

## Capacity Building and Partnerships to Progress the Vision of a Sustainable Townsville >>

Townsville City Council is working to progress the collective vision of a Sustainable Townsville through a range of integrated projects, including Citisolar, Creek to Coral and Urban Nature.

These initiatives have a strong focus on forming partnerships to develop communities of practice in order to foster sustainable behavioural change in the wider community, including residents, business, industry and government.

These CBSM courses are complemented by two-day Thematic Interpretation courses being offered on 14-15 & 16-17 January 2008.



### PLEASE RETURN COMPLETED REGISTRATION FORM TO >>

Townsville City Council  
Integrated Sustainability Services  
PO Box 1268  
Townsville Qld 4810

PHONE >> 07 4727 9520 FAX >> 07 4727 9315

Registration is due by >> Friday 7 December 2007



## INTRODUCTORY WORKSHOP >>

Wednesday 9 January 2008, 8:30am – 5:00pm

Introductory workshops are limited to a maximum of 125 participants. This one-day workshop introduces community-based social marketing and provides participants with the knowledge they need to deliver cost-effective programs.

The introductory workshop covers how to:

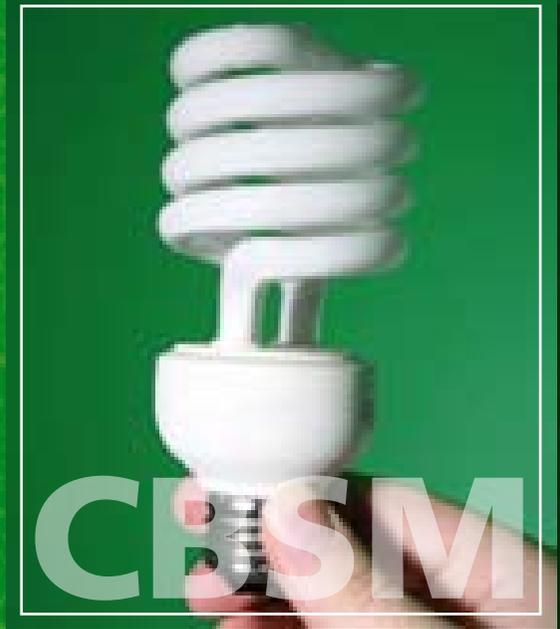
- >> select behaviours and identify their barriers;
- >> use behaviour change “tools” to design more effective programs;
- >> pilot test programs; and
- >> evaluate the impact of a program following implementation.

## ADVANCED WORKSHOP >>

Thursday 10 & Friday 11 January 2008, 8:30am – 5:00pm

The advanced workshop builds upon the knowledge obtained from either attending an introductory workshop or having read Dr McKenzie-Mohr’s book, ‘Fostering Sustainable Behavior – An Introduction to Community-Based Social Marketing’.

The advanced workshops are two days in length and provide an in-depth exposure to the use of community-based social marketing. Participants will have extensive opportunity to discuss the application of community-based social marketing to their own programs. To ensure ample opportunity for discussion, workshops will be limited to 65 participants.



# Community Based Social Marketing >>

## INTRODUCTORY AND ADVANCED COURSES

TOWNSVILLE CITY COUNCIL PRESENTS  
PRACTICAL TRAINING COURSES BY LEADING  
CBSM EXPERT DR DOUG MCKENZIE-MOHR



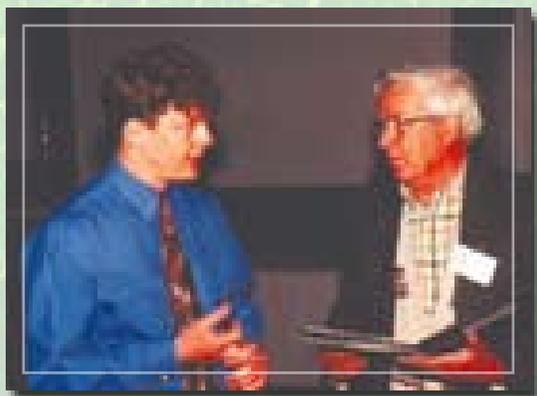
## ABOUT DOUG MCKENZIE-MOHR >>

For over a decade Dr McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behaviour change into the design and delivery of community programs.

Dr McKenzie-Mohr has extensive experience of working in Australia, having most recently delivered a series of workshops and training sessions with the Australia Water Association and the Water Education Network. Dr McKenzie-Mohr has worked with Sydney Water; has delivered training sessions for the West Australian State Water Authority and Zero Waste South Australia; and has served as an advisor for the Department of the Environment in Western Australia.

As the founder of community-based social marketing, he has repeatedly illustrated its utility in his writing, workshops and consulting.

Doug McKenzie-Mohr is the author of *Fostering Sustainable Behavior – An Introduction to Community-Based Social Marketing*.



## BEYOND BROCHURES >>

The cornerstone of sustainability is behaviour change. Sustainability requires individuals and businesses to act (e.g. increase water and energy efficiency, reduce waste, and prevent pollution).

To date, most programs have relied upon disseminating information to achieve these changes. Research demonstrates, however, that simply providing information has little or no effect on what people or businesses do.

## BUT IF NOT ADVERTS, BROCHURES OR BOOKLETS, THEN WHAT? >>

Over the last decade a new approach, Community-Based Social Marketing (CBSM), has emerged as an effective alternative for promoting sustainable behaviour.

## CBSM >>

CBSM draws on environmental psychology to foster sustainable behaviour.

Working at the community level and involving direct contact with people, CBSM is increasingly used by governments and corporations to change people's behaviours towards more sustainable alternatives.

Practical experiences of CBSM in the USA and Australia, from reduced energy use, water use, and recycling, demonstrate its effectiveness in progressing the vision of a sustainable future.

# Community Based Social Marketing >>

## REGISTRATION FORM >>

- 1 Day Introductory Course  
Wednesday 9 January 2008  
\$220
- 2 Day Advanced Course  
Thursday 10 & Friday 11 January 2008  
\$400
- 1 Day Introductory AND 2 Day Advanced Course  
Wednesday 9, Thursday 10 & Friday 11 January 2008  
\$600 (\$580 Early-bird Special. Book by 22 November)

**WHERE >>** Mercure Inn, Woolcock Street, Townsville  
Morning tea, lunch & afternoon tea provided

## PARTICIPANT INFORMATION >>

**SURNAME >>**

**FIRST NAME >>**

**ORGANISATION >>**

**POSITION >>**

**POSTAL ADDRESS >>**

**POSTCODE >>**

**PHONE >>**  **FAX >>**

**EMAIL >>**

**ABN >>**

## PAYMENT INFORMATION >>

**AMOUNT PAID >>**

**PAY VIA >>**  Cheque  Credit Card (Bankcard/MasterCard/Visa)

**CARD NO >>**

**EXPIRY >>**  /

**NAME ON CARD >>**

(Cancellation fees apply)