



**2018 AES & AMRS  
JOINT SYMPOSIUM**

# ENGAGE EMPATHISE EMPOWER!

**USING BEHAVIOURAL INSIGHTS TO  
UNDERSTAND THE DECISION MAKER.**

PROUD PLATINUM SPONSOR



**THURSDAY  
8TH NOV  
GRIFFITH UNIVERSITY  
SOUTHBANK CAMPUS**

**JOINT AES & AMRS QLD SYMPOSIUM:**

## **ENGAGE, EMPATHISE AND EMPOWER!**

**USING BEHAVIOURAL INSIGHTS TO UNDERSTAND THE DECISION MAKER.**

This symposium is for anyone interested in human behaviour and decision making. Whether that means to identify where policies, process and practices by applying findings from behavioural science could improve public wellbeing, program outcomes, and program cost effectiveness, or developing design strategies by using the insights from behavioural science theories.

The Behavioural Insights Team (BIT) started life inside 10 Downing Street as the world's first government institution dedicated to the application of behavioural sciences and is now a social purpose company jointly owned by the UK Government; Nesta (the innovation charity); and our employees.

Their objectives remain the same as they have always been:

- making public services more cost-effective and easier for citizens to use;
- improving outcomes by introducing a more realistic model of human behaviour to policy; and wherever possible,
- enabling people to make 'better choices for themselves'

In 2015 President Obama ordered government agencies to use behavioural science insights to "better serve the American people." In the same year Australian Government announces the establishment of the Behavioural Economics Team of the Australian Government, BETA, and the 2017/18 budget confirms a three-year commitment to not expecting people to redesign their lives around government, but rather their work encourages people-centred design, which means simpler, clearer and faster public services. BETA's mission is to build behavioural economics capability across the public service and drive its use in policy design by testing what works, where and in what context.

**NSW AND VICTORIAN GOVERNMENTS ALSO HAVE DEDICATED BEHAVIOURAL INSIGHTS TEAMS THAT WORK ACROSS AGENCIES. COME AND FIND OUT WHAT QLD IS DOING!**

Presentations reflect the evidence that scholars, practitioners and policy makers across a variety of fields — from behavioural economics to psychology to behavioural decision research — have accumulated in recent years that people often fail to make rational choices.



**REGISTER NOW &  
MORE INFORMATION**

# SYMPOSIUM PROGRAM

12:00					REGISTRATION														
12.30 -12.45		WELCOME	WELCOME TO COUNTRY - GAJA KERRY CHARLTON			GRIFFITH UNIVERSITY WELCOME			AES CEO – BILL WALLACE AND AMSRS CEO ELISSA MOLLOY										
12.50 - 1.20		KEYNOTE	BEHAVIOURAL INSIGHTS: BEING SURPRISED BY WHAT EMERGES <b>RUTH TOOMEY &amp; LENA BELIN</b> <b>COMMUNITY INSIGHTS - PUBLIC SERVICE COMMISSION</b>																
WORKSHOPS																			
1.30 – 2.20		<b>THEME 1</b> EMPOWERING INDIGENOUS COMMUNITIES THROUGH ENGAGING RESEARCH  COMMUNITY ENGAGEMENT AND STAKEHOLDER COLLABORATION” – IT’S EASY TO SAY BUT HARDER TO DO!  <b>CARA BEAL</b> <b>CITIES RESEARCH INSTITUTE, GRIFFITH UNIVERSITY</b>		<b>THEME 2</b> EMPATHISING WITH VOICE FOR ENGAGEMENT  FROM FORMATIVE RESEARCH TO FUNCTIONAL MESSAGES: CONSUMER INSIGHT INFORMING THE DEVELOPMENT OF A SEXUAL HEALTH CAMPAIGN  <b>ALISON BOCK,</b> <b>QHEALTH</b> <b>GEORGE ZDANOWICZ</b> <b>ENHANCE RESEARCH</b>		<b>THEME 3</b> BEHAVIOURAL INSIGHTS FOR SOCIAL INNOVATION  ENGAGING THE UNENGAGED, EMPATHISING WITH OFFENDERS AND EMPOWERING THEM IN THE DESIGN PROCESS.  <b>DEBORAH MCCOLDRICK,</b> <b>DEPARTMENT OF JUSTICE AND ATTORNEY GENERAL</b>		<b>THEME 4</b> ENGAGING THE DISENGAGED  EVALUATION OF TRANSITION 2 SUCCESS (T2S)  <b>NATASHA DOHERTY DELOTTES</b>											
WORKSHOPS																			
2.30 – 3.20		<b>THEME 5</b> EMPOWERING THROUGH ENGAGING RESEARCH  THE ‘WIK KATH MIN’ (AURUKUN GOOD STORIES) PROJECT: USING APPRECIATIVE INQUIRY AND STORYTELLING TO EMPOWER SOCIAL CHANGE IN A REMOTE ABORIGINAL COMMUNITY  <b>MICHAEL LIMERICK</b> <b>LIMERICK AND ASSOCIATES</b>		<b>THEME 6</b> CUSTOMER JOURNEYS – HEARING THE VOICE OF THE CUSTOMER  BE CURIOUS  <b>WILLIAM STUBBS</b> <b>SPUR LABS</b>		<b>THEME 7</b> BEHAVIOURAL INSIGHTS FOR SOCIAL INNOVATION  USING BEHAVIOURAL INSIGHTS TO CHANGE BEHAVIOUR  <b>JOAN YOUNG</b> <b>COLMAR BRUNTON</b>		<b>THEME 8</b> SYSTEMS APPROACHES, CO-CREATION AND DESIGN METHODOLOGIES  DIVING DEEP TO DELIVER DESIRED OUTCOMES  <b>SHARYN RUNDLE-THIELE</b> <b>GRIFFITH UNIVERSITY</b>											
3.20- 3.40										AFTERNOON TEA									
3.40 – 4.10		KEYNOTE		CAREER SPECULATION AND THE RISKY BUSINESS OF GOING TO UNIVERSITY FOR PEOPLE FROM LOW SES BACKGROUNDS <b>ASSOCIATE PROFESSOR MARIA RACITI</b> <b>NATIONAL CENTRE FOR STUDENT EQUITY IN HIGHER EDUCATION AND UNIVERSITY OF THE SUNSHINE COAST</b>															
4.10 – 5.25		REVERSE PLENARY		MAKING SENSE OF THE DAY WITH LEGO SERIOUS PLAY <b>DR STEPHEN DANN</b> <b>AUSTRALIAN NATIONAL UNIVERSITY</b>															
5.25 – 5.30		SUMMING UP AND CLOSE																	
5.30- 6.30										NETWORKING DRINKS									

## KEYNOTE SPEAKERS:



**RUTH TOOMEY**  
**PRINCIPAL CONSULTANT**  
**COMMUNITY INSIGHTS - PUBLIC SERVICE COMMISSION**

With a background in social science, Ruth has accumulated significant experience across the private, non-government and government sectors. Much of her work has been in applying her high level engagement expertise and strong research and analysis skills to influence systems change, using participatory approaches. She is a specialist in working with complexity and ambiguity, and she now brings these skills along with her leadership experience, to her role with Community Insights. In this role Ruth has developed a particular interest in learning how to effectively bring together reflexive practices in design and evaluation to contribute to an evidence base for change.

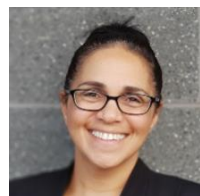


**LENA BELIN**  
**DIRECTOR AND LEAD CONSULTANT**  
**COMMUNITY INSIGHTS - PUBLIC SERVICE COMMISSION**

Lena has over 15 years' experience leading insights and design teams in Australia and overseas. She has helped set-up and grow four research- and design consultancies, most recently as Director Community Insights at Queensland Government. Prior, she consulted with award-winning agencies Meld and huddle to bring human-centred design to organisations such as the Department of Human Services, the Digital Transformation Agency and Australia Post. A qualitative researcher by background, she has worked across disciplines including management, anthropology, information science and education. The common thread in her work has been to help organisations adopt a human-centred lens in their work.

### **BEHAVIOURAL INSIGHTS: BEING SURPRISED BY WHAT EMERGES**

Queensland Government's Community Insights team uses Behavioural Insights as an approach to address complex problems. What emerges from their research and process never fails to surprise. This session will share practical case studies on the methodologies adopted and the unexpected findings from their work.



**ASSOCIATE PROFESSOR MARIA RACITI**  
**NATIONAL CENTRE FOR STUDENT EQUITY IN HIGHER EDUCATION &**  
**UNIVERSITY OF THE SUNSHINE COAST**

Associate Professor Maria Raciti is the 2018 Research Fellow with the National Centre for Student Equity in Higher Education, a Principal Fellow of the Higher Education Academy (UK) and co-leader of the USC Indigenous Studies Research Theme. Dr Raciti's main research areas are social marketing, services marketing and higher education. She has a particular interest in using marketing tools and techniques for the greater good, being the active pursuit of equity, social justice and betterment.

### **CAREER SPECULATION AND THE RISKY BUSINESS OF GOING TO UNIVERSITY FOR PEOPLE FROM LOW SES BACKGROUNDS**

Today, the sense of security that going to university 'guarantees' access to a defined and stable occupation is not as reliable a heuristic as it once was. There is much risk in going to university as there is in not going to university. The shifting occupational landscape means that in the modern day we no longer talk of employment but of 'employability' based on acquiring transferable skills that serve as a buttress to increasingly fluid portfolio careers. Relatedly, the narrowing of a decision to one occupation rather than a suite of options increasingly appears antiquated and hazardous. Hence, in the twenty-first century's postmodern economy, it is seemingly best to conceive multiple occupational possibilities that are mindful of the potential for digital disruption but which may coalesce into a career portfolio or freelancing opportunities in the emerging gig economy. The knock-on effect of this career uncertainty is a potential heightening of the perception of risks associated with the decision to go to university particularly among people from disadvantaged backgrounds. This presentation shares preliminary findings of the perceived risks associated with the decision to go to university by people from low SES backgrounds.



**DR STEPHEN DANN**  
**AUSTRALIAN NATIONAL UNIVERSITY**

Dr Stephen Dann is a Senior Lecturer in the Research School of Management, College of Business and Economics at the Australian National University. He is Certified Lego® Serious Play™ facilitator who has run over 100 Lego Serious Play workshops in Australia, Canada and the United Kingdom. He is a Senior Fellow of the Higher Education Academy (UK), and the recipient of the Australian and New Zealand Marketing Academy Conference Emerging Educator award, the College of Business and Economics Education Innovation award and the Australian National University Vice Chancellor's Citation for Outstanding Contribution to Student Learning.

## MAKING SENSE OF THE DAY WITH LEGO SERIOUS PLAY

Central to our process is the idea of non-judgemental discovery. All workshops are conducted under the house rule of “Builder owns the meaning of the model” which is expressed in practice as no other participant can place meaning to a model – either directly, indirectly, verbally or through nonverbal communication. Ownership of the meaning of the model is strictly enforced, including during questions as to avoid statements masquerading as question, or questions with leading outcomes. As this approach is a learned behavior, the workshop includes three to five rounds of training and practice to enable the participants to freely create with Lego, express their views in metaphors and storytelling, and learn from their peers through open-end discovery questions. By creating the environment where each individual is in control of the disclosure of information about their build, their ideas and their Lego model, we provide a flattened environment to hear those voices in the room that may often step back from the limelight, or who need a longer time to process and respond than is found in conventional meetings. We provide the environment to let your people hear each other out, hear their own stories, and unlock the knowledge in the room through collaborative and collective story sharing.

## INVITED SPEAKERS:



**CARA BEAL**  
**CITIES RESEARCH INSTITUTE, GRIFFITH UNIVERSITY**

Dr Cara Beal is a Senior Lecturer in Environmental Health at the School of Medicine and Senior Research Fellow at the Cities Research Institute and School of Engineering and Built Environment, Griffith University. Dr Beal has active research interests in the field of environmental health and science, WASH (water, sanitation, hygiene) and environmental engineering. Her research topics include water resource management, First Peoples Environmental Health, remote and regional water-energy efficiency, smart asset management, social research on customer behaviour change and community engagement. Dr Beal supervises honours and PhD students in these areas. Cara is currently managing the Remote and Isolated Communities Essential Services (RICES) project which is looking at sustainable approaches to community-led water and energy efficiency in Aboriginal and Torres Strait Island communities across Northern Australia.

### “COMMUNITY ENGAGEMENT AND STAKEHOLDER COLLABORATION” – IT’S EASY TO SAY BUT HARDER TO DO!

Creating sustained behaviour change is not a simple and short-term process in any community, particularly in remote settings that require strong cultural, historical, governance, geographical and environmental considerations. This presentation will provide some insights and lessons learnt from a three-year collaborative research project looking at community-based water and water-related energy demand management in remote communities. Through the lens of a community-based social marketing approach, a mixed method design of quantitative smart metering data combined with interviews and community activities, was used to trial non-BAU water demand management strategies in three Aboriginal and Torres Strait Island communities in Qld and NT. Findings from this work, as is often the case with applied research, raised more questions than answers and identified a number challenges around the reality of achieving the aspirational goals of ‘best-practice’ community and stakeholder engagement - the essential elements of a behaviour change program. Drawing on this research, the presentation will identify some of the challenges, some solutions and some general lessons learnt during the development, implementation and evaluation stages of the Remote and Isolated Communities Essential Services (RICES) project.



**MICHAEL LIMERICK**  
**LIMERICK AND ASSOCIATES**

Dr Michael Limerick is a Brisbane-based consultant and lawyer specialising in Indigenous governance and policy. He worked for the Queensland Government from 1994 to 2007, holding a range of legal, policy and management positions including Director of Policy Research in the Department of Aboriginal and Torres Strait Islander Policy. For the past decade, he has worked in private practice, focusing on policy, research, program evaluation, economic participation and community development in the Indigenous affairs arena. Michael is passionate about the prospects for greater Indigenous self-determination through empowering Indigenous communities and building stronger governance capabilities in Indigenous organisations.

### THE ‘WIK KATH MIN’ (AURUKUN GOOD STORIES) PROJECT: USING APPRECIATIVE INQUIRY AND STORYTELLING TO EMPOWER SOCIAL CHANGE IN A REMOTE ABORIGINAL COMMUNITY

Today, the sense of security that going to university ‘guarantees’ access to a defined and stable occupation is not as reliable a heuristic as it once was. There is much risk in going to university as there is in not going to university. The shifting occupational landscape means that in the modern day we no longer talk of employment but of ‘employability’ based on acquiring transferable skills that serve as a buttress to increasingly fluid portfolio careers. Relatedly, the narrowing of a decision to one occupation rather than a suite of options increasingly appears antiquated and hazardous. Hence, in the twenty-first century’s postmodern economy, it is seemingly best to conceive multiple occupational possibilities that are mindful of the potential for digital disruption but which may coalesce into a career portfolio or freelancing opportunities in the emerging gig economy. The knock-on effect of this career uncertainty is a potential heightening of the perception of risks associated with the decision to go to university particularly among people from disadvantaged backgrounds. This presentation shares preliminary findings of the perceived risks associated with the decision to go to university by people from low SES backgrounds.



**ALISON BOCK**  
**QHEALTH**

Alison Bock has over ten years' experience in social marketing gained in the UK and Australia and has spent the last seven years working on a range of social marketing campaigns at Queensland Health. Alison has led the development, implementation and evaluation of campaigns on health topics as diverse as immunisation, sun safety, obesity reduction and tobacco cessation. Alison recently completed a Masters in Public Health, graduating with excellence, from UNSW.



**GEORGE ZDANOWICZ**  
**ENHANCE RESEARCH**

George has over 24 years' experience in the Australian market and social research industry, having held senior positions on both the client and agency side. His unique experience delivers a high-level capability to design research and drive strategic action. His expertise in leading the design and outcomes of hundreds of research projects give him a unique insight into the critical factors driving research success. George is a Qualified Professional Market Researcher (QPMR) and a Fellow of the Australian Marketing Institute (FAMI) and Certified Practising Marketer (CPM). He is also the current Treasurer of the Association of Market and Social Research Organisations (AMSRO). When not in the office George can be found on a plane or pursuing the nobility in suffering on his bike in the hills of South East Queensland.

### **FROM FORMATIVE RESEARCH TO FUNCTIONAL MESSAGES: CONSUMER INSIGHT INFORMING THE DEVELOPMENT OF A SEXUAL HEALTH CAMPAIGN**

Formative research with young Queenslanders, aged 16 - 29 years, identified fundamental knowledge gaps and misconceptions which guided the development of key messages for a public health campaign on the topic of sexual health. This session will explore the role of insights in campaign development and work through the approach to designing a campaign framework built around the target audiences.



**NATASHA DOHERTY**  
**DELOITTES**

Natasha is a Partner within the Health Economics and Social Policy team in Deloitte Access Economics. She has over 15 years experience in program and policy evaluation including health, and community services industry. Natasha works with government and non-profit clients to inform evidenced based practices and policy to enhance quality of life for Australians. Natasha has worked on a variety of evaluations at a national state and local level, with particular focus in the areas of acute health services, primary health, mental health, innovation and redesign programs, and funding model assessments. Undertaking a variety of evaluations including applying development and participatory approaches.

### **EVALUATION OF TRANSITION 2 SUCCESS (T2S)**

Transition to Success is a program delivered by Queensland Youth Justice with aim of reducing risk factors for young people disengaged from activities such as school, training or employment, as well as preventing or reducing their contact with the justice system. The evaluation of T2S looked at the appropriateness, effectiveness, efficiency and sustainability of the T2S model, to demonstrate outcomes for young people and inform decisions about future service delivery.

A mixed methods approach was used for the evaluation, involving semi-structured interviews with young people and their parents, focus groups with T2S staff and community partners, an online survey, analysis of T2S administrative data, additional primary data analysis and thematic analysis of video recordings. The outcome evaluation also included a cost benefit analysis.



**DEBORAH MCCOLDRICK**  
**DEPARTMENT OF JUSTICE AND ATTORNEY GENERAL**

15 years' experience across all aspects of public relations and internal communications in private and public sectors Record of delivering results within large, complex organisations Extensive experience in energy, engineering and IT sectors Project specialist in internal communications and change communications Proven track record of developing communications strategies and delivering a broad range of communications tools and tactics that align project and corporate objectives.

### **ENGAGING THE UNENGAGED, EMPATHISING WITH OFFENDERS AND EMPOWERING THEM IN THE DESIGN PROCESS.**

Demand on the Queensland criminal justice system is increasing with more people appearing before the courts and a growing number of people being prosecuted for not adhering to their bail conditions. Breaches of bail conditions and failures to appear is greater than the rise in criminal lodgements. But why? This research will focus on the "why?" by understanding the barriers and enablers of defendants' behaviour whilst on bail and how the systems that surround them behaves to support or hinder compliance. This paper will discuss how a staggered research approach was used to do a deep dive into defendant behaviour using a theory driven process across three discovery stages: Theory Gleaning; Theory Refinement; and Theory Consolidation. The research was underpinned by a behavioural research framework MAPS: Motivation; Ability; Physical Environment; and Social Environment. The workshop will also discuss how to use behavioural insights for social innovation and service design in a highly regulated complex system like Criminal Justice?



**WILLIAM STUBBS**  
**SPUR LABS**

William is co-founder and Director of SPUR; a group of companies working towards a world that is fair, sustainable and well - including award-winning non-profit SPUR:PROJECTS and social impact strategy house SPUR:LABS.

SPUR's work focuses on understanding what drives human behaviour and shifting societies and communities towards better, measureable social outcomes. This work spans mental health, sustainability and civil rights.

This has included developing the world's first real time mental health survey that tracked the emotions of 11,000 participants around the globe to construct and open-source database of mental health data, developing impact metrics for WWF's Earth Hour campaign or developing a low-cost mental health aid kit for refugee camps.

William is a World Economic Forum Global Shaper and Davos Annual Meeting panelist, a Gates Foundation Goalkeeper, and has represented young Australians at the G20 Young Entrepreneur Summit in Berlin while acting as the Digital Brisbane Ambassador to the German start-up community. William was also a founding Global Talent for the UNLEASH Innovation Lab in Denmark 2017 and a Talent Facilitator in 2018 in Singapore.

**BE CURIOUS**

A different approach to recruiting foster carers for Anglicare.

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**JOAN YOUNG**  
**COLMAR BRUNTON**

Joan is the CEO of Colmar Brunton and has spent almost three decades working with government agencies to create better products, services and communications. She is recognised as a leading expert in behaviour change research internationally regularly speaking and runs workshops at national and international conferences including most recently at the World Social Marketing Conference receiving the Best Practitioner Paper Award for research which resulted in a 500% increase in the number of female firefighter applicants. Joan has contributed to successful behaviour change programmes across a wide range of areas including reduction of domestic and family violence, child abuse, risky alcohol consumption, road deaths and injuries and programmes aiming to reduce community violence, prepare communities for natural disasters, increase sea safety, road safety, positive parenting, stressed parents asking for help, reading to children, eating well, being physically active, connecting in the community and participating in cultural activities.

**USING BEHAVIOURAL INSIGHTS TO CHANGE BEHAVIOUR**

This paper will demonstrate how to use behavioural insights to create behaviour change strategies drawing Australian case studies in road safety, female recruitment, employment and domestic and family violence prevention. The paper will be presented by Colmar Brunton and AMR providing both a 'what was done' and 'how was it useful' perspective as well as sharing the 'how we did it' and 'how can you use it' to give conference delegates take home approaches, techniques and tools they can use immediately in their work.

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**SHARYN RUNDLE-THIELE**  
**GRIFFITH UNIVERSITY**

Professor Sharyn Rundle-Thiele is Director, Social Marketing @ Griffith and Editor-in-Chief, Journal of Social Marketing. Drawing on her commercial marketing background Sharyn's research focuses on applying marketing tools and techniques to change behaviour for the better. She is currently working on projects delivering changes to the environment, people's health and for the greater social good. Selected current projects include changing adolescent attitudes towards drinking alcohol (see [www.blurredminds.com.au/students](http://www.blurredminds.com.au/students)), increasing healthy eating and physical activity to combat obesity, reducing food waste and delivering change in wide variety of settings. Research partners in 2018 include Defence Science and Technology Organisation, Australian Defence Force, Queensland Catholic Education Commission, Redland City Council, and more. Sharyn's research is published in more than 130 books, book chapters and journal papers.

**DIVING DEEP TO DELIVER DESIRED OUTCOMES**

Behavioural change approaches can further divide communities. Social marketing centres community and stakeholders at the heart of program design, implementation and evaluation. Sharyn will share Social Marketing @ Griffith's process and outline the key role systems, co-creation and design methodologies have in the design and delivery of programs that effectively engage communities served to achieve program outcomes.

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**GAJA KERRY CHARLTON IS**  
**GOENPUL - YUGGERA AND NGUNDA - KABI KABI.**

Gaja Kerry's vision is to highlight and address institutional and systemic barriers for First Nation Peoples, healing and unity. Her creative work in cultural education, organization and community building, social justice, Reconciliation, 'healing', historical language mapping and family and community history is infused with cultural insights and wisdoms to cultivate cross cultural understandings and respectful ways of working together.

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[WWW.AES.ASN.AU](http://www.aes.asn.au)

The Australasian Evaluation Society (AES) is a member based organisation which exists to improve the theory, practice and use of evaluation in Australasia for people involved in evaluation including evaluation practitioners, managers, teachers and students of evaluation, and other interested individuals. It has over 1000 members involved in all aspects of evaluation and performance measurement. The AES is governed by a Board of members and managed by an Executive Officer and staff.

Members represent diverse areas of evaluation practice and sectors and meet regularly through regional networks and Special Interest Groups. The AES offers professional development through an annual international conference and regular workshops and seminars.

#### **Aims of the AES**

The aims of the AES are to improve the theory, practice and the use of evaluation through:

- establishing and promoting ethics and standards in evaluation practice as a service to the community of evaluators and users of evaluations
- encouraging advances in the theory and practice of evaluation by publishing such advances and by recognising outstanding contributions
- providing education and training in matters related to evaluation
- providing forums for networking and the discussion of ideas including society publications, seminars, workshops and conferences
- acting as an advocate for evaluation and encouraging understanding about the use and application of evaluation
- linking members who have similar evaluation interests, and
- other activities consistent with this aim.



[WWW.AMSRS.COM.AU](http://www.amsrs.com.au)

The Australian Market & Social Research Society Limited (AMSRS) is the peak body for market and social research professionals in Australasia. It has a diverse membership of individuals at all levels of experience and seniority within agencies, consultancies, client-side organisations, the non-profit and government sectors, support services as well as institutions and the academic community. As well as over 2000 individual members across Australia, the AMSRS has 50 new company and client-side organisation partners.

The AMSRS research professionals and company partners commit to and are regulated by the AMSRS Code of Professional Behaviour. AMSRS offers training, professional development and an accreditation program for research professionals (Qualified Professional Researcher) and a certification program for organisation partners (Fair Data). The AMSRS is strategically linked with 45 associations globally through the Global Research Business Network (GRBN) and the Asia Pacific Research Committee (APRC).

#### **Vision of the AMSRS**

To be a vibrant and engaging association equipping the research profession to provide a valuable contribution to the nation and the community.

#### **Mission of the AMSRS:**

To promote and develop the market and social research profession for Australia by providing standards, professional development opportunities, member services and by representing the profession to external stakeholders.

#### **Objectives:**

- To promote high professional and ethical standards
- To continuously enhance the core research skills of members
- To promote the value and benefits of using research professionals
- To be relevant and inclusive to all types of research professionals in existing and emerging segments
- To encourage the participation of members in the activities of the Society
- To represent members' interests to external stakeholders
- To promote the professional standing, credibility and benefits of membership
- To continuously access the latest thought leadership through local and global partnerships.

#### **Core Values:**

Ethics, Quality, Service Orientation and Accountability.