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.

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.

Registration is due by Friday 7 December 2007

Information and Registration Form

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

PHONE 07 4727 9520  FAX 07 4727 9315

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
ABOUT DOUG MCKENZIE-MOHRE

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)