

# Delivering a coordinated effort across local government areas

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Dr Tori Seydel





# ACKNOWLEDGEMENT OF COUNTRY

Griffith University acknowledges the people who are the Traditional Custodians of the land. We pay respect to the Elders, past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples.



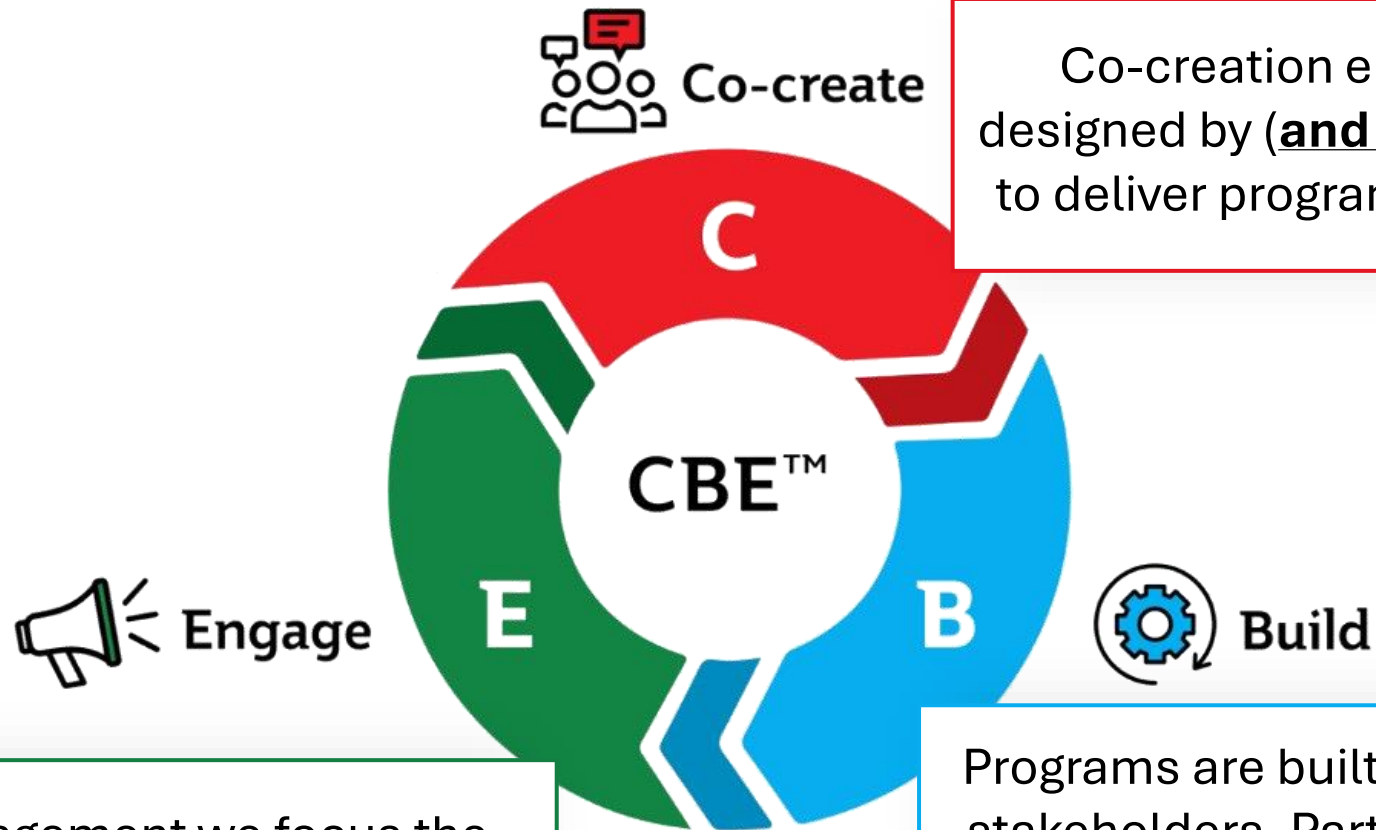
Together, Sid Domic



**Social marketing is the application of marketing to deliver a change that benefits people, communities and the planet.**



# CBE Process

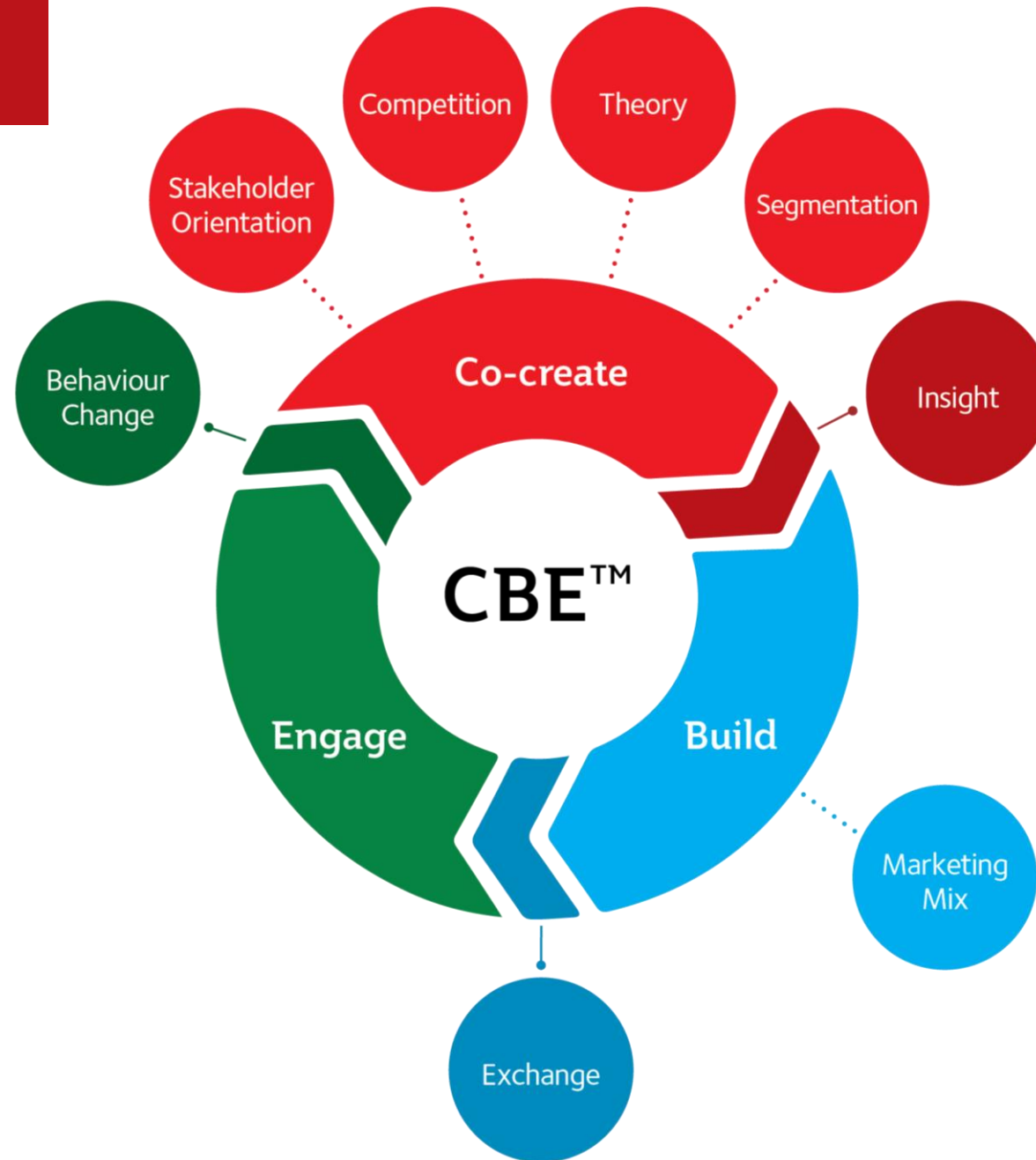


Co-creation ensures that programs are designed by (**and not for**) people, which helps to deliver programs that people engage with.

During engagement we focus the effort on ensuring people are aware and they are able to act

Programs are built in consultation with stakeholders. Partnerships are built to maximise reach and engage more people.

# CBE Process



Scan to take home more information on CBE



# Our Coordinated Effort Outcomes

## Year 3



11 out of 12  
SEQ LGAs  
involved



20+ partners  
across SEQ



800,000+  
engaged to take  
action



4,000,000+  
people reached

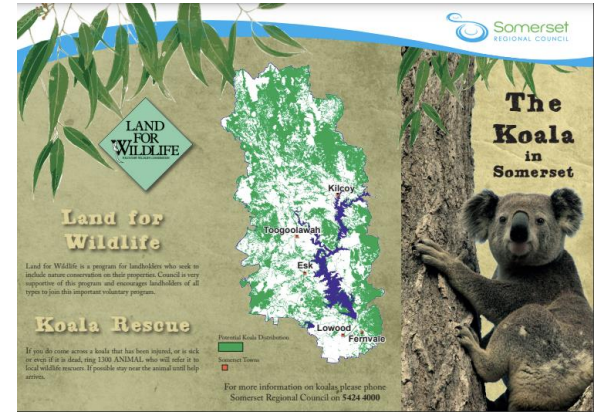
## Year 1



1 out of 12  
SEQ LGAs  
involved



500,000+ people  
reached



Surveys

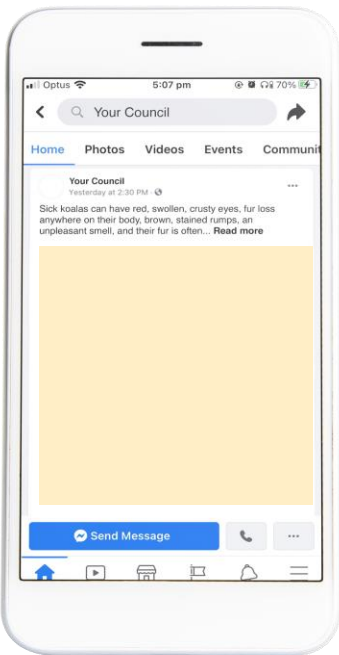
Systematic review

Competition





# We built ready-made campaigns and packages....

A collage of marketing materials for "Leave It". It includes:

- A tablet displaying a "New Year's DOG-FRIENDLY RESOLUTIONS" graphic.
- A laptop showing the "Leave It" website with a headline "Help is here to support you & your furry friend." and a "Dog training support" section.
- A smartphone displaying a social media post about dog training.
- Icons and text for "Monthly newsletters", "Training workshops and seminars", "DogFest", "Social media", and "Awareness campaign (online and offline)".
- The "Leave It" logo, which features a dog silhouette and the text "Leave It".
- A photograph of a man and a woman with a dog at an outdoor event.
- A photograph of a dog training session.
- The Griffith University logo and "Social Marketing @ Griffith" text.

B



# What would your ideal approach look like?

## YOUR PACKAGE

## CHOOSE ANY APPROACH FOR YOUR LGA



Leave It  
social media



Leave It  
online



Leave It  
community  
workshops



Koala  
Awareness  
campaign



DogFest



*Research and evaluation to build **other koala conservation initiatives** supported by residents*

# B

# Lessons Learned

#2 Be flexible

#3 Build trust

#1 Find your  
early adopter

#4 Keep  
learning

E

# Coordinated Efforts: Solving Plastic Waste CRC

**Aim:** implement and iterate 2 pilot trials aiming to reduce or eliminate single use plastic





# Want more information?



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