



Professor Sharyn Rundle-Thiele is a social marketer and behavioural scientist. She is the Founding Director of [Social Marketing @ Griffith](#), which is the largest university based group of social marketers in the world. She is Founding Co-Editor of the [Journal of Social Marketing](#).

She has led projects that have changed behaviours for 10,000's of people in areas including health, the environment and for complex social issues. Sharyn has led programs that have increased healthy eating, [changed adolescent attitudes to alcohol drinking](#), [reduced food waste](#), [increased dog's abilities to avoid koalas](#), and many more.

Programs that Sharyn leads represent excellent Return on Investment (ROI) demonstrating cost efficiencies rates that are 30% lower than other agencies. Piloted programs have positively changed 30-44% of people reached, delivered 90%+ satisfaction rates, achieved 85%+ willingness to repeat the program rates, attained extensive reach (e.g. more than 1 million Australians) and delivered lasting impact (e.g. lowered koala mortality rates by 40%).

She has published more than 175 books, book chapters and journal papers. Awards and appointments including [The Philip Kotler Social Marketing Distinguished Service Award](#), [Australian New Zealand Marketing Academy Fellow](#) acknowledge her innovative, high-quality practice and science and her leadership. She has attracted more than \$12.1 million in funding for projects. Her work spans across design, implementation and evaluation of behavioural change programs.

## Key Appointments

- Scientific Advisor, PROMEQ (Promoting Equity), Finland (2016-2018)
- Advisory Board, Ehrenberg Bass Institute, University of South Australia (2016-2020)
- Advisor, Professional Advisory Committee, Asthma Australia (2018-2020)
- Social Marketing Advisor, VicHealth Social Marketing Advisory Group (2015)
- Social Marketing Advisor, SA Health, Obesity and Lifestyle Prevention Program (2012-2014)

## Projects

Sharyn coordinates applied marketing to change behaviours benefitting people and the planet. Programs are co-created with community in partnership with stakeholders, pilot tested, implemented and evaluated. Recent examples highlighting how Sharyn's team engages with community to deliver engaging programs that are co-created are briefly described:

- [Leave It](#) reduced koala mortality from dog attack by 40%. A three-stage project delivered over a 4 ½ year period has received 835,000 community engagements with events and communication materials. More than 70% of dog trainers servicing the city area can now deliver koala aversion training. Dog abilities such as come back when called and koala aversion have increased by 40% and 15% respectively. Programs have been delivered with high satisfaction and recommendation rates (85%+).
- Engaged land-owners in regional Australia. In work packages funded by Federal and State government Social Marketing @ Griffith actively worked with stakeholders over a 5-year period gaining insight into [barriers preventing sugar cane practice change](#). **Working with**

**agronomists, water scientists, education and agricultural professionals** our work is respected by all levels of Government, evidenced through the award of repeated projects valued at more than \$1 million.

- Changed norms, attitudes and behavioural intentions towards binge drinking for over 5,000 Queensland adolescents. **Working with substance abuse, education professionals, IT professionals, and psychologists** our team have delivered materials that are available for state-wide use. Our materials have been implemented 1/3 of Queensland schools. This project demonstrates our ability to lead lasting multidisciplinary projects resulting in engaging programs and materials that educational professionals use and students engage with (90%+ satisfaction ratings).
- In a program of work spanning more than 14 work packages over a ten-year period, another project has delivered healthy eating improvements across 15,000 meals delivered via workplace cafeterias. In this Department of Defence funded project, we worked with **dietitians, catering services, and food scientists** to change eating for the better for Australian Defence Force personnel.

### Selected Publications

- Trischler, J., Dietrich, T. and Rundle-Thiele, S.R. (2019) "A co-design framework for public service design" *Public Management Review*
- Rundle-Thiele, S.R., Pang, B., Knox, K., David, P. Parkinson, J. and Hussenoeder, F. (2019) "Generating new directions for managing dog and koala interactions: A social marketing formative research study" *Australasian Journal of Environmental Management*, 26(2), 173-187. <https://doi.org/10.1080/14486563.2019.1599740>
- David, P. Rundle-Thiele, S.R., Pang, B., Knox, K., Parkinson, J and Hussenoeder, F. (2019) "Engaging the dog owner community in the design of an effective koala aversion program" *Social Marketing Quarterly*, 25 (1), 55-68. DOI: 10.1177/1524500418821583
- David, P. and Rundle-Thiele, S.R. (2019) "Rethinking behaviour change: a dynamic approach." *Journal of Social Marketing* <https://doi.org/10.1108/JSOCM-10-2018-0113>
- David, P., Rundle-Thiele, S.R. and Pallant, J.J. (2019) "(Re)Focussing on behavioural change: An examination of the utility of Hidden Markov Modelling, *Journal of Social Marketing*
- Rundle-Thiele, S.R., David, P., Willmott, T., Pang, B., Eagle, L., Hay, R. (2019) Delivering behavioural change: A theoretical research agenda, *Journal of Marketing Management*, 35 (1/2), 160-181.
- Kubacki, K. and Rundle-Thiele, S. (Eds.) (2017). *Formative Research in Social Marketing: Innovative Methods to Gain Consumer Insights*. Springer, Singapore.
- Stock, C. Dietrich, T., Vallentin-Holbech, L. and Rundle-Thiele, S.R. (2020) "Challenges in conducting social marketing-based alcohol prevention trials in schools: Experiences with stakeholder involvement at schools" In. Knox, K., Kubacki, K. and Rundle-Thiele, S.R. (Ed.), *Stakeholder Involvement in Social Marketing*, Routledge, UK.
- Tapp, A., & Rundle-Thiele, S.R. (2016). Integrating Social Marketing into a Multi-disciplinary environment Behaviour Change: Past present and future. In F. Spotswood (Ed.), *Beyond behaviour change: Key issues, interdisciplinary approaches and future directions* (pp. 135-156). University of Bristol: The Policy Press.
- Anibaldi, R., Rundle-Thiele, S., Crespo Casado, F., & Carins, J. (2015). Insights into children's lunchboxes: Understanding the issues impacting Australian parents' selection of contents. In F. Entrena-Duran (Ed.), *Food production and eating habits around the world: A multidisciplinary approach* (pp.193-208). New York, NY: Nova Sciences Publisher.