

# 2025 SIDS NDE Joint Programme

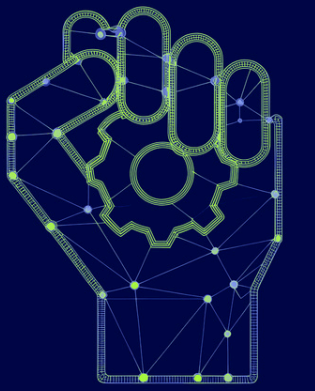
Forum and Capacity Building  
on Co-creation for System Transformation

**Session 4: Co-creating with people for the  
Impact**

PRESENTER

**Professor Sharyn Rundle-Thiele**  
Social Marketing @ Griffith



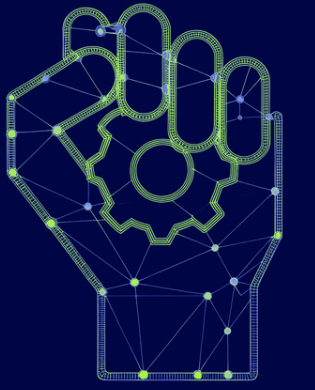


## **Acknowledgement of Country**

Griffith University acknowledges the people who are the traditional custodians of the land and pays respect to the Elders, past and present, and extends that respect to other Aboriginal and Torres Strait Islander peoples.

Artwork by **Sid Domic**

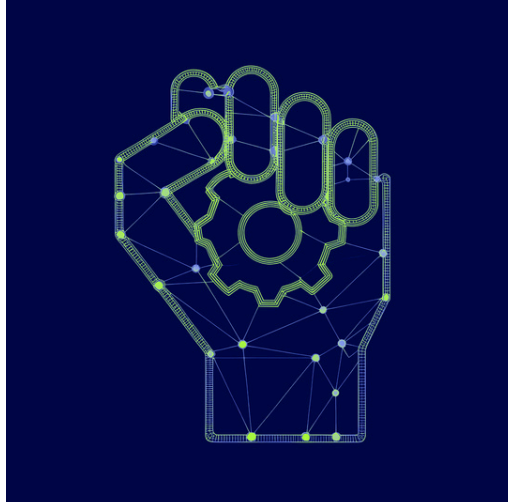




# WELCOME



# WORKSHOP OVERVIEW

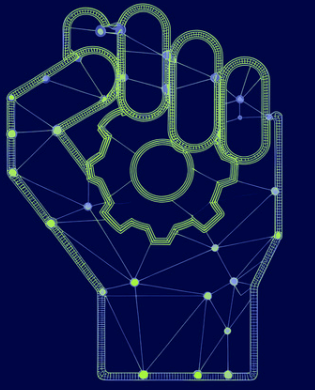


- 1 Understand the design principles and processes
- 2 Examine different design processes
- 3 Identify strengths of different design methods
- 4 A working knowledge of different design tools



# INNOVATION

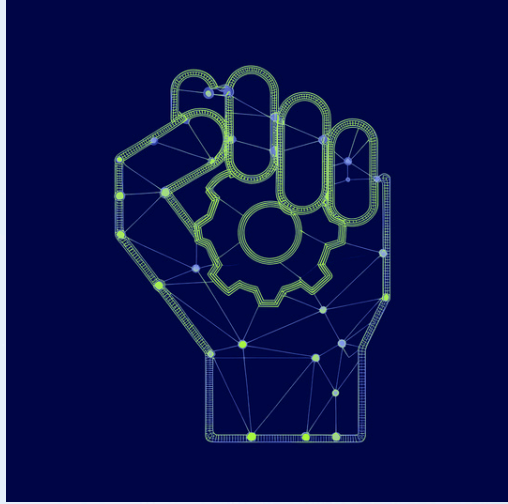
## DISCUSSION



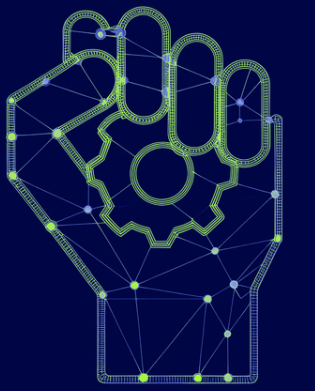
*What first comes to mind when you hear  
the word innovation?*





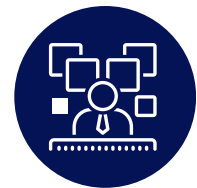


# INNOVATION CAN BE...



## Words

Original, novel, new, unexpected, fresh, creative, new, useful.



## Descriptions

Challenging conventional notions of how things have been done before.



## Reactions

“Isn’t that clever?”, “What a great idea!”, “Why didn’t anyone think of doing this before?” “That’s genius!”



## Strategic Criteria:

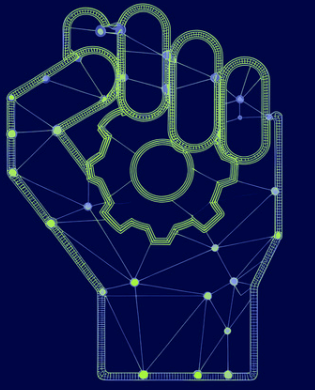
Competitive advantage. Point of difference (UVP)  
Fulfilling unmet needs. Accomplishing goals (differently).

Greenwald (2014)



# BARRIERS TO INNOVATION

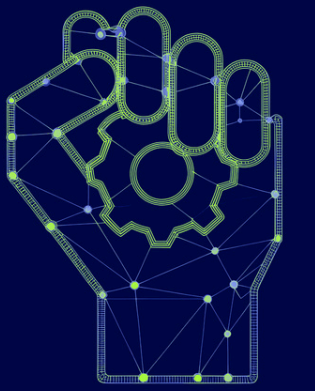
REFLECTION



*Write down 2-3 barriers that often impede innovation.*



# COMMON BARRIERS TO INNOVATION



**Trapped** in own expertise and experience



Overwhelmed by the volume & messiness of data



Lack of shared understanding of new ideas

**Existing biases**

**Unable** to get “good” feedback from users



**Divided** perspectives & a **lack of agreement**



Afraid of, or reluctant to, change

Liedtka et al. (2017)

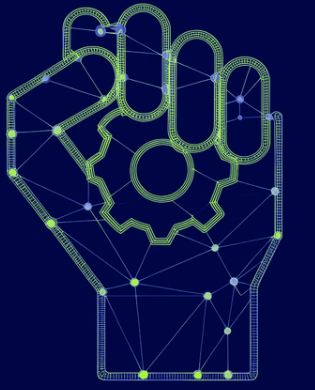




100 110 120 130 140 150 160 170 180

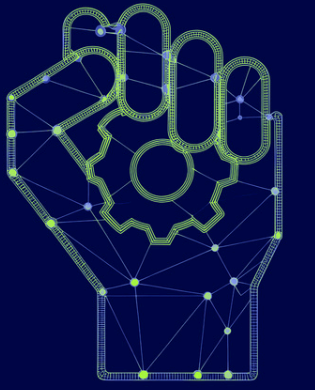
# BARRIERS TO INNOVATION

REFLECTION



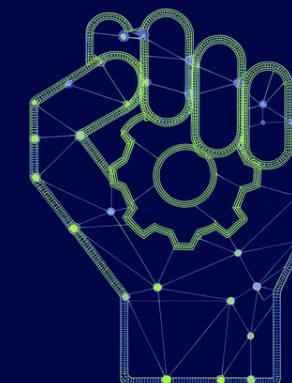
*HOW DO DESIGN METHODS  
OVERCOME BIAS?*





# OVERVIEW OF THREE DIFFERENT DESIGN PROCESSES





# Design a compari desi se

Adelaide Business Sch  
Erin  
Social Marketing @ Griff

## Abstract

**Purpose** – Participatory design solutions generated meet their design approaches (design thinking solutions for reducing household convenience samples of households using Zoom and Padlet technology analysis based on the research is presented.

**Findings** – The key distinguishing involvement, solution diversity involvement, co-design offers a thinking expands the solution set to greater diversity in solutions

**Research limitations/implications** – The research team's e the same context reconciles the converge in an applied setting.

**Practical implications** – User design approaches will guide p

# Co-des vuln

Social Marketing @

Southern Cross Business

Queenslan  
Queensland U

Social Ma  
Gr

## Abstract

**Purpose** – The purpose of the transformative service design also analyzes how co-design with the purpose of developing **Design/methodology/approach** Australia identified as sites to Adolescents were invited to rev **Findings** – The study indicates same way as conventional user sessions as well as the examining six-step co-design framework facilitation and evaluation.

**Research limitations/implications** – conventional user involvement specific study setting and a na further validate the presented f

**Practical implications** – For activities with vulnerable consu and evaluated. The framework



# Co Inte Liv

Timo D  
Sharyn

<sup>1</sup> Griffith B  
Substance  
<sup>2</sup> Unit for I  
<sup>4</sup> Research  
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## OPEN ACCESS

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OPEN ACCESS [Check for updates](#)

# Co-design: from expert- to user-driven ideas in public service design

Jakob Trischler<sup>a</sup>, Timo Dietrich<sup>b</sup> and Sharyn Rundle-Thiele <sup>b</sup>

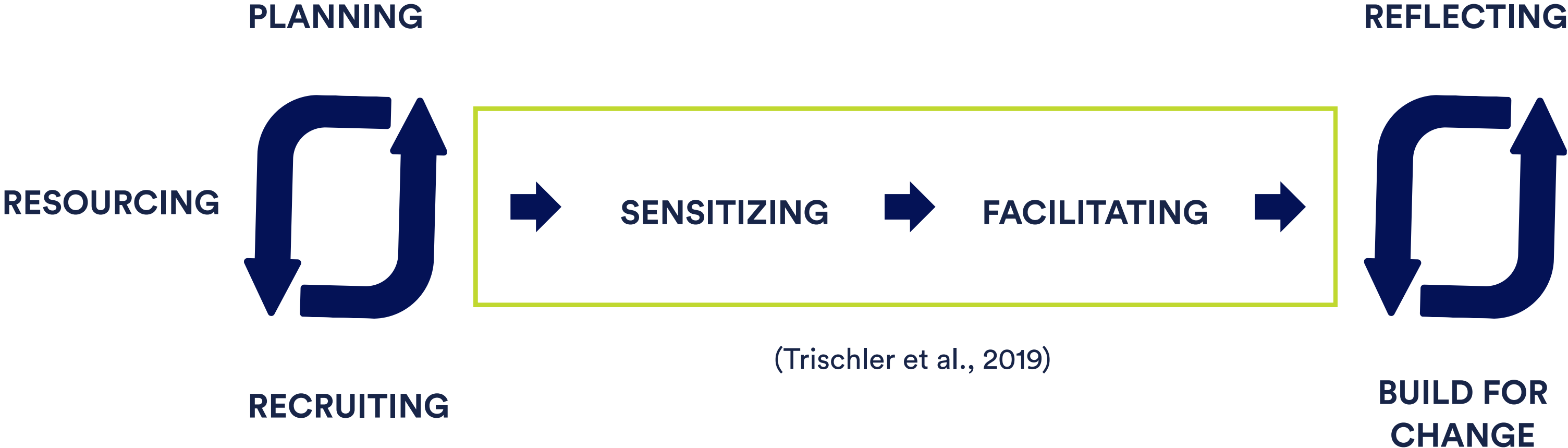
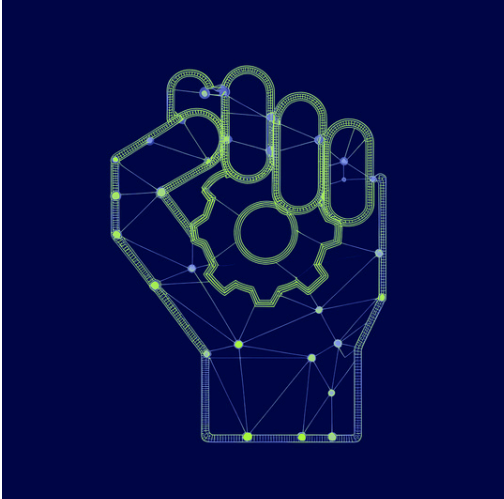
<sup>a</sup>CTF Service Research Center, Karlstad University, Karlstad, Sweden; <sup>b</sup>Department of Marketing and Social Marketing @ Griffith, Griffith University, Brisbane, QLD, Australia

## ABSTRACT

While co-design with users has evolved as a promising approach to service innovation, it remains unclear how it can be used in public service contexts. This article addresses this knowledge gap by applying a co-design framework during the ideation stage of six public service design projects. The findings provide insights into (a) recruiting and sensitizing suitable service users, (b) conditions enabling users to co-design ideas, and (c) requirements for implementation of user-driven ideas. The article contributes an approach that shifts public service design away from an expert-driven perspective towards

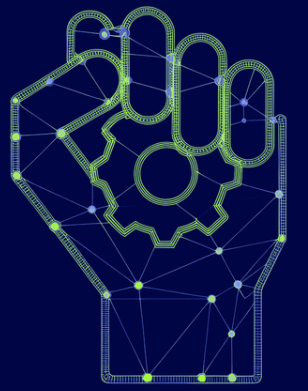


# 7-STEP CO-DESIGN PROCESS



(Trischler et al., 2019)





# CO-DESIGN OUTCOMES

## DOG and KOALA

## HARMONY

Handwritten notes and images on a whiteboard:

- SENSITIVITY TRAINING
- FLEXIBLE TRAINING COURSE
- SENSE OF ACHIEVEMENT (CERTIFICATE OF TRAINING)
- BY DOG IS, KOALA TRAINING
- part of registration process - must attend info session
- OFF LEASH AREAS
- Hold off leash areas (see leaflet)
- Koala sensitive dog training
- LET THE ELDERLY INVOLVED
- COMMUNICATE
- AGILITY PARK
- LOCAL CNR ONBOARD
- GET THE KIDS INVOLVED
- Localised relation to communities
- FINANCIAL INCENTIVE TO COMPLETE TRAINING
- Positive Response dog training
- LETTER BOX KOALA SIGHTINGS
- FREE
- COMMUNITY SOCIAL MEDIA PAGES
- dog training seminars
- A KOALA HAS BEEN SIGHTED:
  - IN YOUR NEIGHBOURHOOD
  - IN YOUR WORKING/STUDY AREA
  - IN A PUBLIC PLACE
- PHOTO: A dog sitting on a bench.
- PHOTO: A koala climbing a tree.
- PHOTO: A group of people in a park.

Handwritten text on a whiteboard:

### KOALA ALERT

A koala has been in your area.

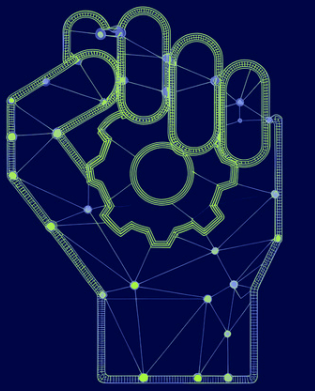
- Please monitor your dog, especially at night.
- Drive carefully
- Call xxx if you see an injured or trapped koala.
- Call xxx for any questions or concerns freecall.

Circle below the text.



# CO-DESIGN OUTCOMES

## IDEAS AND ACTIONS

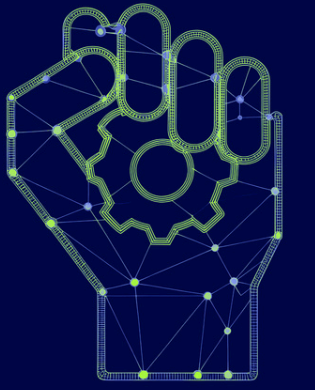


INTERVENTION IDEA	GROUP 1 (THEORY OF CHANGE)	GROUP 2 (WORKPLACE WARRIORS)	GROUP 3 (CHAMPION COFFEE PROGRAM)	GROUP 4 (RETAIL SIDE)	GROUP 5 (MY ECO DIARY)	GROUP 6 (DISPENSER/MACHINE)	GROUP 7/D (GROUP DISPENSER/GR OUP MACHINE)	GROUP 8 (GROUP UGA)	GROUP 9 (5 YEARS)	GROUP 10/A (GROUP PLASTIC OPERATION)	GROUP 11 (C)	GROUP 12 (ONLINE)	HIGHEST OCCURRENCE (%)
Changes in policy and legislation (rewards and sanctions)	2				0				2	1	2		41.665
Alternatives need to be convenient, viable, appealing and useful	2				2	0	2		2				41.665
Plastic free picnic event/cook for each other in the office/byo lunch (show people plastic free is possible)								2	2	2	2	2	41.665
What are the SUP alternatives?	2					2		1	0				33.332
Incentives - e.g. reusable coffee cup		2		2	2							2	33.332



# CO-DESIGN OUTCOMES

## IDEAS AND ACTIONS

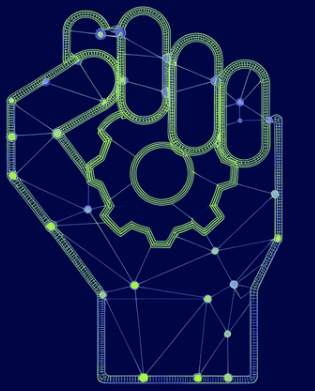


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App (e.g. waste warriors) to track progress		2			2	2				1			33.332
Different levels in the program				2	0	2			2				33.332
Infrastructure changes (e.g. a washing station for reusable coffee cops, fill water and wash things)	2						2		2		1		33.332
Needs to happen at workplaces	2	2						2			2		33.332
Educational Institutions	2							0	2			2	33.332
Achievements (e.g. closing the ring in the Apps)		2			2	0							24.995



# CO-DESIGN OUTCOMES

## IDEAS AND ACTIONS

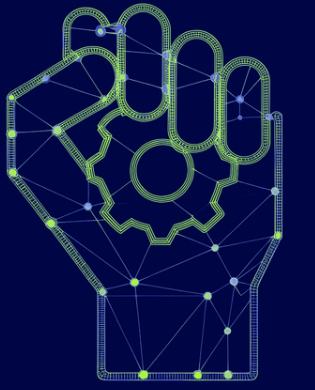


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Discount for carrying a cup or bottle			2	2								2	24.995
Polls to see how people are going		2				0		0					24.995
Plastic free certification			2		0					0			24.995
Costs need to be comparable to single use plastic alternatives	2						2		2				24.995
Recycling is facilitated (e.g. depots for the coffee swap system)	2			2		0							24.995
App (e.g. waste warriors) to track progress		2			2	2							24.995



# CO-DESIGN OUTCOMES

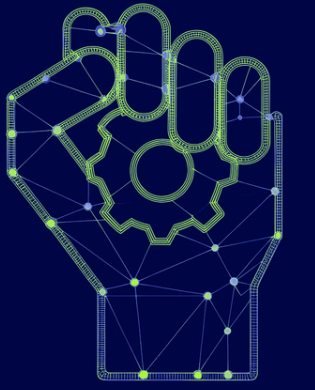
## IDEAS AND ACTIONS




INTERVENTION IDEA	GROUP 1 (THEORY OF CHANGE)	GROUP 2 (WORKPLACE WARRIORS)	GROUP 3 (CHAMPION COFFEE PROGRAM)	GROUP 4 (RETAIL SIDE)	GROUP 5 (MY ECO DIARY)	GROUP 6 (DISPENSER/M ACHINE)	GROUP 7/D (GROUP DISPENSER/GR OUP MACHINE)	GROUP 8 (GROUP UGA)	GROUP 9 (5 YEARS)	GROUP 10/A (GROUP PLASTIC OPERATION)	GROUP 11 (C)	GROUP 12 (ONLINE)	HIGHEST OCCURRENCE (%)
Workplace champion		2									1		16.666
Guide (pamphlet)		2								2			16.666
Baseline survey/measurement to measure a start point		2	2										16.666



# DESIGN THINKING



 Provides immersion in the user's experience.

Makes sense of data by organising it into themes and patterns.



Builds alignment as insights are translated into design criteria.



Encourages the emergence of fresh ideas through a focused inquiry.



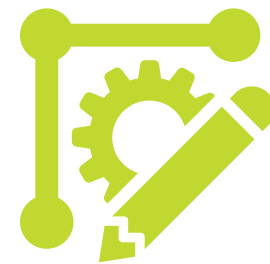
Fosters articulation of the conditions necessary to each idea's success.



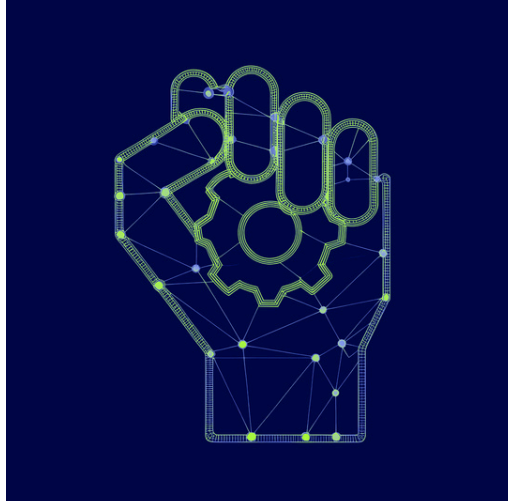
Delivers learning in action helping to build a shared commitment among the design team, users, and other key stakeholders.



Offers pre-experiences to users through very rough prototypes that help innovators get accurate feedback.



# THE 5-STAGE HUMAN CENTRED DESIGN PROCESS

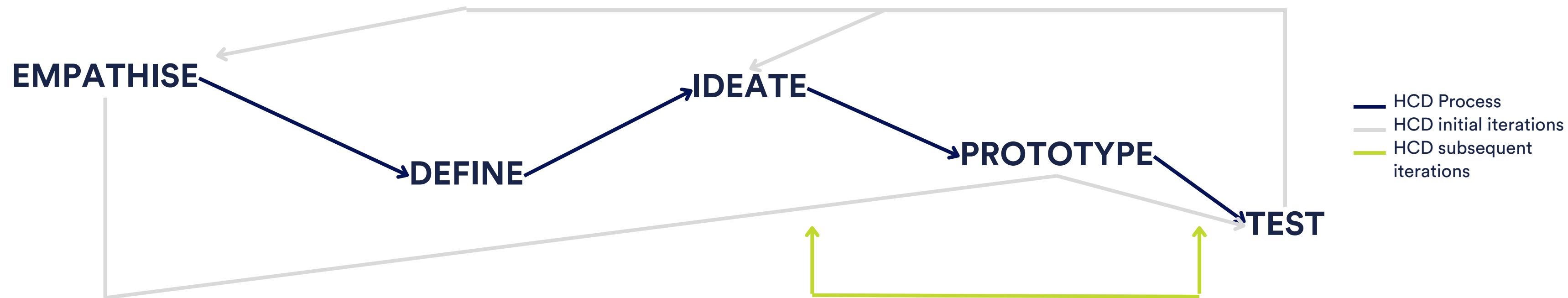


WHO are we designing for?

WHAT are their unmet needs?

HOW will we address their needs?

HOW does the prototype meet their needs?



WHAT IS?

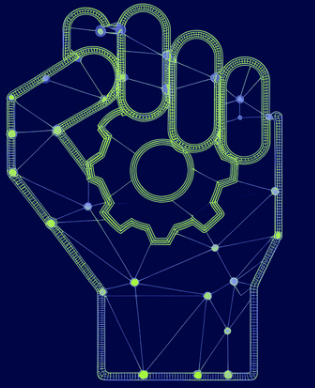
WHAT MATTERS?

WHAT IF...?

WHAT WORKS?

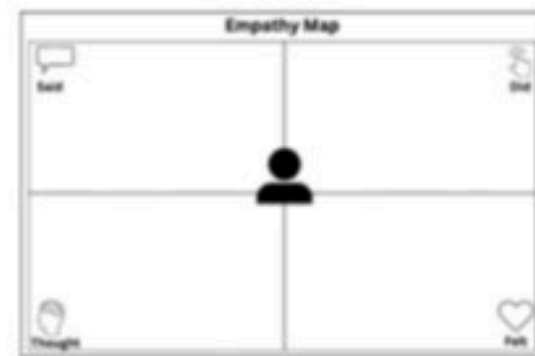


# THE 5-STEP DESIGN PROCESS



## EMPATHISE

- Stakeholder stories
- Audio recordings, other means of engagement
- Empathy maps



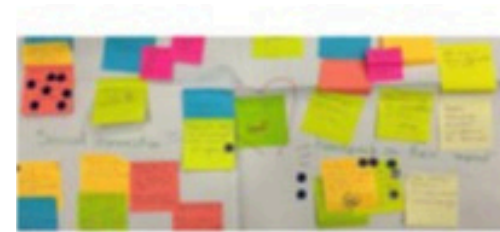
## DEFINE

- Point of View statements
- The 5 Whys
- How Might We questions



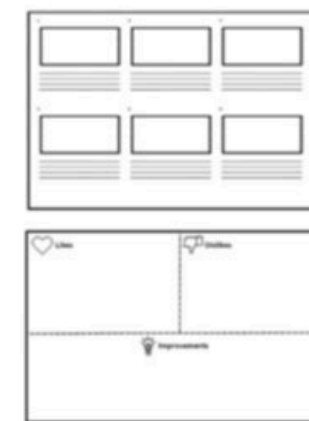
## IDEATE

- Brainstorming ideas
- Voting on ideas



## PROTOTYPE

- Rapid prototyping
- Storyboards, other media
- Practice pitches
- Juror feedback



## TEST

- Refining prototype
- Final pitch
- "Investing" in favourites



# DESIGN THINKING OUTCOMES

## TESTED PROTOTYPES

The final prototype aimed to reduce heavy meat consumption to alleviate bowel cancer incidence by using the calculator and the awareness of bowel cancer. The final idea aimed to implement a 'Tackling bowel cancer campaign titled 'Get your shit together!' The behaviour change campaign would be delivered via main sporting stadium events with promotional messages aiming to raise awareness for bowel screening.

- The program would be delivered in partnership with the National Cancer Screening Register.
- The target group were rugby fans.
- The design included the provision of veggie burgers at major sporting events, delivering an alternative to meat pies to help drive less meat-heavy dietary behaviours and signs on the back of toilet doors.
- The campaign would feature merchandise goodies drawing people's attention to the campaign, and communication materials would include a QR code linking people to the cancer calculator.
- Identifying with relevant partner 'e.g. Who gives a crap' was a feature of this prototype idea.

**GET YOUR  
\*% TOGETHER!**  
YOUR BOWEL HEALTH MATTERS.



**1 IN 15 AUSTRALIANS WILL DEVELOP  
BOWEL CANCER.**  
Early detection saves lives.  
Order your **FREE** bowel screening kit  
today.

**SCAN THE QR CODE NOW →  
GET YOUR TEST SENT TO YOU.**  
Don't wait. Do it before the next game kicks off!

National Cancer Screening Register  
#GetYour\*%Together

who  
gives a  
crap

# THE CCS PROCESS

## Designing solutions to challenging the status quo – a multi-stakeholder approach

Carina Roemer, Sharyn Rundle-Thiele and Patricia David  
*Social Marketing @ Griffith, Griffith University,  
Queensland, Australia*

Ann-Marie Kennedy  
*Management, Marketing and Tourism, UC Business School,  
University of Canterbury, Christchurch, New Zealand, and*

Christine Domegan and Patricia McHugh  
*School of Business and Economics, University of Galway, Galway, UK*

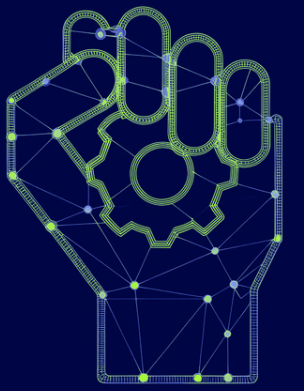
### Abstract

**Purpose** – This paper aims to offer a detailed explanation of the five-step creating collective solutions (CCS) process and a contrast from the collective intelligence (CI) methodology. The CCS process described in this paper is set within the very wicked problem of improving water quality flowing into the World Heritage Listed Great Barrier Reef.

**Design/methodology/approach** – Leveraging the strengths of CI and co-design methodologies, CCS offers a streamlined five-step process that can be implemented in a short time period (16 weeks).

**Findings** – A total of 220 barriers were identified by stakeholders selected in the project working group meeting. Stakeholders participating in the CCS workshop identified 12 key barriers, and they generated an action map and solutions that could be applied to improve water quality. The CCS process was delivered in a shorter time frame when compared to the CI method that it drew upon.

## CREATING COLLECTIVE SOLUTIONS



### 1. CCS Initiation Process (Week 1–4)

Team Responsible: Project Team

Key Activities:

- Draft Terms of Reference (ToR) of CCS.
- Identify initial stakeholders for Project Working Group.
- Draft initial trigger question.
- Prepare materials for Project Working Group meeting.
- Book workshop venue.
- Invite selected stakeholders to the Project Working Group Meeting.



### 3. Data Collection & Analysis (Week 6–10)

Team Responsible: Project Team

Key Activities:

- Trigger question survey distribution.
- Trigger question survey responses (priorities) collection.
- Thematic analysis of priorities.
- Organise priorities into an action booklet for CCS workshop.



### 2. Project Working Group Meeting (Week 5)

Team Responsible: Project Working Group

Key Activities:

- Agree on Terms of Reference of CCS.
- Key stakeholder identification.
- Stakeholder classification.
- Stakeholder selection.
- Develop and finalise trigger question.



### 4. CCS Workshop (Week 11)

Team Responsible: CCS Stakeholders

Key Activities:

- Consensus voting.
- Action mapping.
- Solution co-design.
- CCS report (week 12).



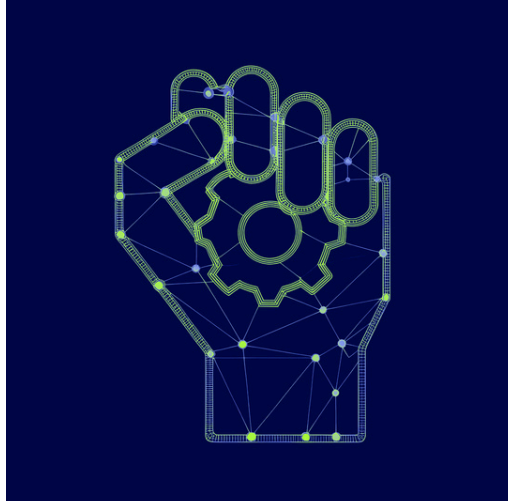
# CCS OUTCOMES:

## UNDERSTANDING + CONSENSUS PRIORITIES



### SYSTEMS CHANGE

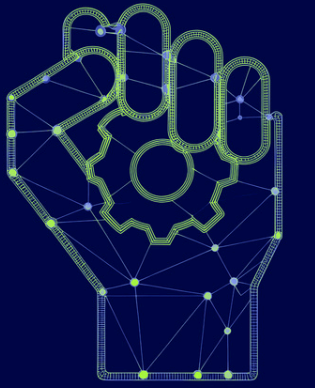
Stakeholders with different agendas prevent actual change to occur (B210)	4	7	1
Failure to get other people to understand as farmers we don't want pesticide losses from our farms (B162)	8	4	1
Lack of motivation in industry ... future outlook (B219)	7	2	
Hostility toward government regulation when other industries are not looked at being a problem to the Great Barrier Reef (B36)	7	1	
Lack of trust that all involved have farmers' interests as a priority (B209)	10	4	
Hostility towards proponents of the measure (e.g. governments) (B73)	4	1	



# CCS OUTCOMES:

## UNDERSTANDING + CONSENSUS PRIORITIES

## SYSTEMS CHANGE (CONT)



Inability to get across to the public that the farmers only use pesticides where a problem occurs and that we are regulated in a controlled environment (B165)	4
Feelings of low morale across industry (B55)	5
Red tape around maintaining farming business (B11)	3
Reputation as good farmers (B97)	3
An unwillingness for a systemic change from key stakeholders (B211)	3
A top down approach hinders solutions to be carried out (B215)	3
Hostility towards other people (who don't know how difficult it is to make money from cane) telling me what I should do (B79)	2
Interference from green groups (B122)	2
Hostility toward the farming sector from radicals making out that we are environmental vandals (B164)	2
Hostility towards change of any form, especially spray laws (B191)	2

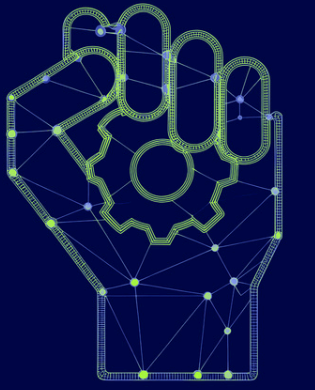
- 4
- 5
- 3
- 3
- 3
- 2
- 2
- 2
- 2



# CCS OUTCOMES:

## UNDERSTANDING + CONSENSUS PRIORITIES

## SYSTEMS CHANGE (CONT)

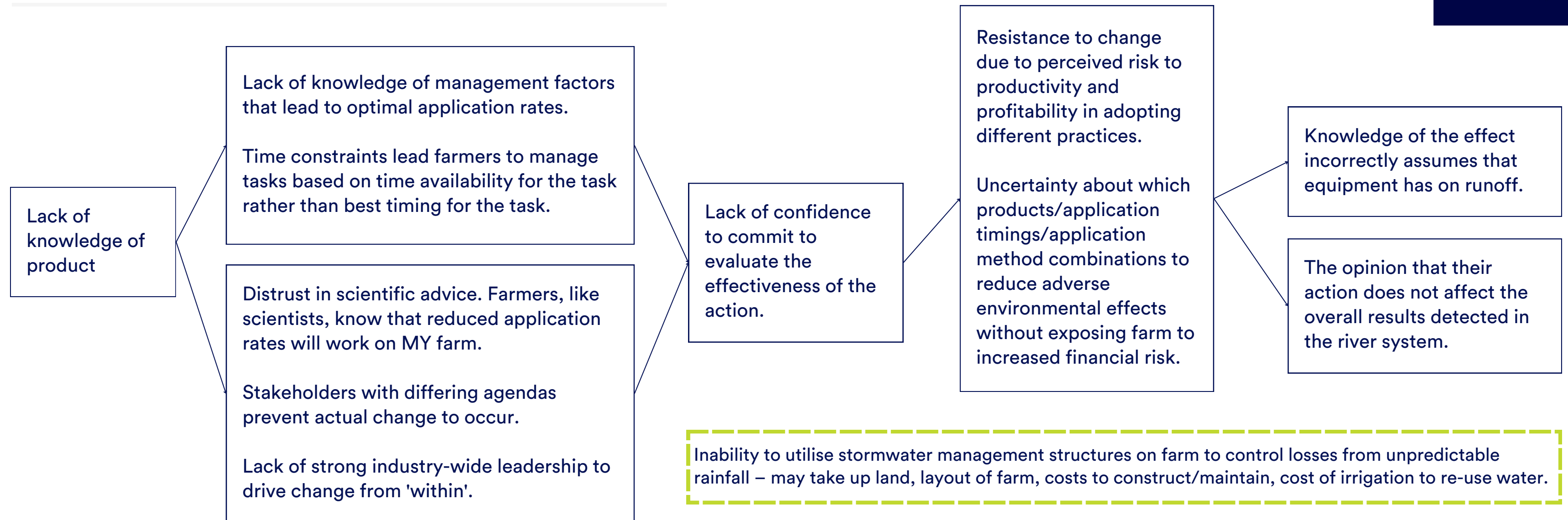
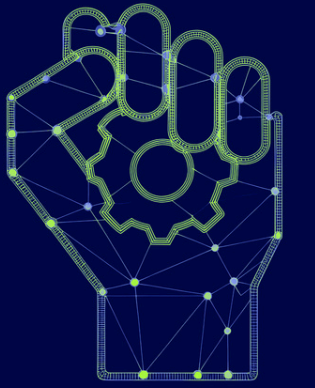


Unwillingness from state authorities to change their business-as-usual approach (B214)	2
Hostility towards regulations (B44)	1
Resistance to get the right message across we as farmers do care (B166)	1
Conflict of interests between stakeholders prevents initiatives from taking off (B216)	1
Holistic approach to water quality across all water courses (B14)	
Lack of government institutions to act as change ambassadors (B218)	
Understand the water quality issue is a problem for you office bound types (B54)	
Inability to combine community effects (B120)	
Move work on all parties working together on water quality projects (B111)	



# CCS OUTCOMES:

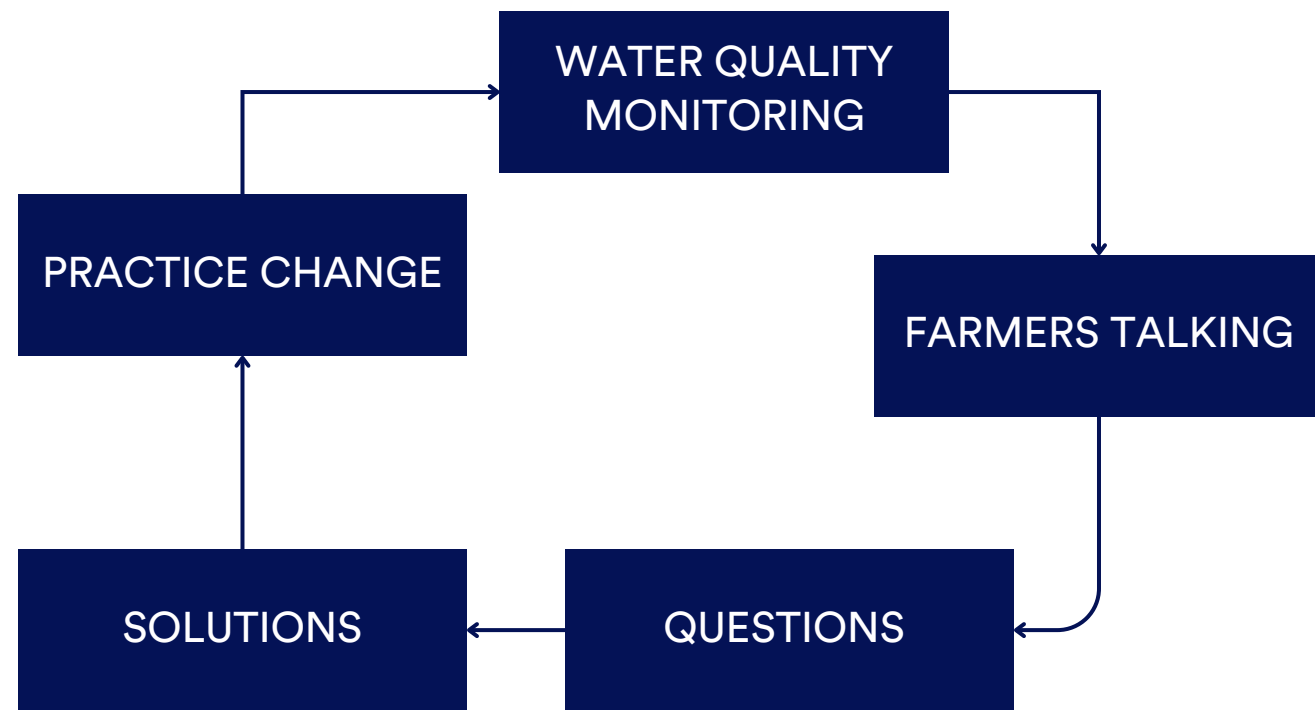
## UNDERSTANDING + CONSENSUS PRIORITIES



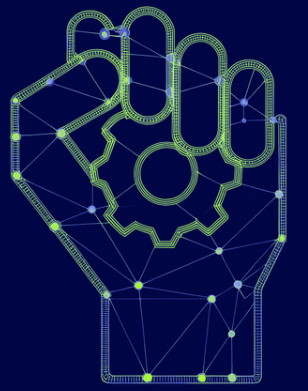
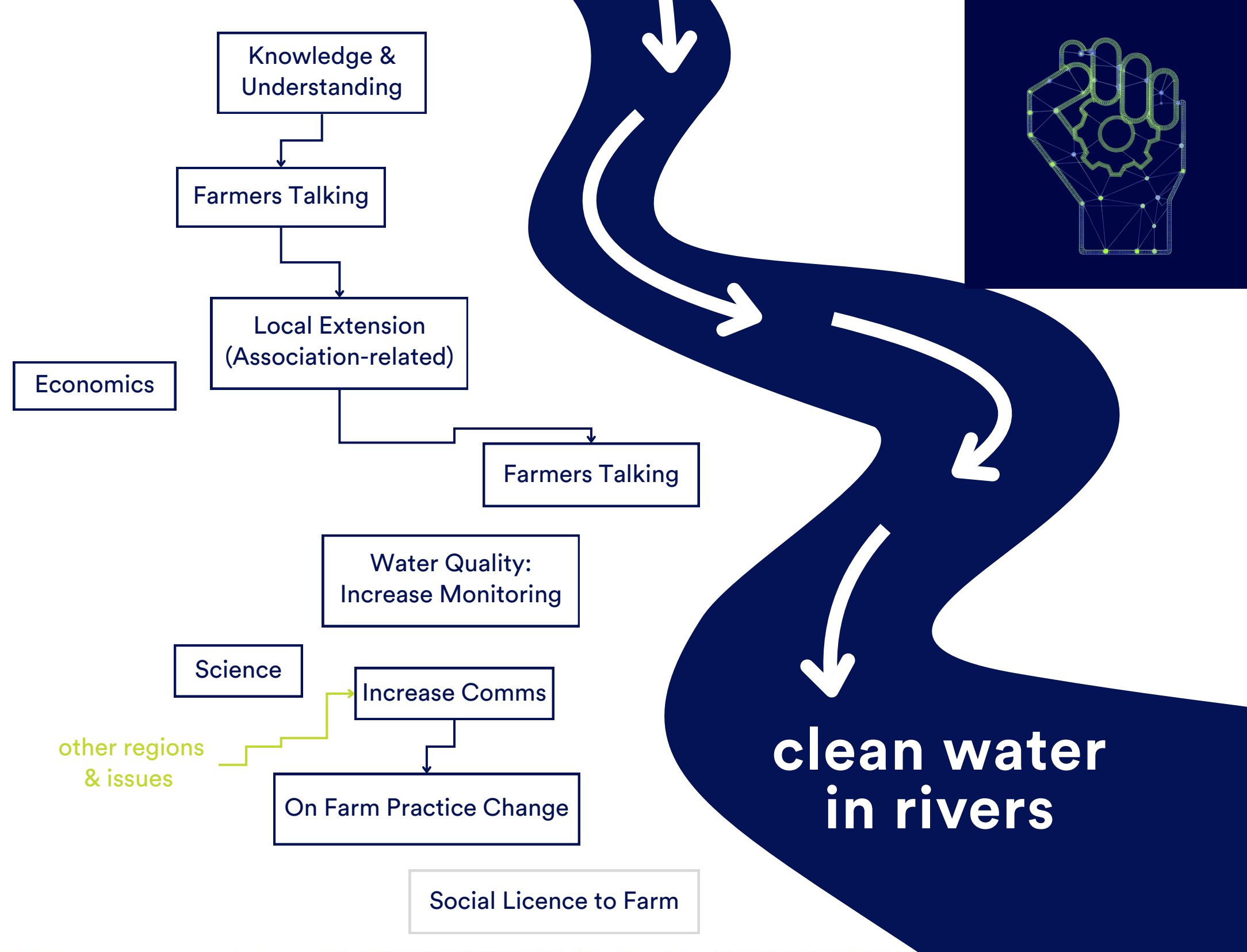
# CCS OUTCOMES:

## UNDERSTANDING + CONSENSUS PRIORITIES

SHOWS ACTION & MOTIVATIONS

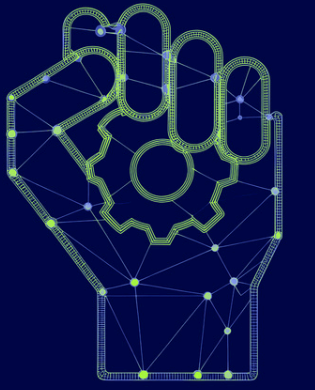


What we know we don't know  
 What we don't know we don't know → Extension WQ Monitoring

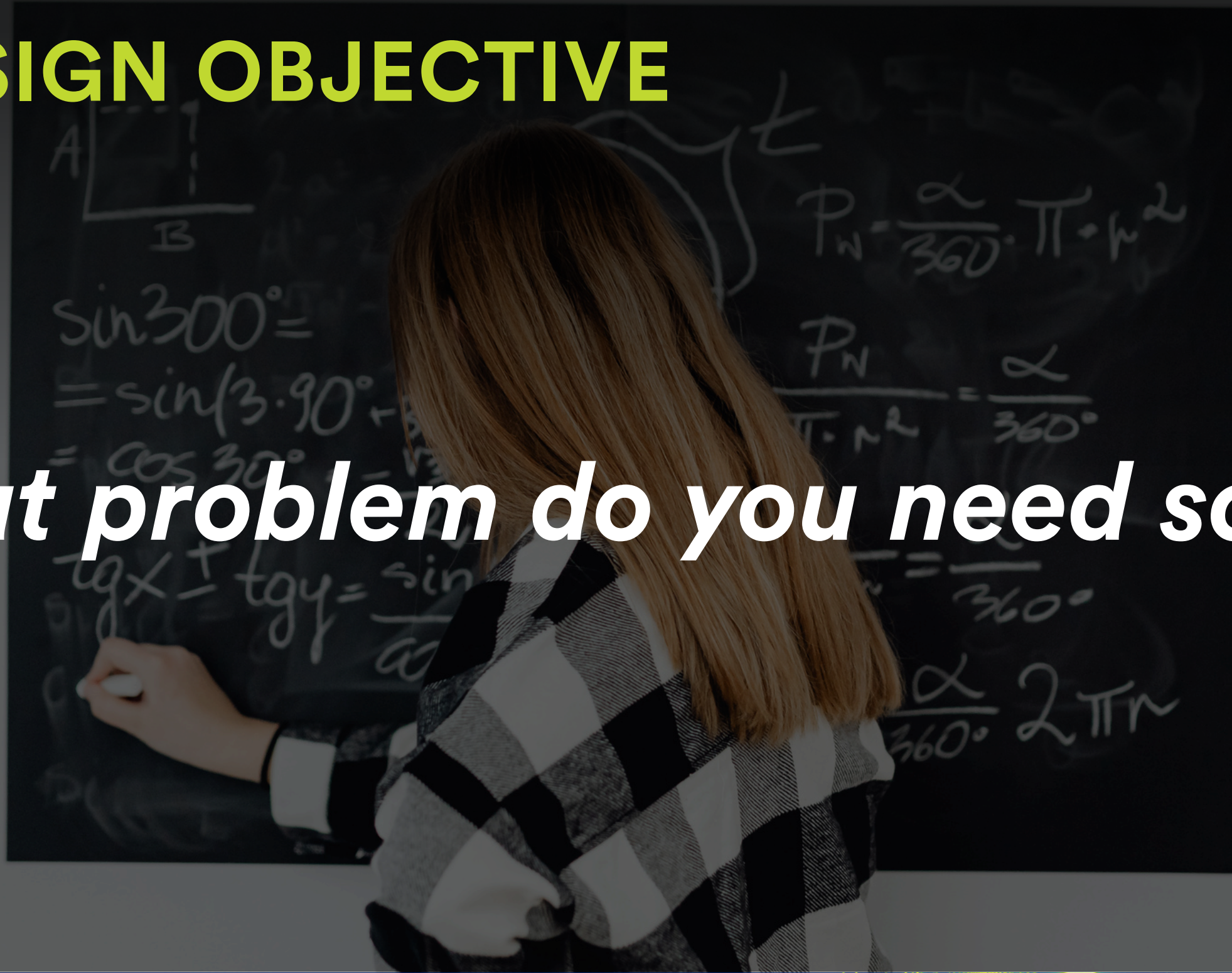


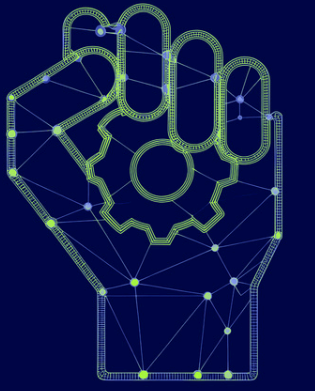
# YOUR DESIGN OBJECTIVE

REFLECTION



*What problem do you need solved?*

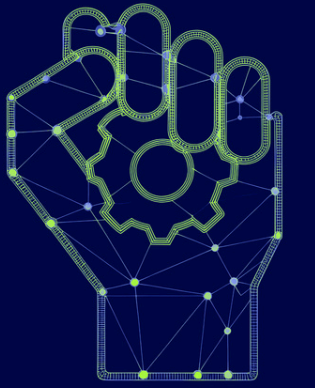
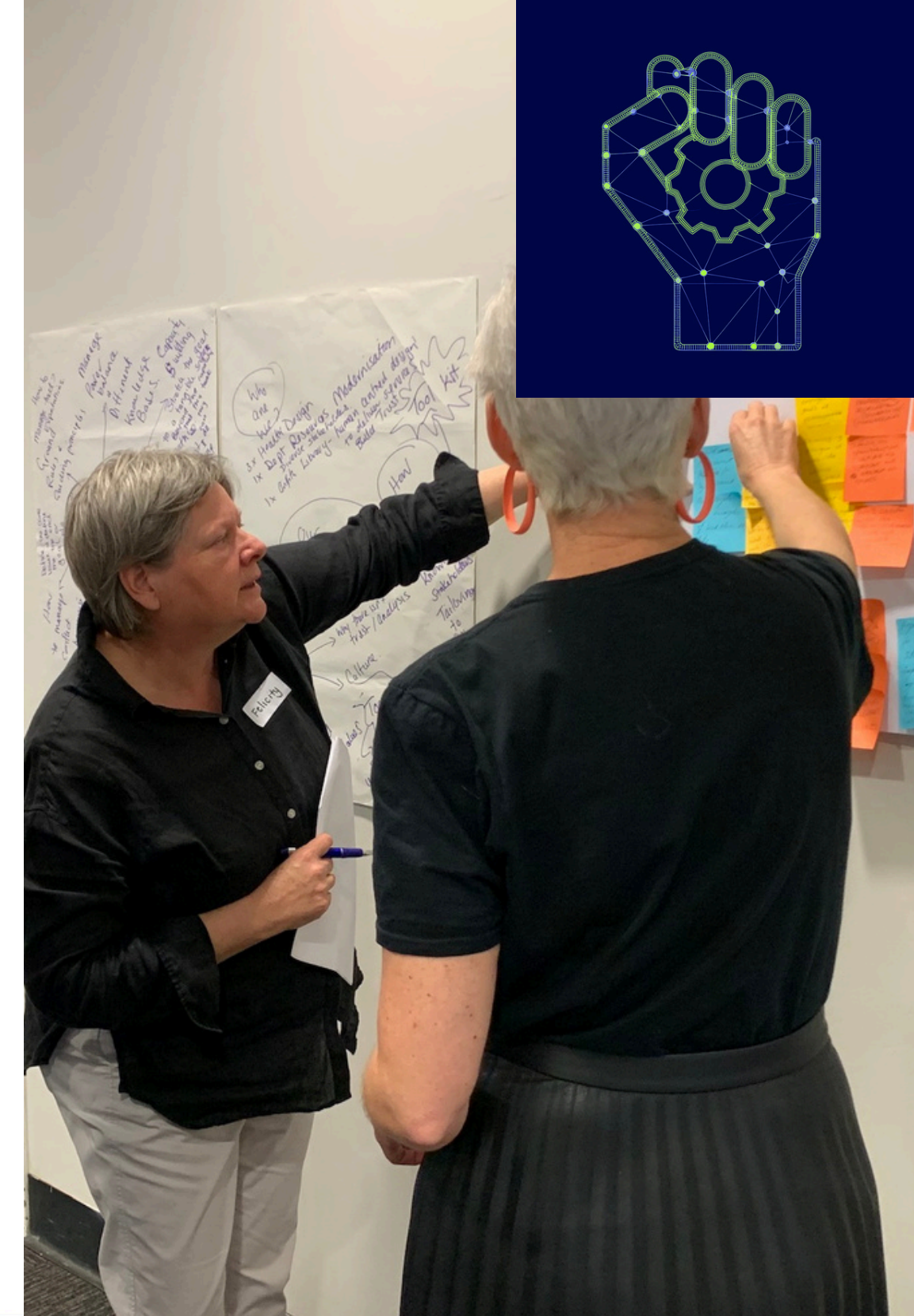
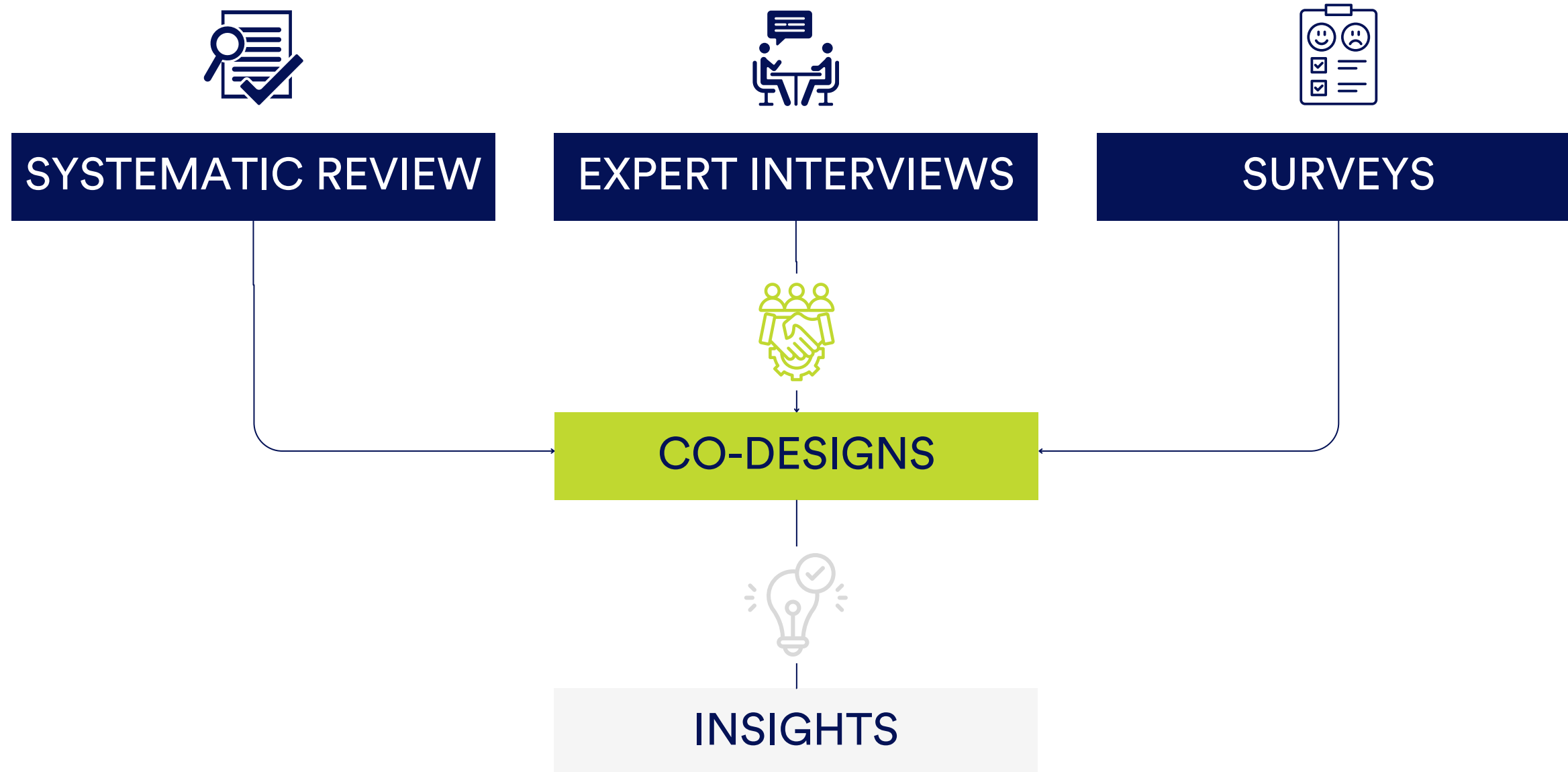




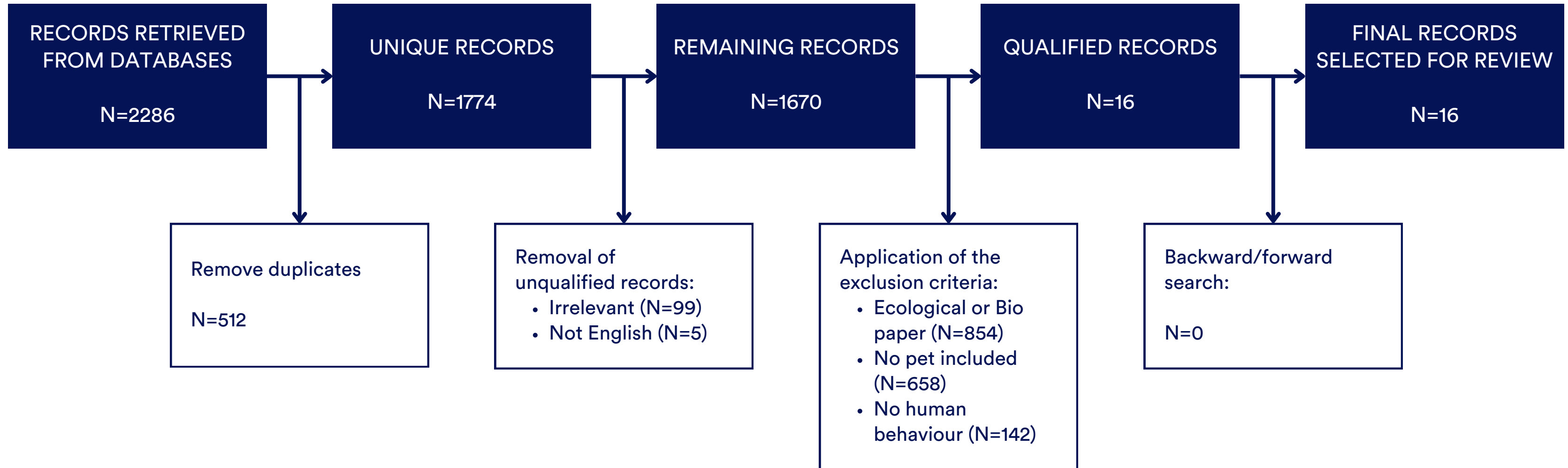
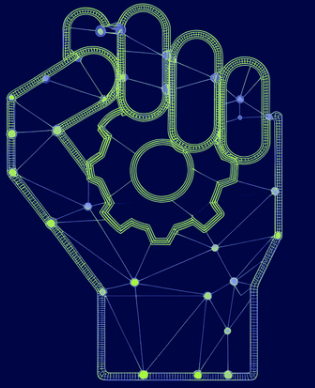
# CO-DESIGN: A CASE STUDY



# A CO-DESIGN CASE STUDY

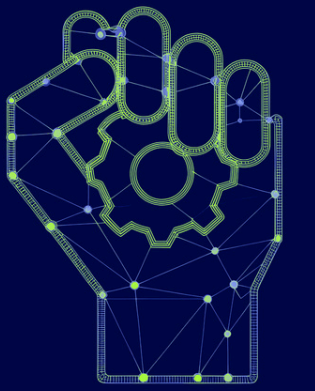


# A CO-CREATE



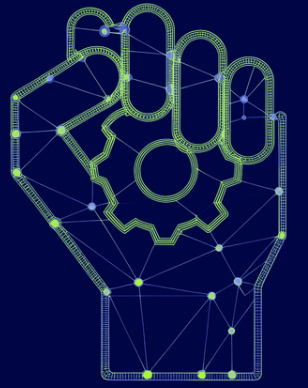
# CO-CREATE

EXPERT INTERVIEW (N=14)



# CO-CREATE

## IDENTIFIED PROGRAMS (N=10)



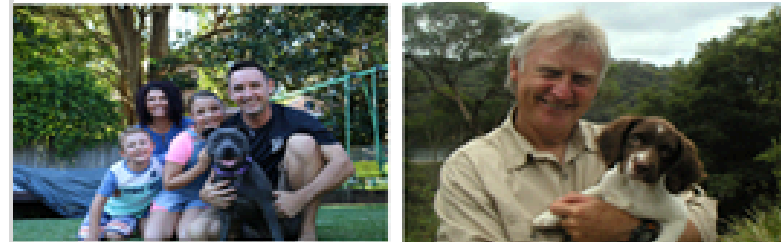
### 10 ) MICROCHIPPING DAY

Pet microchipping for \$20 / register pet with council / purchase Animal Shelter insurance / pet photography. The goal is to save koalas



### 1 ) KOALA SENSITIVE DOG TRAINING

Free training program by Steve Austin to teach puppies and adult dogs to ignore koalas.



### 5 ) LETTER BOX DROP

A bookmark distributed by ranger or wildlife ambulance volunteers for householders to record koala sightings or check boxes if a koala is on their property, in their yard, or close to their residence.

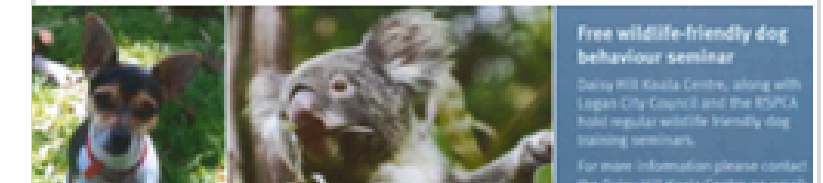
#### A KOALA HAS BEEN SIGHTED:

- IN YOUR PROPERTY
- IN YOUR NEIGHBOUR'S PROPERTY
- IN A TREE CLOSE TO YOUR RESIDENCE
- OTHER



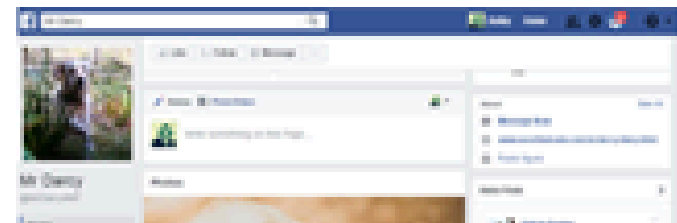
### 6 ) REGULAR TRAINING SEMINARS

Free wildlife friendly dog behaviour seminars. Public can request or book a session.



### 8 ) MR DARCY'S DIARY

Blog on Australia Koala Foundation website and Facebook presence written from a dog's point of view.



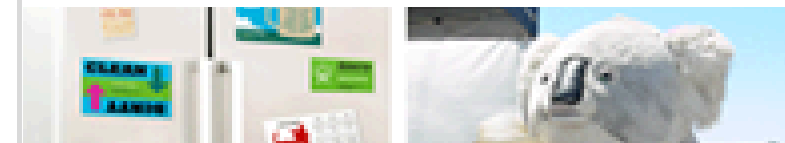
### 7 ) KOALA SMART - DO YOUR PART

"We share our yard with koalas" tag (for dog collar or fence) with advice to confine dogs at night or in a secured area. Quality of life posters if you have koala food or refuge trees/drinking water/koala friendly fencing/secured area for dog/dog is confined or restrained at night.



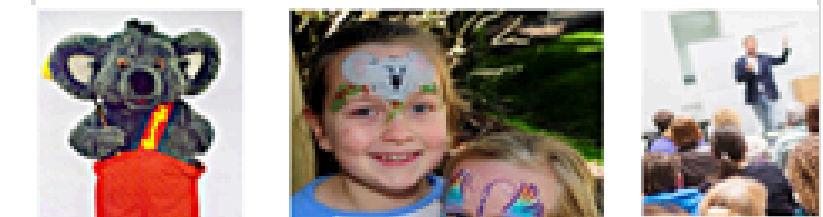
### 2 ) HAWKS NEST AND TEA GARDENS ENDANGERED KOALA RECOVERY PLAN

Fridge magnets/tree planting/festivals/koala spotting talks and walks/survey.

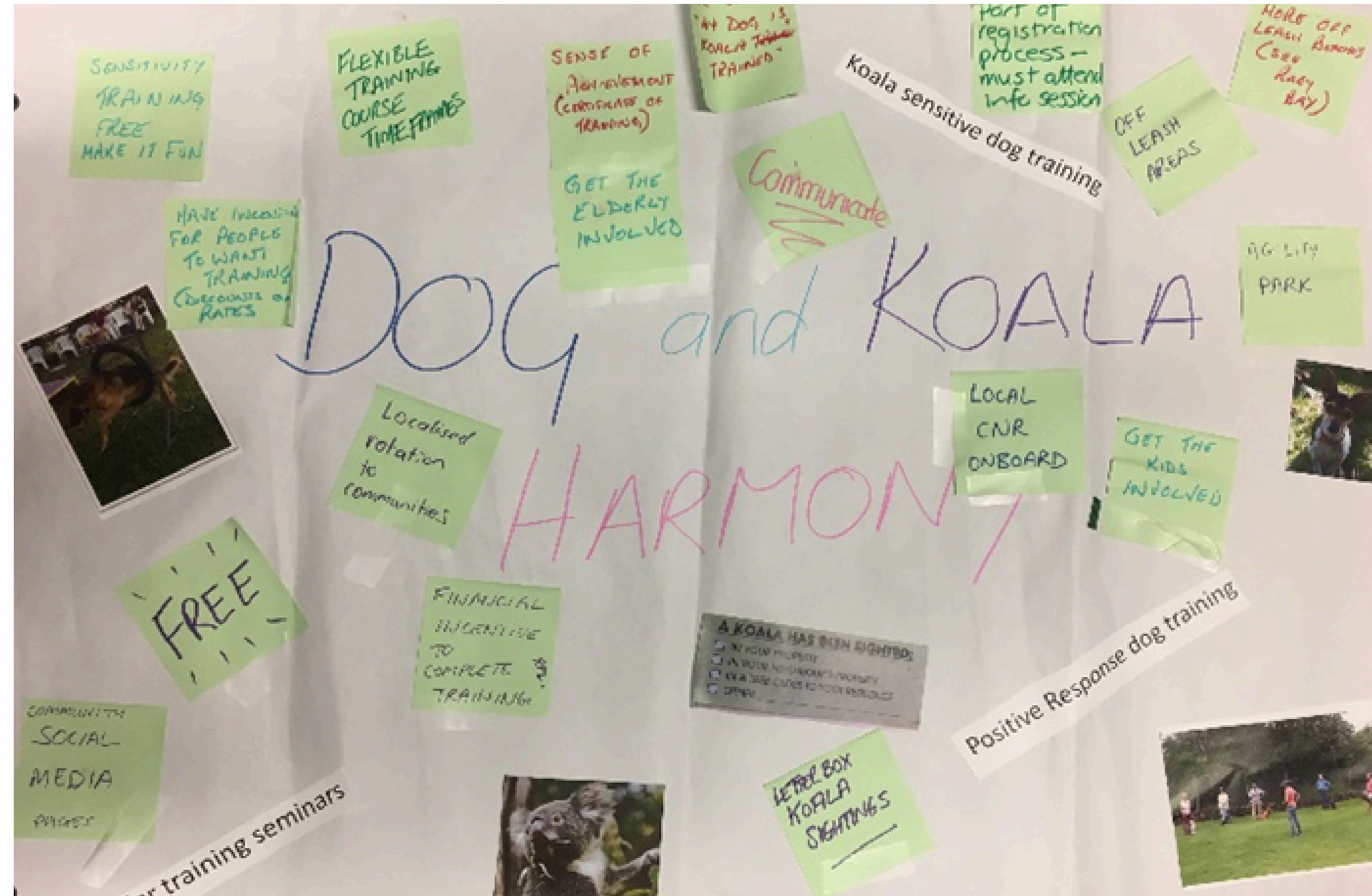
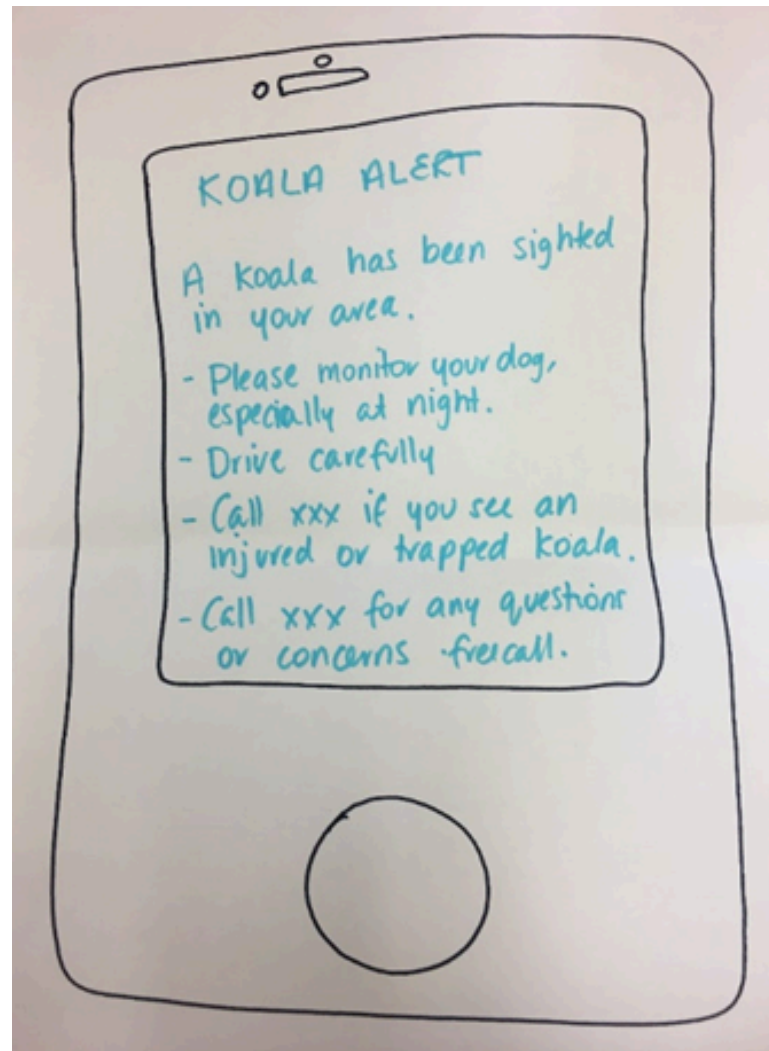
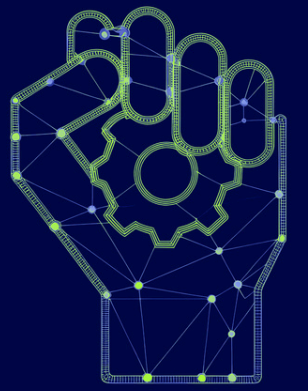


### 4 ) KOALA FRIENDS COMMUNITY DAY

Meet Missy the Koala/sausage sizzle/face painting/expert talks/Indigenous performance.



# CO-DESIGN WITH DOG OWNERS



# A CO-CREATE



INSIGHTS



DOG FOCUSSED



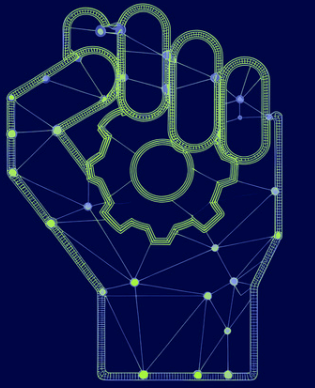
WIDER WILDLIFE FOCUS

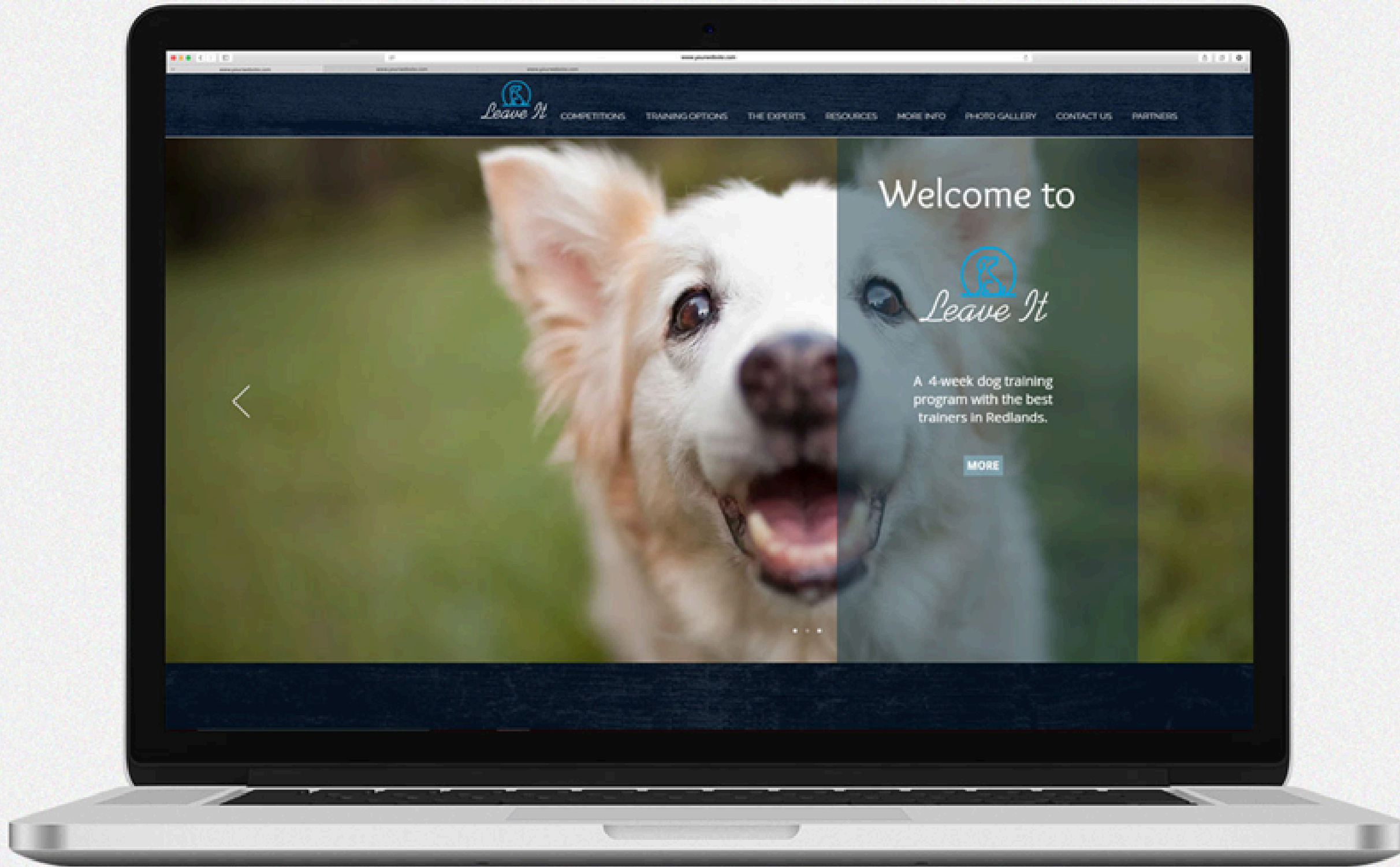
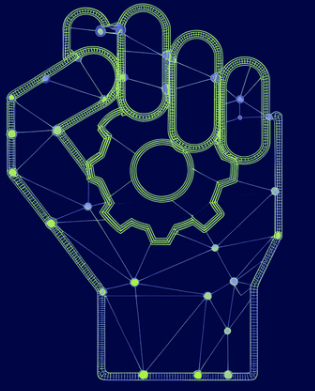


FUN



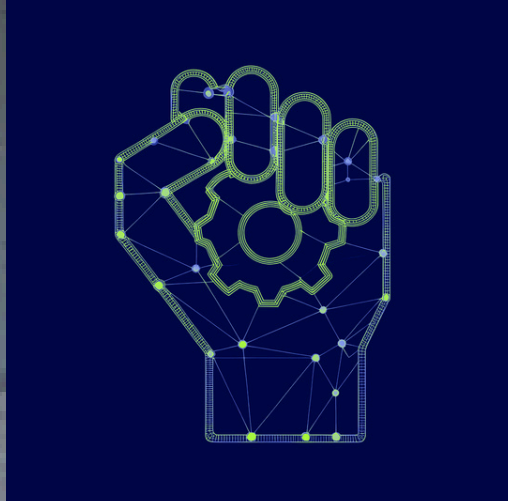
TRAINING





**Leaveit.com.au**



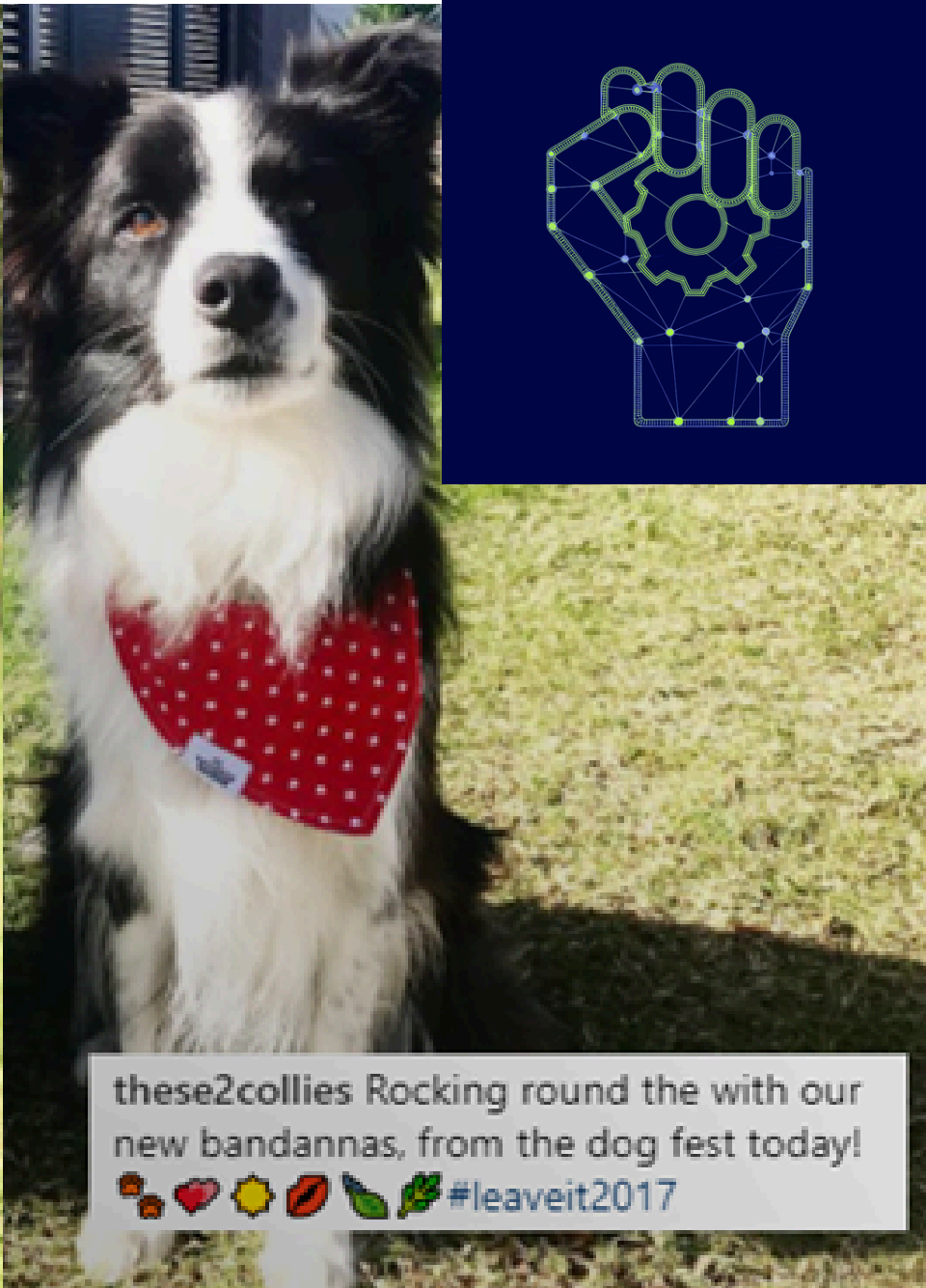




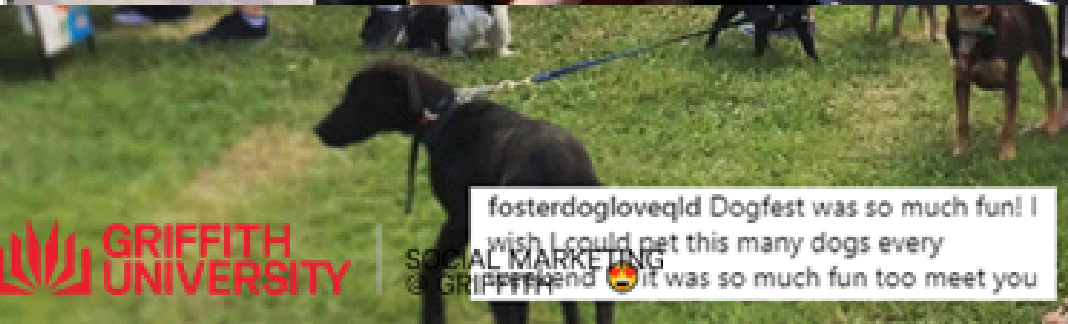
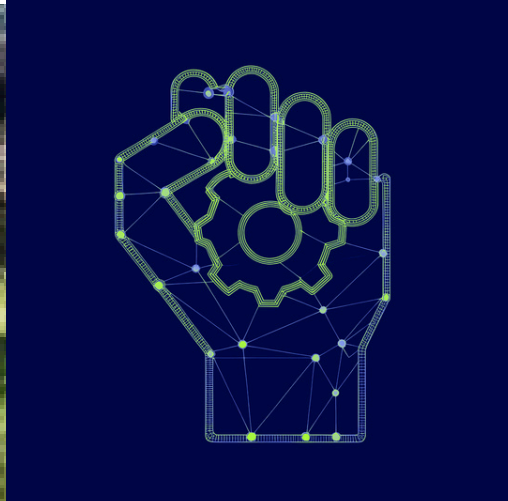
momo\_minidachshund Mum @puddins\_pole\_adventures and I had so much fun at @leave\_it\_2017 DogFest today!



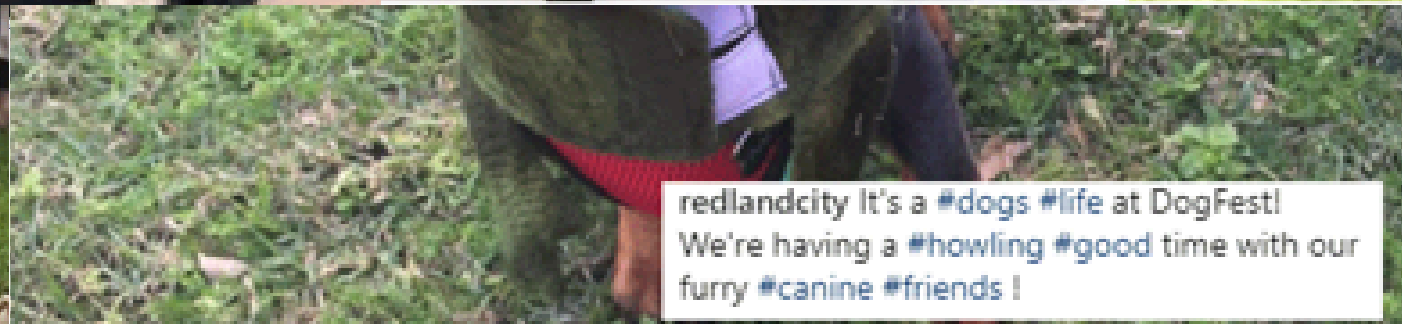
tailoredbymarshall Wow!! What a fun day at Dog Fest!! 🐶🐶🐶 We loved meeting new friends and catching up with old ones ❤️ Thank you to everyone who came and visited our stall 🙌 Big shoutout to



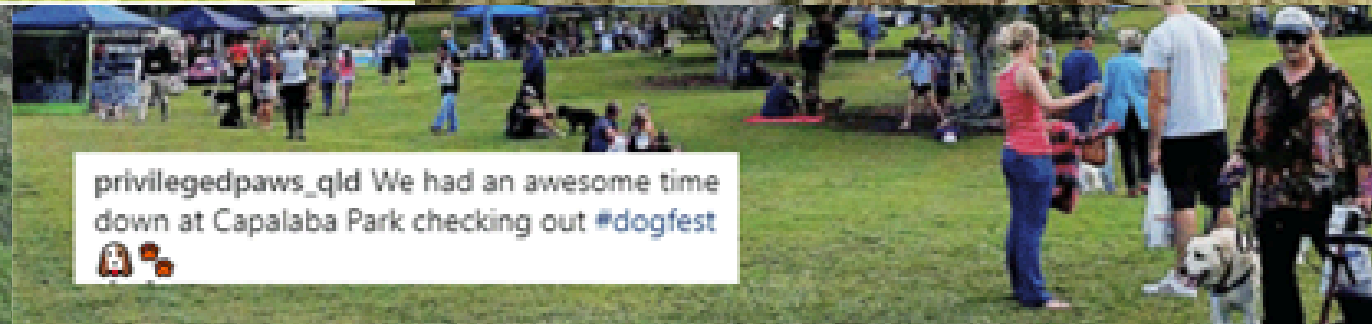
these2collies Rocking round the with our new bandannas, from the dog fest today! 🐶❤️🐶🍂🍁🍂🍁 #leaveit2017



fosterdogloveqld Dogfest was so much fun! I wish I could pet this many dogs every day! 🐶🐶🐶 it was so much fun too meet you



redlandcity It's a #dogs #life at DogFest! We're having a #howling #good time with our furry #canine #friends !



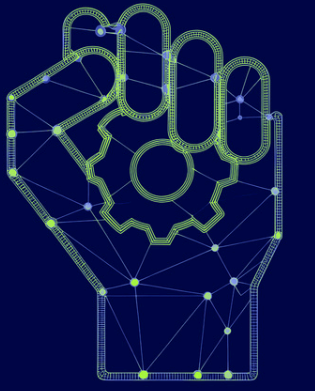
privilegedpaws\_qld We had an awesome time down at Capalaba Park checking out #dogfest 🐶🐶



SOCIAL MARKETING @ GRIFFITH



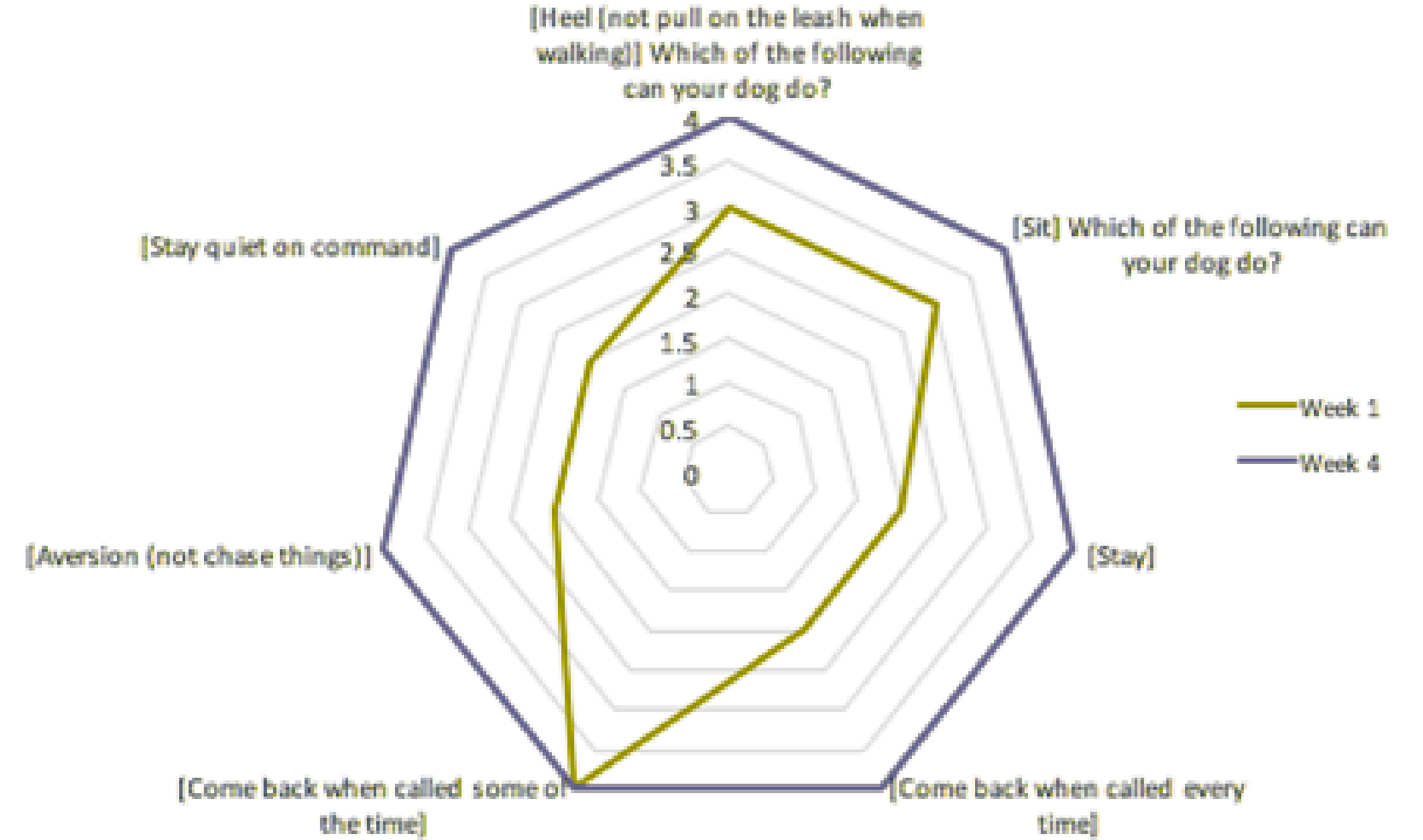
# BEHAVIOUR CHANGE



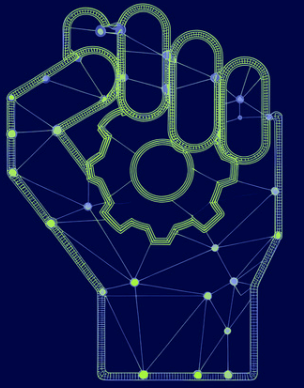
Momo



Leo



# LEARN MORE HERE



<p>AUSTRALASIAN JOURNAL OF ENVIRONMENTAL MANAGEMENT <a href="https://doi.org/10.1080/14486563.2019.1599740">https://doi.org/10.1080/14486563.2019.1599740</a></p> <p>Taylor &amp; Francis Taylor &amp; Francis Group</p> <p>Check for updates</p> <h2>Generating new directions for reducing dog and koala interactions: a social marketing formative research study</h2> <p>Sharyn Rundle-Thiele, Bo Pang, Kathy Knox, Patricia David, Joy Parkinson and Felix Husseuoeder</p> <p>Social Marketing @ Griffith, Griffith University, Nathan, Australia</p> <p><b>ABSTRACT</b> Koala populations are declining. Conservation of this Australian icon requires a whole of community approach. To effect change, researchers and practitioners must effectively engage the target community, be open to different ways of thinking, and be receptive to new ideas and directions that match the times. This article reports the application of social marketing to decrease dog and koala interactions. A comprehensive program of formative research including a systematic literature review, expert interviews, online surveys and co-design sessions were employed to identify novel ideas and audience-focused strategies that can be applied to reduce dog and koala interactions. Results indicate that dog owners seek a non-koala focussed, dog training program that shows them what to do and a targeted approach alerting them to koala presence in addition to education and awareness efforts favoured by experts. This study indicates the need for more human centred research, which has been absent to date, given identified incongruence between expert and community views. We propose that audience-focused behaviour management strategies will, in turn, increase target audience adoption, campaign reach and promote effective community engagement with programs.</p> <p><b>KEYWORDS</b> Social marketing; formative research; koalas; dog; management; co-design</p>	<p>Article</p> <h2>Engaging the Dog Owner Community in the Design of an Effective Koala Aversion Program</h2> <p>Patricia David<sup>1</sup>, Sharyn Rundle-Thiele<sup>2</sup>, Bo Pang<sup>2</sup>, Kathy Knox<sup>1</sup>, Joy Parkinson<sup>2</sup>, and Felix Husseuoeder<sup>3</sup></p> <p><b>Abstract</b> <b>Introduction:</b> This article outlines a dog owner-focused social marketing pilot program in 2017, which aimed to reduce koala and domestic dog interactions in one local Australia. <b>Literature:</b> Dog attacks and predation are the third most common cause of after habitat loss and vehicle strikes. Programs aiming to reduce wildlife and domestic frequently neglect human dimensions, and social sciences have been called upon to conservation efforts. <b>Methods:</b> Developed in consultation with dog training experts regional council Leave It was based on input from 41 dog owners. Leave It was a 4 program priced at AUD\$150 that was delivered by local dog trainers who had previous specialized koala aversion training. <b>Findings:</b> Co-design results indicated that the so pilot program needed to emphasize training, be positive, and be dog and not koala-focused positive dog-focused event, supported by dog retailers, entertainers, and food service held in June 2017 to launch the Leave It program. Outcome evaluations for Leave It indicated a statistically significant increase in wildlife aversion-related behaviors (stay, come back every the time, and stay quiet on command). Process evaluation indicated that people enjoyed the focused event and the opportunity to seek training and obedience advice. <b>Conclusions:</b> the program with dog owners in the local council area engaged community members contributors rather than program participants. The program had a dog focus rather than as recommended by dog owners.</p> <p><b>Keywords</b> domestic pet, wildlife, community, intervention, effectiveness, behavioral change, dogs, training, co-design</p>	<h2>Engaging dog trainers in a city-wide roll-out of koala aversion skill enhancement: a social marketing program</h2> <p>Jessica A. Harris<sup>1</sup>, Sharyn Rundle-Thiele<sup>2</sup>, Patricia David and Bo Pang<sup>3</sup></p> <p>Social Marketing @ Griffith, Griffith University, Queensland, Australia</p> <p><b>ABSTRACT</b> Koalas are an Australian icon, and their existence is under threat. Environmental protection efforts that centre on people are needed, ensuring the human dimension is considered in conservation efforts aiming to protect wildlife. This article reports process and outcome evaluation results for a social marketing program that aimed to reduce dog and koala interactions. This project aimed to leverage pilot study outcomes. Specifically, the program sought to embed koala aversion (the ability for a dog to avoid koalas) skills within one local government area. A total of 2013 dog owners were surveyed to assess program outcomes, with improved dog abilities observed following city-wide program implementation. Further evidence of program success was indicated in the process evaluation. Dog trainers and dog owners were satisfied, willing to recommend the program to other people, and they were willing to attend events in future. Lessons learned, implications, limitations of the current study and future directions are outlined.</p> <p><b>KEYWORDS</b> Wildlife conservation; social marketing; koala aversion; behaviour change</p>
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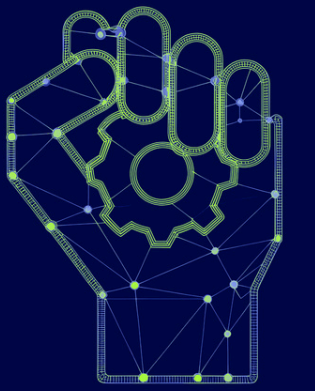


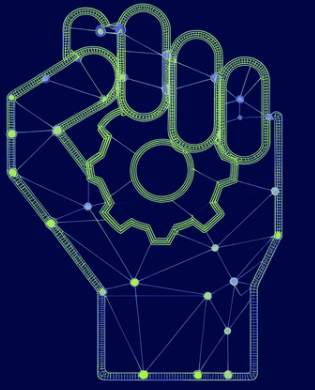
# RECRUITING FOR DESIGN

## REFLECTION

Think about the different types of people (e.g. professions/end users) you want to design your solutions.

**Create your ideal design team.**

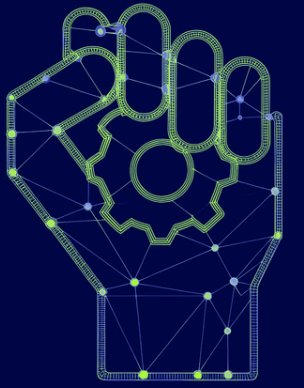




# DESIGN THINKING: A CASE STUDY



# THE 5-STEP DESIGN PROCESS



Participatory Research and Community Engagement

## Design Thinking as a Participatory Research Method to Protect Endangered Species: A Citizen Science Application

Liz Foote<sup>1</sup>, Sharyn Rundle-Thiele<sup>1</sup>, Cathryn Dexter<sup>2</sup>, Elizabeth Brunton<sup>3</sup>, Katrin Hohwieler<sup>3</sup>, Tori Seydel<sup>1</sup>, and Romane Cristescu<sup>3</sup>

### Abstract

During the past two decades across New South Wales and Queensland, koala populations have been in steep decline. Despite being nationally listed as Endangered in 2022, populations have not been stabilised and threats to the long-term survival of koalas remain. Climate change predictions suggest that human-occupied coastal habitats may offer greater protection to koalas from natural disasters such as drought and wildfires, presenting a role for people to play in koala conservation.

Participatory Research and Community Engagement

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International Journal of Qualitative Methods  
Volume 24: 1–21

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DOI: 10.1177/16094069251360314  
journals.sagepub.com/home/ijq

Sage

Liz Foote<sup>1</sup>, Sharyn Rundle-Thiele<sup>1</sup>, Cathryn Dexter<sup>2</sup>, Elizabeth Brunton<sup>3</sup>, Katrin Hohwieler<sup>3</sup>, Tori Seydel<sup>1</sup>, and Romane Cristescu<sup>3</sup>

### Abstract

During the past two decades across New South Wales and Queensland, koala populations have been in steep decline. Despite being nationally listed as Endangered in 2022, populations have not been stabilised and threats to the long-term survival of koalas remain. Climate change predictions suggest that human-occupied coastal habitats may offer greater protection to koalas from natural disasters such as drought and wildfires, presenting a role for people to play in koala conservation. However, the design of conservation programs is rarely informed by the affected audiences themselves, lowering their probability for success. Acknowledging the need to centre approaches on people who don't typically think about conservation, this study applied the 5-step design thinking process, a participatory research method focused on driving innovation. A one-day design thinking workshop was conducted in September 2024. Seven design teams were formed and tasked with developing an initiative to support the reporting of koala sightings through citizen science. Each team included participants with diverse experience and expertise, ensuring balanced representation across roles. During the design process, teams received feedback from a citizen jury before presenting final pitches. Citizen jurors were individuals with no prior experience in citizen science or koala conservation. Every participant was given a budget to invest in their favourite design. The top three citizen science program concepts featured customised apps with functionality such as auto-recording koalas, sharing information with other users, and fostering social connectivity. The juries' selections focused on business partnerships, incentives, and tailored information for users. Notably, the jury selections did not overlap with the top three designs chosen by workshop participants. The inclusion of a citizen jury in a one-day design thinking workshop is a novel contribution. The utility of design thinking as a participatory method is discussed alongside the study's limitations, offering avenues for future research.

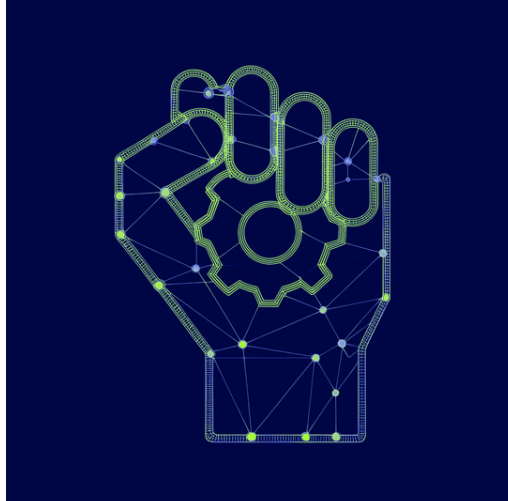
### Keywords

citizen science, design thinking, participatory research, community science, community engagement, koalas, koala conservation

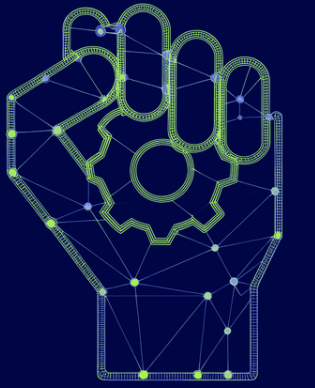


# EMPATHISE

## EMPATHY MAP 3

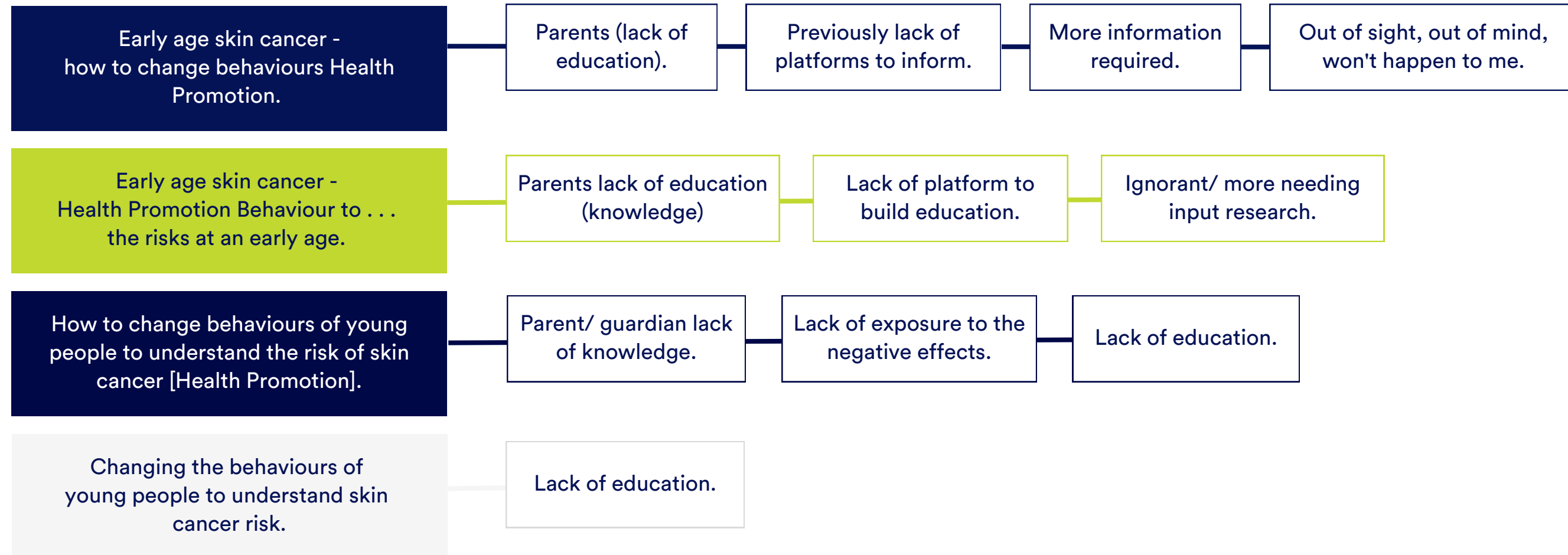


# DEFINE

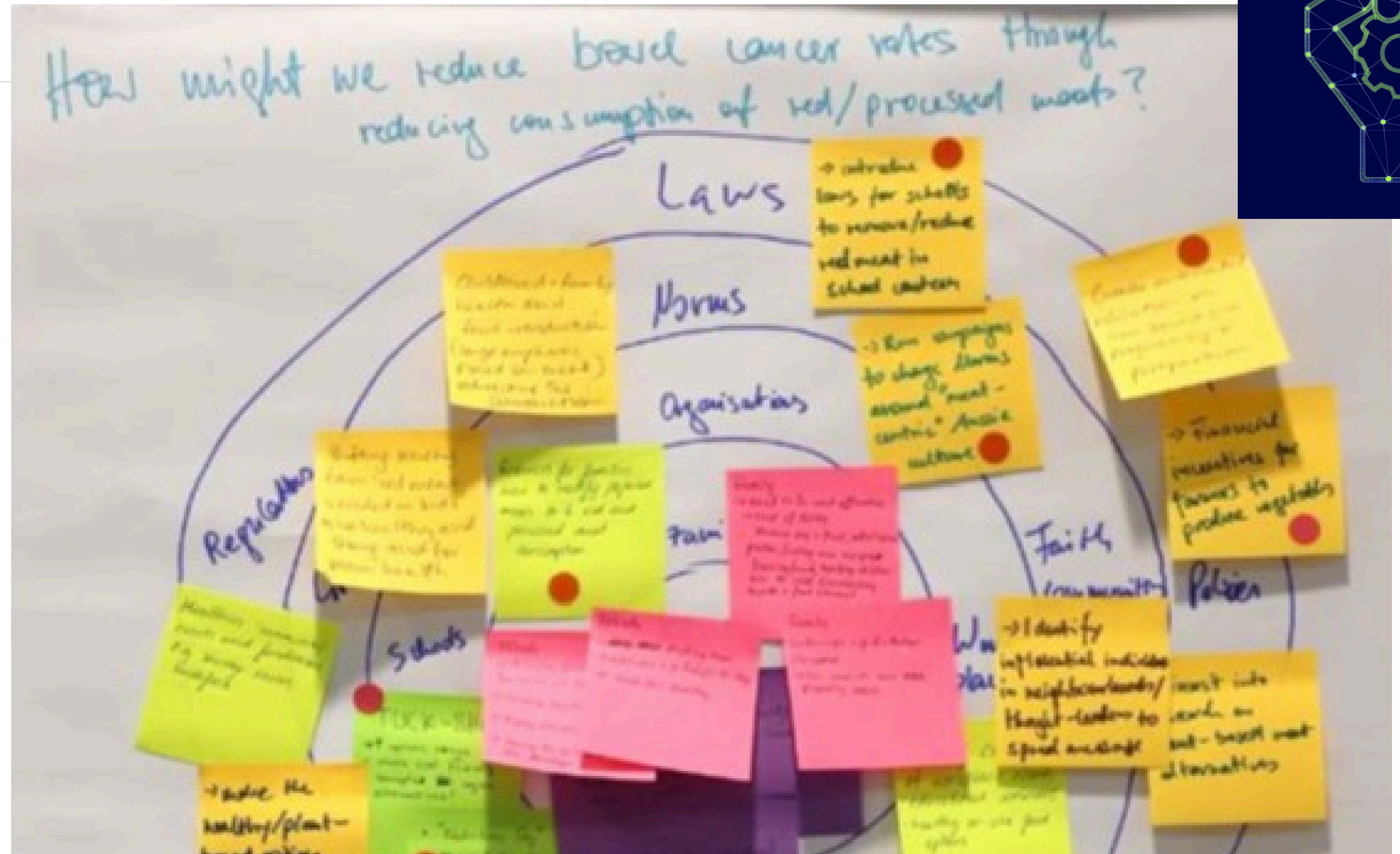
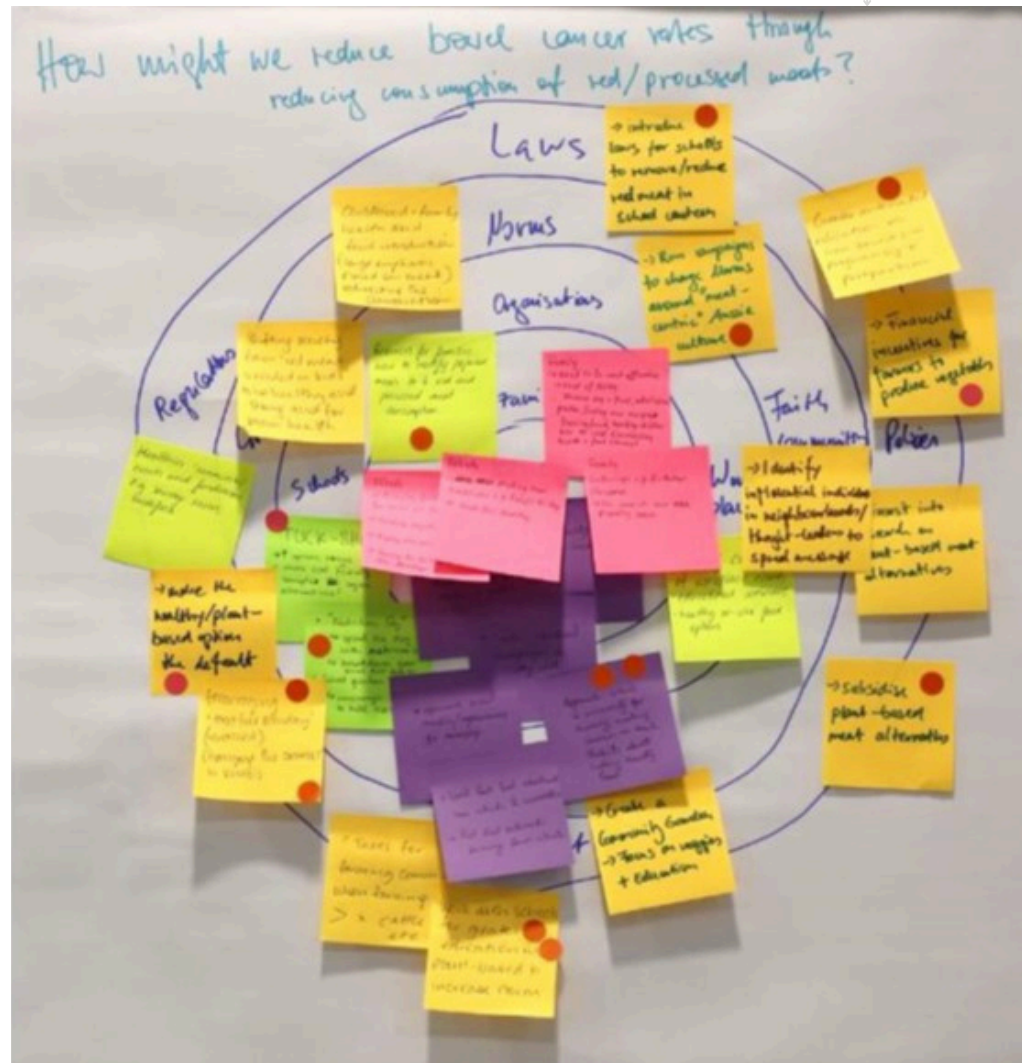
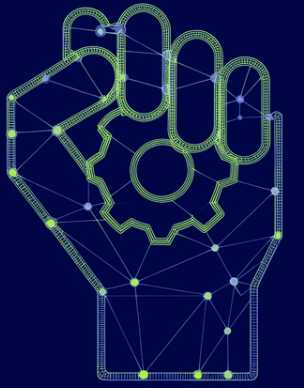


## WHY-WHY-WHY-WHY-WHY

DEFINE THE PROBLEM



# IDEATE



# PROTOTYPE DEVELOPMENT:

## A STORYBOARD

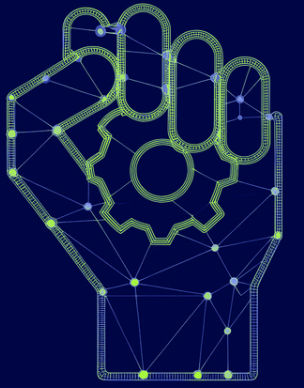


Table 5  
Feedback Grid

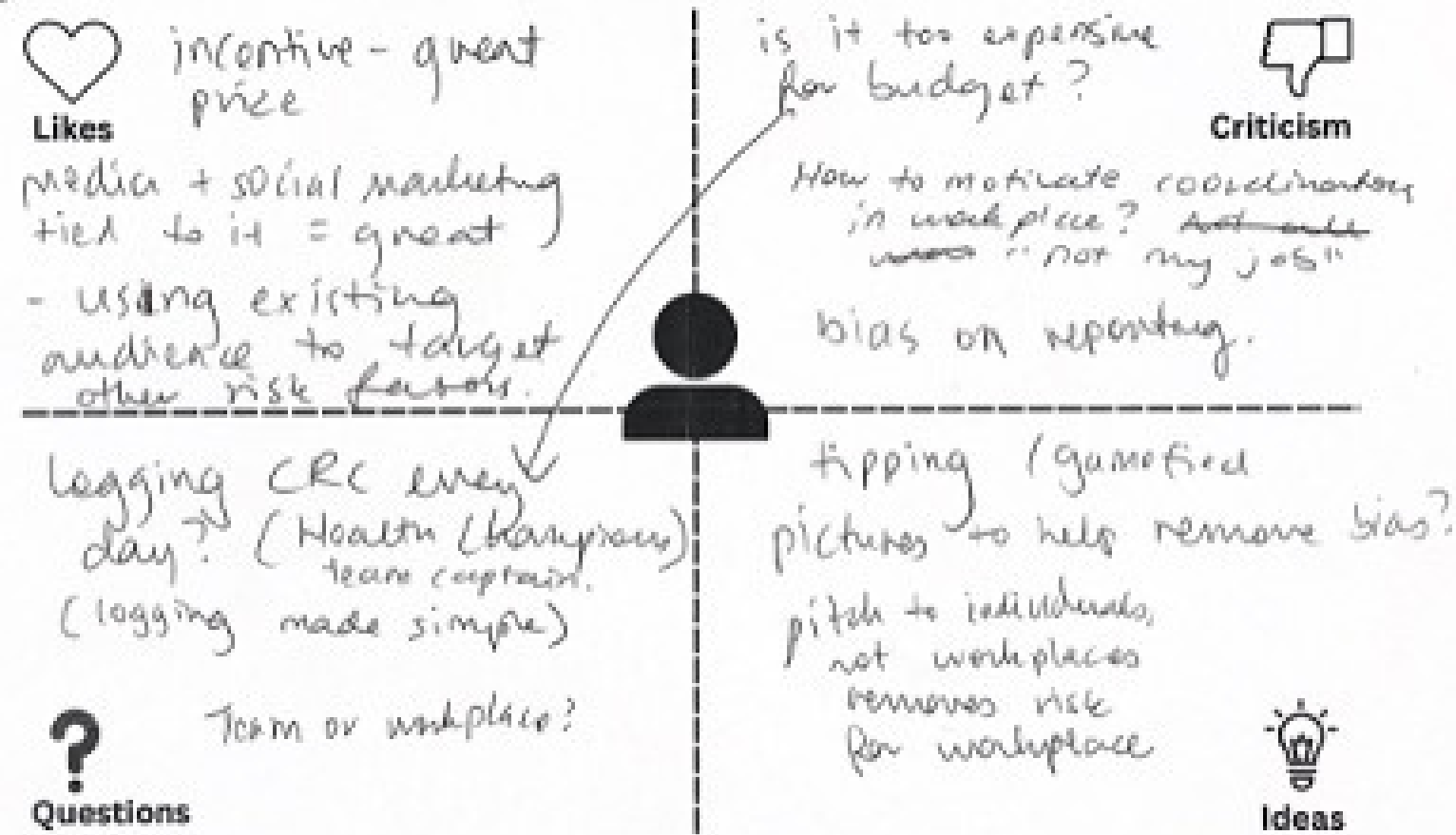


Table 5

Story boards

**Panel 1: SKIN CANCER AWARENESS MONTH**  
may 15  
- Old skin cancer capital world  
- more old die from skin cancer than road crashes each year  
- 35k skin cancers affect outdoor per year in AU.

**Panel 2: SUN SAFE TRADIE CHALLENGE**  
- Tradies around  
- Old to lower their risk of skin cancer. 10,000 steps a day  
- And WIN...  
Outdoor/Indoor workers  
- Peer 2 Peer influence  
- Having "team ownership" Advocate  
\* Team Leader as Champion  
- advocate Sun Safety  
# Sunscreen Calendars

**Panel 3: MAROONS 10**  
Season tickets for the state of origin in ~~top~~ office corporate box  
Named the most Sun Smart Tradies in QLD.  
Take the test know your history  
Take Action!  
\* Take the Skin Risk calculator at the START of the Month AND END OF THE MONTH. Most progress W!

\* Model after 10,000 STEPS app  
\* Individual OR business team of 10



# TEST: PITCH

## THE WINNERS ARE



### Group 7

Tackling bowel cancer campaign  
\$2,850,000



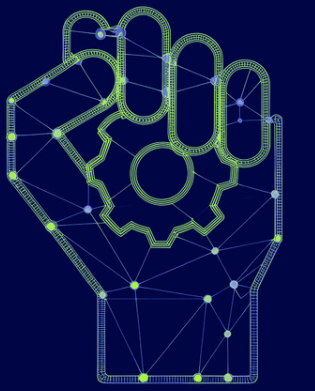
### Group 1

Providing healthy drinking culture  
\$2,400,000



### Group 5

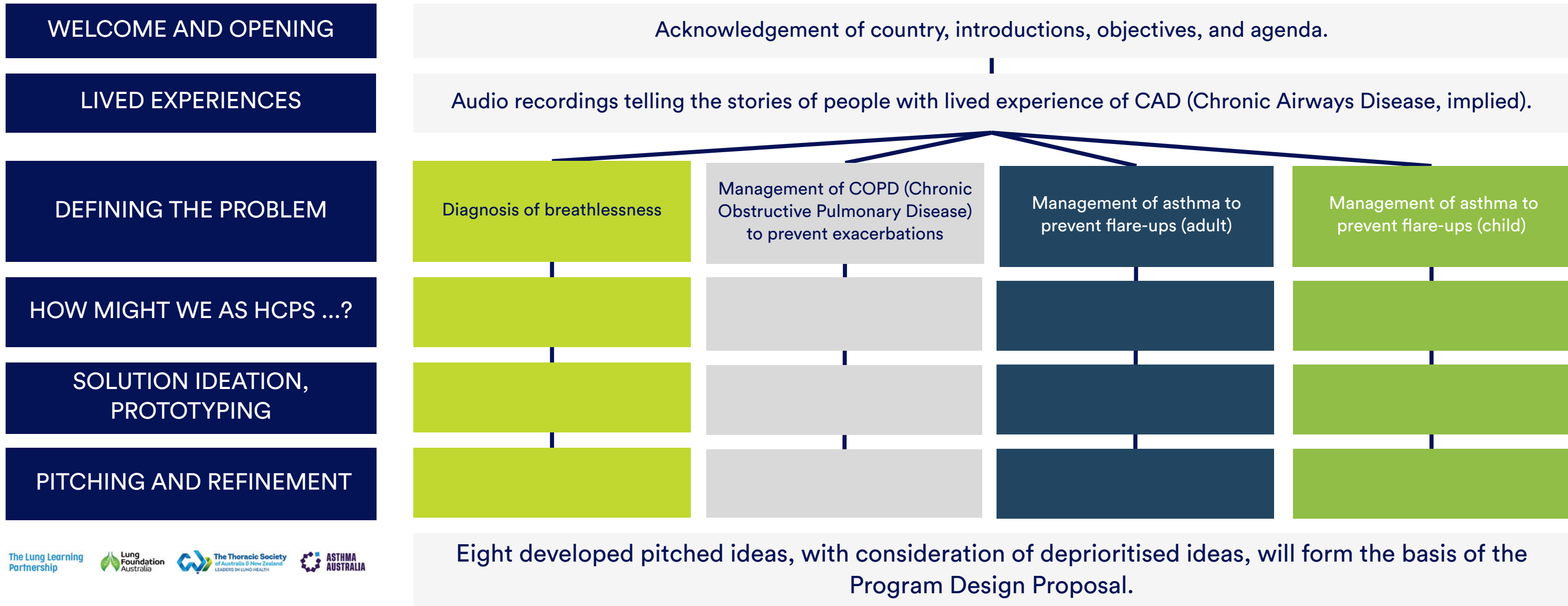
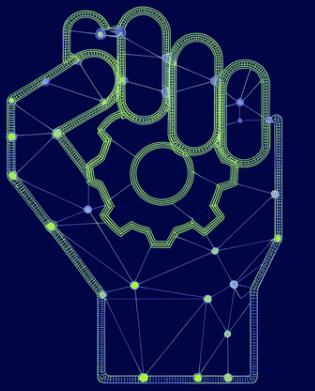
Sun protection for kids  
\$1,940,000



Session 8  
PITCH & INVEST

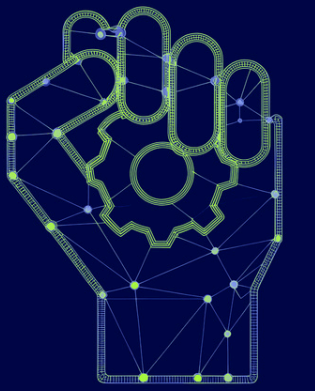


# A DESIGN WORKSHOP AT A GLANCE



# DESIGN WORKSHOP

## ACTIVITY SCHEDULE (ONE DAY SESSION)



TIME	ACTIVITY
09.15 – 10.30	Lived Experiences: <i>Empathy Map (individual)</i>
10.30 – 11.00	<i>Morning Tea</i>
11.00 – 11.30	Defining the problem: <i>Points of View (individual &amp; group sharing)</i>
11.30 – 12.00	Defining the problem: <i>The 5 Whys (individual &amp; group sharing)</i>
12.00 – 12.30	How might we? (individual & group sharing)
12.30 – 13.15	Lunch

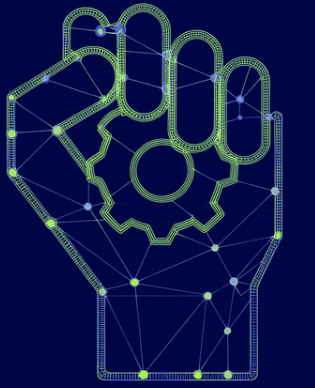
TIME	ACTIVITY
13.15 – 13.45	Ideation: <i>Brainstorming session + voting (group)</i>
13.45 – 14.15	<i>Prototyping: Rapid prototype (group)</i>
14.15 – 14.45	Feedback (group)
14.45 – 15.15	Afternoon Tea
15.15 – 16.00	Refinement (group)
16.00 – 16.30	Pitching and investment (group)

The Lung Learning Partnership






# PARTICIPANT FEEDBACK




## WORKSHOP CONTENT



### Workshop activities worked well because there was:

-  Mix of professions and backgrounds at each table
-  Diversity of styles, ideas, perceptions
-  Group discussions around topics

### Could have been improved with:

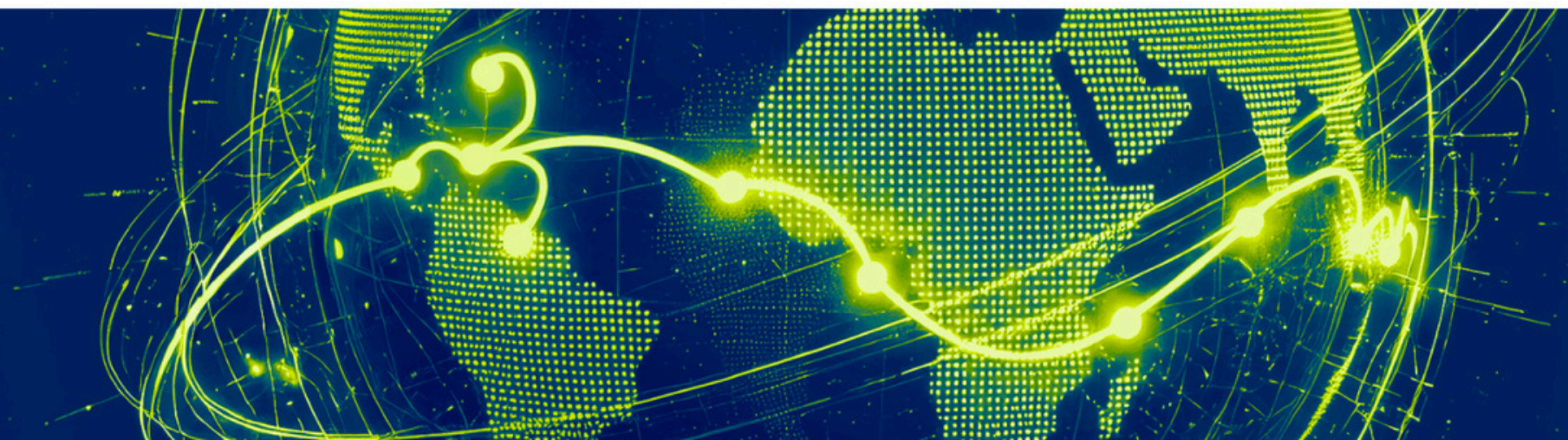
-  More time for digging deeper
-  More primary care representatives in the room
-  More time to assess each pitch

The Lung Learning Partnership

Lung Foundation Australia

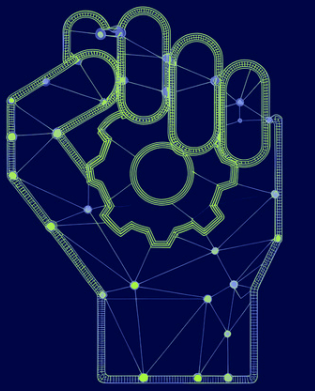
The Thoracic Society of Australia & New Zealand  
LEADERS IN LUNG HEALTH

ASTHMA AUSTRALIA



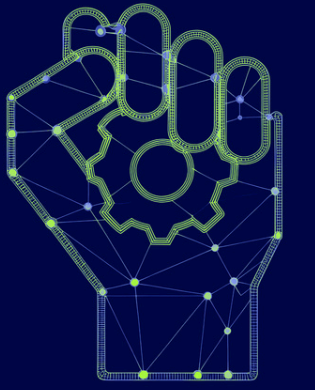
# PARTICIPANT FEEDBACK

## HOW MIGHT WE



**How Might We** educate people **Action**  
on the role of nutrition in reducing <sup>bowel</sup> cancer risk **What**  
**for** people aged 20 - 45 **Stakeholder**  
**in order to** reduce prevalence of bowel cancer **What change?**

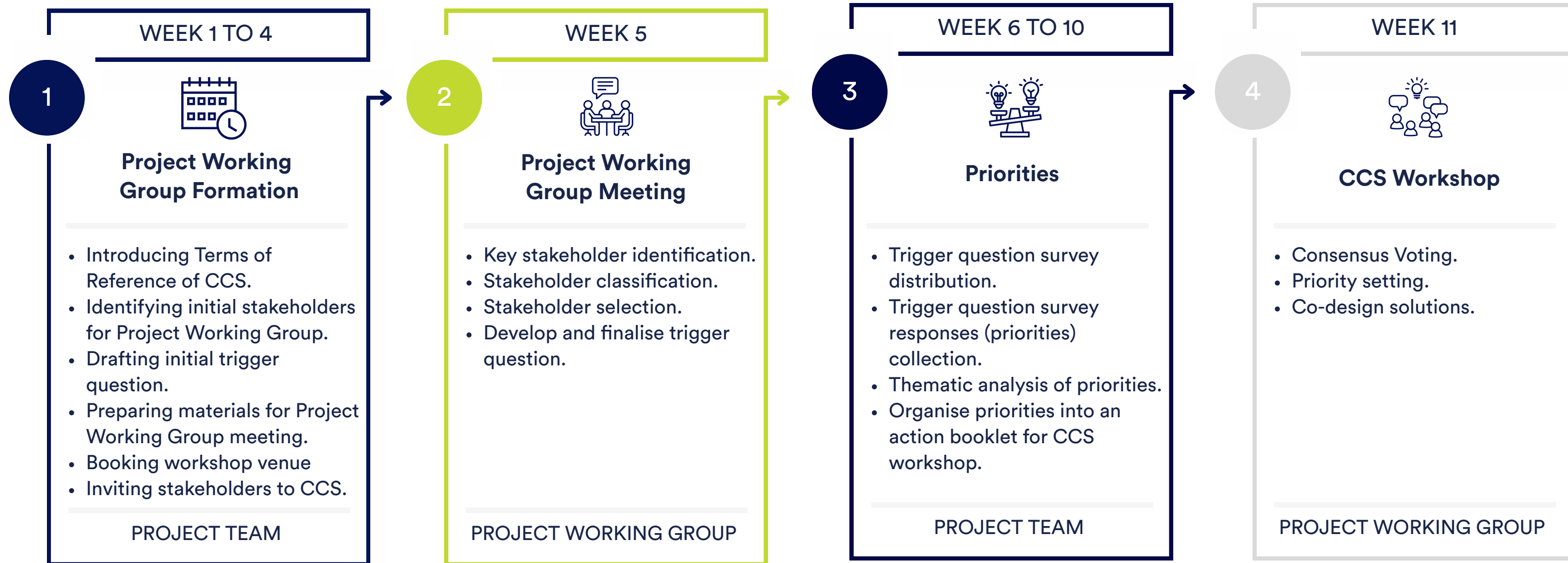
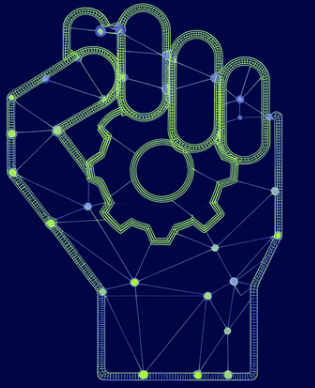


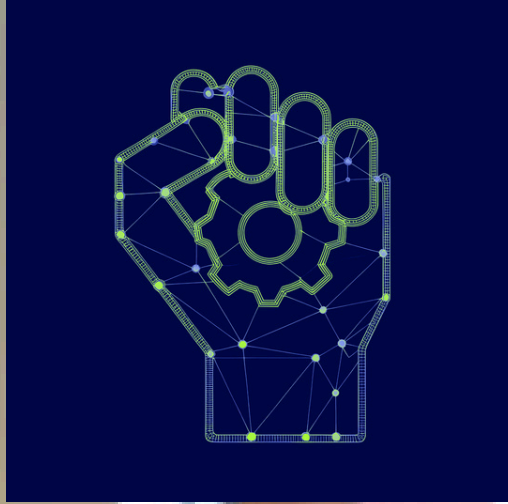


# CREATING COLLECTIVE SOLUTIONS: A CASE STUDY



# CREATING COLLECTIVE SOLUTIONS

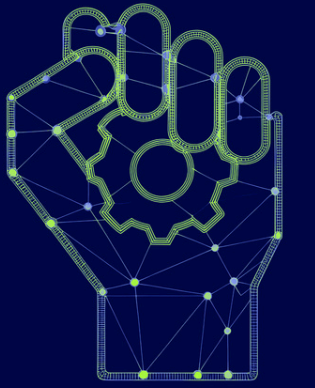


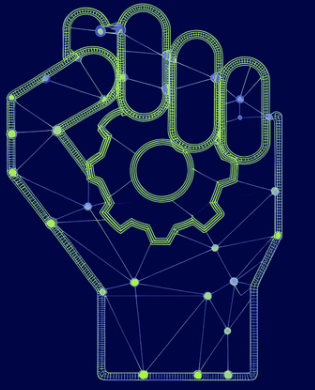


# TRIGGER QUESTION

How can we work with the Sunshine Coast Council community to identify practical solutions that will enable safe battery disposal?

N = 274 Priorities





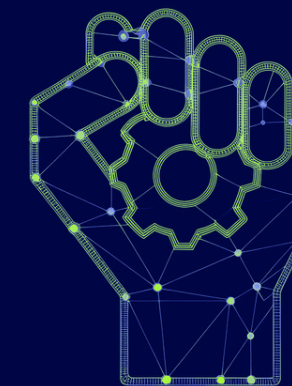
# THE PRIORITIES FLOW DIAGRAM



(Rundle-Thiele et al., 2023; Roemer et al., 2025)



# CCS WORKSHOP



*Review 131 priorities*



# KEY MESSAGES

## Battery safety campaign 2024

- Batteries cause fires
- Never bin your batteries
- Give batteries a new life
- Get rid of leaky batteries
- Keep our drivers safe
- 40+ drop off locations available on the Sunshine Coast

**Get rid of batteries before they leak!**

**40+ FREE SUNSHINE COAST DROP OFF POINTS**

Find one here

**RECYCLE mate**

sunshinecoast.qld.gov.au

Sunshine Coast COUNCIL

This advertisement features a close-up of several old, leaking batteries on the left. The background is a vibrant orange and yellow gradient. A black box highlights the number of drop-off points. An arrow points from the text 'Find one here' to the 'RECYCLE mate' logo, which consists of a green circular arrow.

**Keep drive**

**Never bin your batteries**

Find your drop off point at

**RecycleMate** 🔍

**Batteries cause fires.**

**40+ FREE DROP OFF POINTS**

Don't bin batteries.

Find a drop off point here

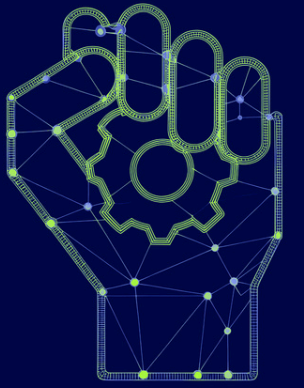
**RECYCLE mate**

This advertisement is split into two sections. The top section has a dark blue background with a white hand icon holding a gear. The bottom section has an orange background with the text 'Batteries cause fires.' and 'Don't bin batteries.' with an arrow pointing to the 'RECYCLE mate' logo. A search bar for 'RecycleMate' is also present.

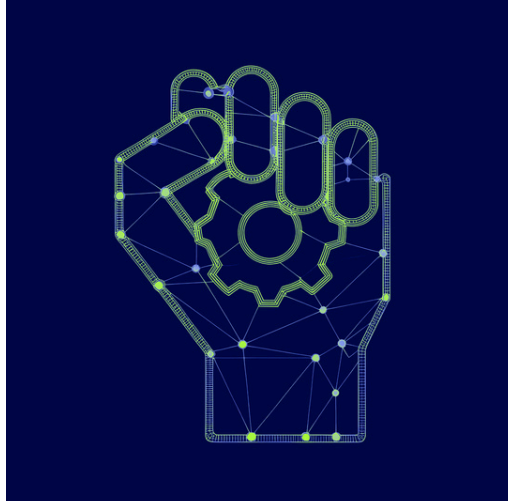


# ADVERTISING CHANNELS

- TV
- Radio
- Print
- Social media
- Shopping centre digital screens
- Transit buses
- Waste collection trucks



# RECYCLE MATE SEARCH HISTORY



## Data sourced from Sunshine Coast LGA

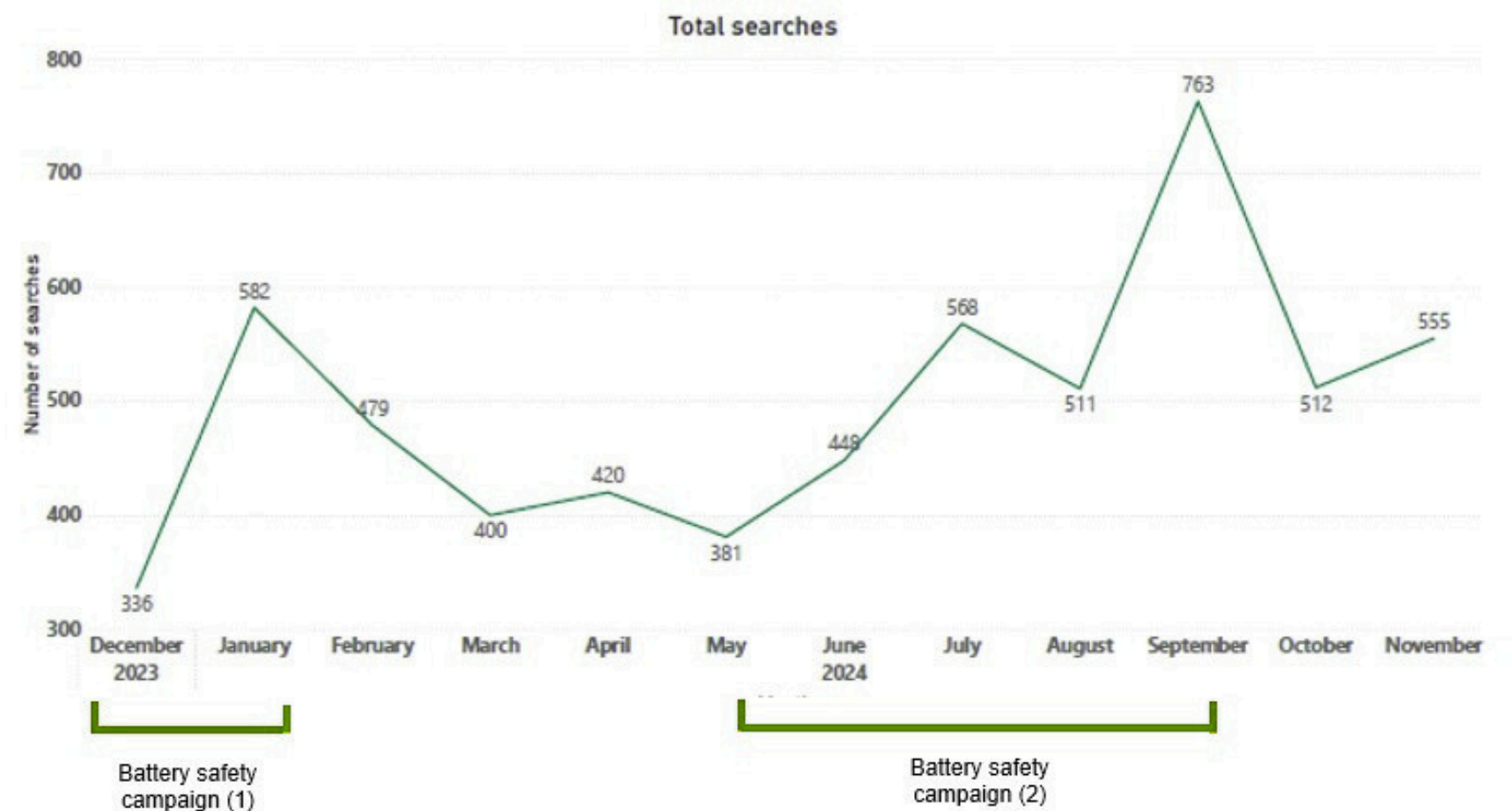
Both battery campaigns promoted Recycle Mate as the best platform to use when finding your nearest battery drop off point on the Sunshine Coast.

Monthly reports from Recycle Mate;

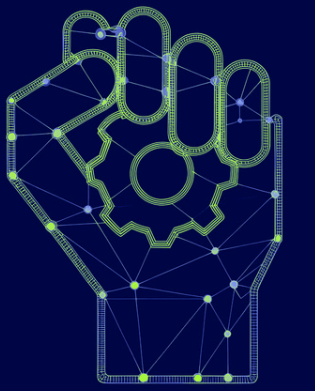
- AA batteries are the top searched item
- Searches on Recycle Mate increased in January, July & September 2024.

Top 25 Searches -  
All Time (Since March 2023)

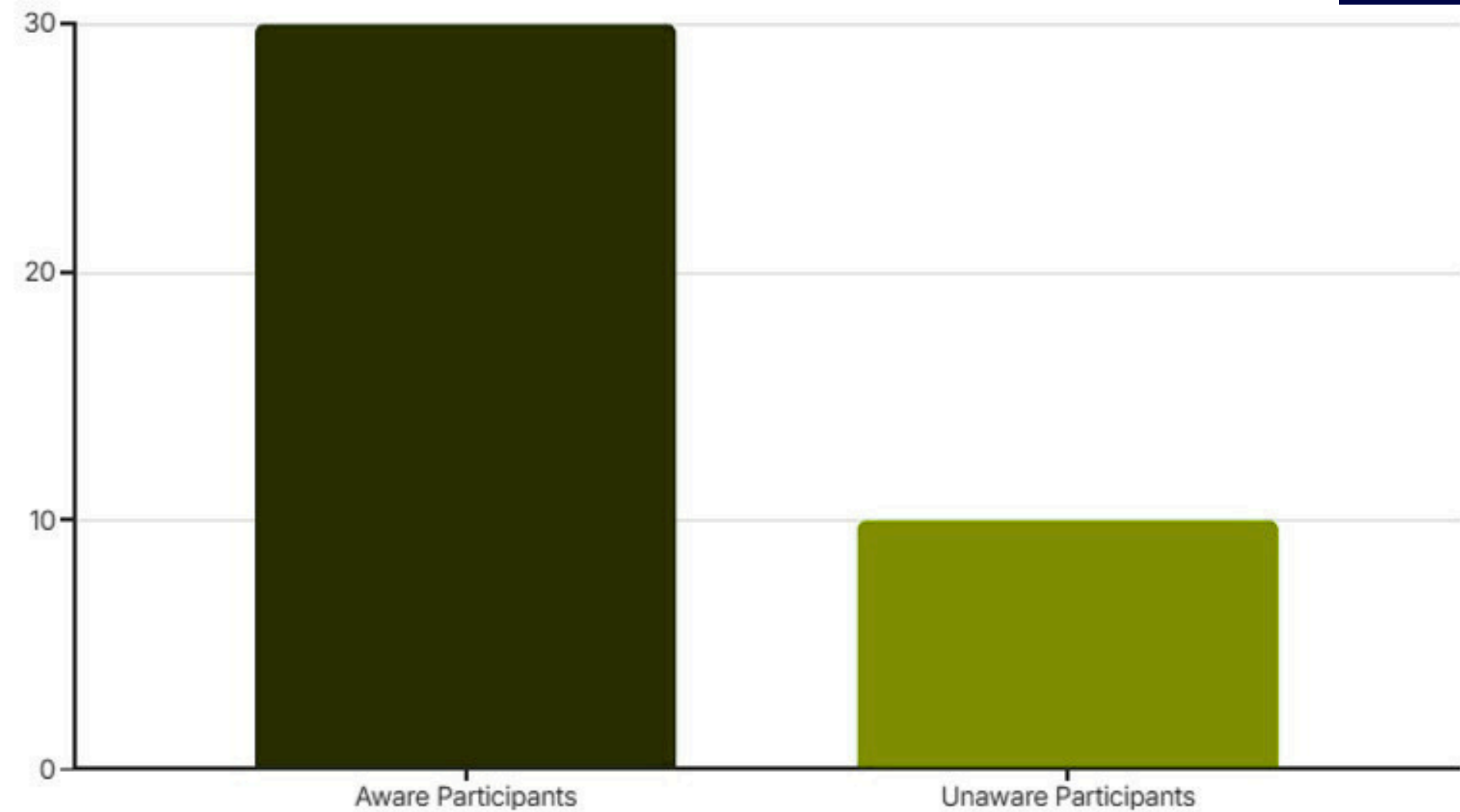
Item name	Searches
AA battery	363



# IMPACT OF BATTERY SAFETY CAMPAIGN










Awareness drives action (n=434):  
**3x higher battery drop-off rates among aware participants**



# WORKSHOP FEEDBACK

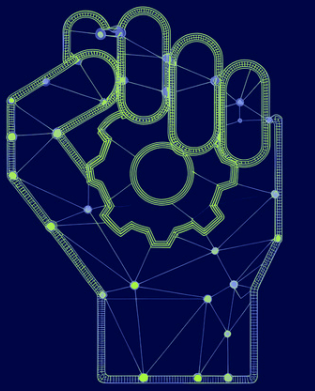


-  Interactive nature  I liked the structure and tools used
-  Interesting methodology, seems an improvement and better able to give results than traditional delphi. Good mix of people
-  Very interactive - moved through at a good speed for the first sections. Process explained well
-  The workshop was run very well and I was impressed with the relationship between Griffith University and Asthma Australia, and the representation from Asthma Australia. Michelle Goldman's slides at the start of the presentation were very good. It was great to brainstorm with likeminded people who have a passion for improving asthma management in children. The flow chart developed for the polls was very interesting. The interactive workshop groups at the end of the session were great and so many different ideas came from the different groups
-  Having the mind map made at the end  Thorough and well set up to achieve it's needs



# TABLE 1

## COMPARISON OF CCS AND CO-DESIGN METHODS

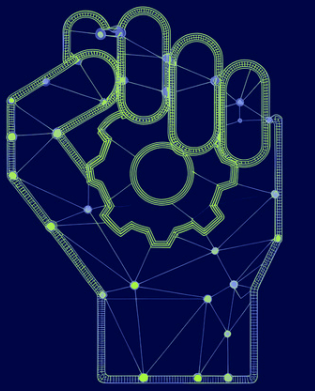


ASPECT	CCS (CREATING COLLECTIVE SOLUTIONS)	CO-DESIGN
PROCESS TYPE	Structured, multi-phase	Iterative, user-centered
PARTICIPANTS	Stakeholders (\$n=152\$)	End users (early career personnel, \$n=73\$)
FACILITATION	Research team-led, structured voting	Research team-facilitated, creative ideation
CONSENSUS MECHANISM	Interpretive Structural Modelling (ISM)	Group discussion and design pitches
SENSITIZATION ACTIVITIES	Not included	Included (idea cards, warm-up tasks)
PRIMARY FOCUS	System-level change	User-centered innovation
KEY OUTPUTS	Action map, stakeholder designed solutions	User-designed healthy eating program ideas and actions
POWER DYNAMICS ADDRESSED	Power dynamics are proactively addressed through deliberate recruitment of a diverse range of stakeholder types, ensuring balanced representation. End users contribute early via surveys and are also present in the workshop, promoting inclusivity and shared decision-making.	Power dynamics are inherently addressed by positioning end users as central contributors in the design process. Their lived experiences guide ideation and solution development, ensuring that those most affected by the outcomes have a direct voice in shaping them.
TENSIONS OR DISAGREEMENTS	Managed through structured voting	Discussed within small design teams which reach consensus



# YOUR DESIGN OBJECTIVE

REFLECTION



*Which design tool would you use to solve your design problem?*



# Summer & Winter Series 2026

## Workshop Overview

Acquire the essential skills and knowledge to make a significant impact with in your field. Participating in our workshops will enhance your capacity to drive behaviour change. Our workshops provide you with tools, real-life case studies, and hands-on experience with processes.

## Dates

16 - 20 February 2026

15 - 19 June 2026

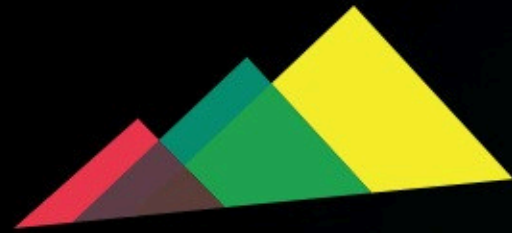
**REGISTER  
NOW**

**Scan for details**



**15-16 OCTOBER 2026**

Brisbane, Australia



# ▶ CHANGE

Be empowered and enabled  
to enact more change.

Brought to you by



Early Bird ends 30 June 2026



SCAN FOR DETAILS



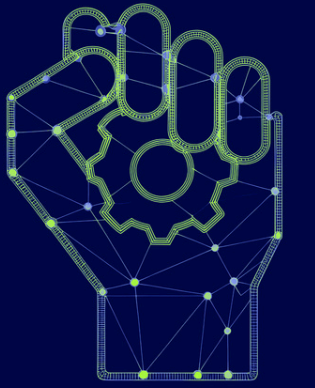
**EARLY BIRD PERKS:** DISCOUNTED TICKETS

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Social Marketing at Griffith



Social Marketing @ Griffith



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[socialmarketing@griffith.edu.au](mailto:socialmarketing@griffith.edu.au)

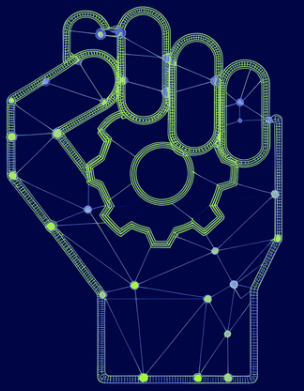


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