>Keynote speaker: Dr Jeff French <i>'Time for the patricians to die'- social marketing as if people were in the driving seat</i></p> <p>Session sponsor: PHARMAC Session chair: Marama Parore</p> | Lambton Rooms 1&2 |
| 2.45pm | <p>Parallel presentations – Session 2</p> <p>Group 2.1 <i>One Heart Many Lives</i> Marama Parore, PHARMAC & Tim Corbett, ThinkSpace <i>For the love of our children – a community based approach to supporting families to 'swap 2 win'</i> Gerardene Waldron, Counties Manukau District Health Board</p> <p>Group 2.2 <i>Community integration: do we really mean it?</i> Tracey Bridges, Senate <i>Was it all worth it – do research results ever really get used?</i> Gerard Vaughan, ALAC</p> <p>Group 2.3 <i>Team-Up - Act national, think local</i> Dennis Carroll, FCB & Adrian Parkyn, Ministry of Education <i>SKIP – Communities Leading Social Change</i> Gael Surgenor & Elizabeth Goodwin, Ministry of Social Development - Family and Community Services</p> <p>Group 2.4 <i>Long term problems, short-term solutions</i> Trevor Shailer, GSL Network <i>What happens when the money runs out? Sustaining behavioural change within an uncertain funding environment.</i> Brent Skinnon, HSC</p> | <p>Featherston Room</p> <p>Wellington Room</p> <p>Rosanna Room</p> <p>Lambton Room 3</p> |
| 3.45pm | Afternoon tea | Conference Foyer |
| 4.15pm | Repeat of parallel presentations | |
| 5.15pm | Social hour | |
| 7.00pm | The Wellesley sails – conference dinner onboard | |

Day two **Friday 9 March 2007**

9.00am **Session 3** **Lambton Rooms 1 & 2**

Keynote speaker: Prof. Tim Jackson
'I will if you will' - a few top tips for a sustainable society

Session sponsor: HSC
Session chair: Iain Potter

10.00am **Morning tea** **Conference Foyer**

10.30am Parallel presentations – Session 3

Group 3.1 **Featherston Room**
Society and Spectacle: Social marketing for Sustainability
Bob Frame, Landcare Research
Design of environmental strategies by policy agencies using human behaviour models
Terry Parminter, AgResearch

Group 3.2 **Wellington Room**
Drivers and levers for increasing literacy: research findings from the Wanganui L&E programme
Elspeth Tilley, Frank Sligo & Fiona Shearer, Massey University
Managing parallel projects – destigmatising mental illness; national depression initiative
Gerard Vaughan, ALAC (formerly Ministry of Health), Brian van den Hurk, DraftFCB, Judi Clements, Mental Health Foundation

Group 3.3 **Rosanna Room**
Keeping young people smokefree: Using a susceptibility model to reduce smoking initiation
Ingrid McDuff, HSC, Heidi Flaxman, HSC
Learnings from developing a quitting reality media campaign
Penny Salmon, The Quit Group, Liz Smith, Litmus, Leigh Graham, GSL Network

Group 3.4 **Lambton Room 3**
Statistics New Zealand - Census 2006: Law enforcement vs. selling the benefits of participation
Dennis Carroll, FCB & Sam Fisher, Statistics New Zealand
Pushed to the polls
Peter Northcote, Electoral Commission

11.30pm Repeat of parallel presentations

12.30pm **Lunch** **Conference Foyer**

1.30pm **Session 4** **Lambton Rooms 1&2**

Panel: Patrick Smellie, Manager Brand Strategy, Contact Energy; Ian Sutcliffe, Director of Marketing McDonalds; Ian Mathieson, Divisional Manager, Heart Foundation Tick Programme, Prof. Gerard Hastings
Facilitator: Linda Clark

Rules of engagement: involving the private sector in social marketing programmes

Session sponsor: ALAC

Session chair: Gerard Vaughan

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| 3.00pm | Afternoon tea | Conference Foyer |
| 3.30pm | Parallel presentations – Session 4 | |
| | Group 4.1 <i>Not reinventing the wheel: Sustaining social marketing through public relations, existing education and retaining relationships</i> Prof. David McKie & Dr. Margalit Toledano, University of Waikato <i>LiveSmart in the supermarket: Working with the private sector</i> Tim Corbett, ThinkSpace, Brian van den Hurk, DrafftFCB | Featherston Room |
| | Group 4.2 <i>Digital Quitting – cessation support online</i> Hayden Sanders, The Quit Group <i>Smokefree Homes and Cars campaign – listening to customers and extending the message</i> Sue Walker, HSC, Kiri Milne, HSC | Wellington Room |
| | Group 4.3 <i>Identity, politics and social marketing to Māori</i> Peter Northcote, Electoral Commission (full hour session) | Rosanna Room |
| | Group 4.4 <i>Keeping the Wheels Turning – building community evaluation capacity</i> Liz Smith, Litmus, Arti Badiani, Litmus, Jodi Betts, YATA community <i>Everybody Hurts: 17 years of road safety advertising</i> Nigel Dawson, Grey Advertising Melbourne | Lambton Room 3 |
| 4.30pm | Closing session (Conference review & looking forward) | Lambton Rooms 1&2 |
| 5.00pm | Conference concludes | |