



State Services Commission and the Australia and New Zealand School of Government present:

Changing behaviour

Moderator

Monica Pfeffer

ANZSOG

Speakers

Associate Professor Liam Smith

Director of BehaviourWorks
Monash university

Victoria Walker

Auckland Council

Please switch off all devices for the duration of the seminar

Changing behaviour

Assoc. Professor Liam Smith
BehaviourWorks Australia
Monash University



Common behaviour change mistake 1

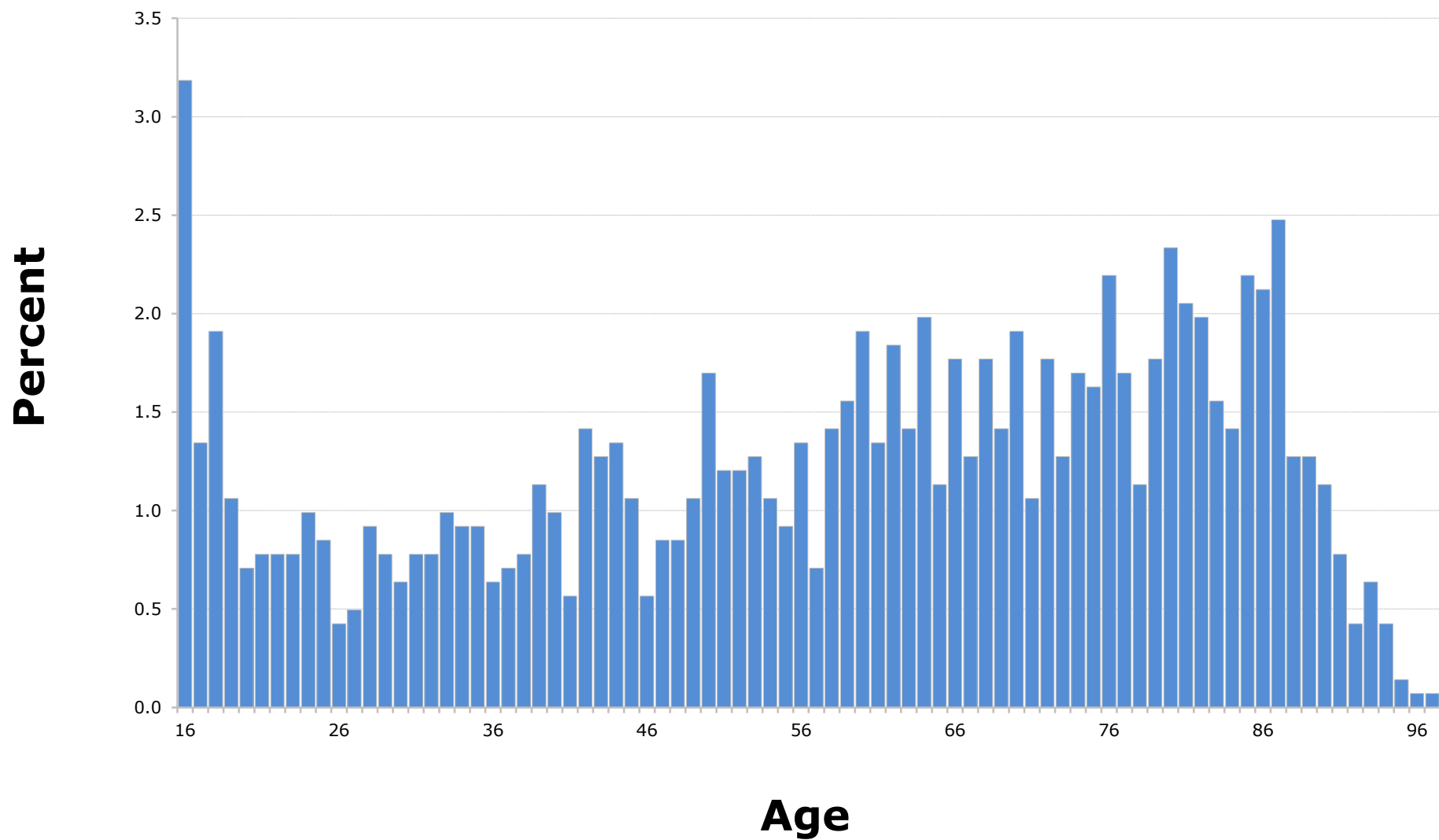
*Not fully understanding the problem.
I know what the issue is!*

Picture someone who is reported to the
roads authority for being an unsafe
driver...

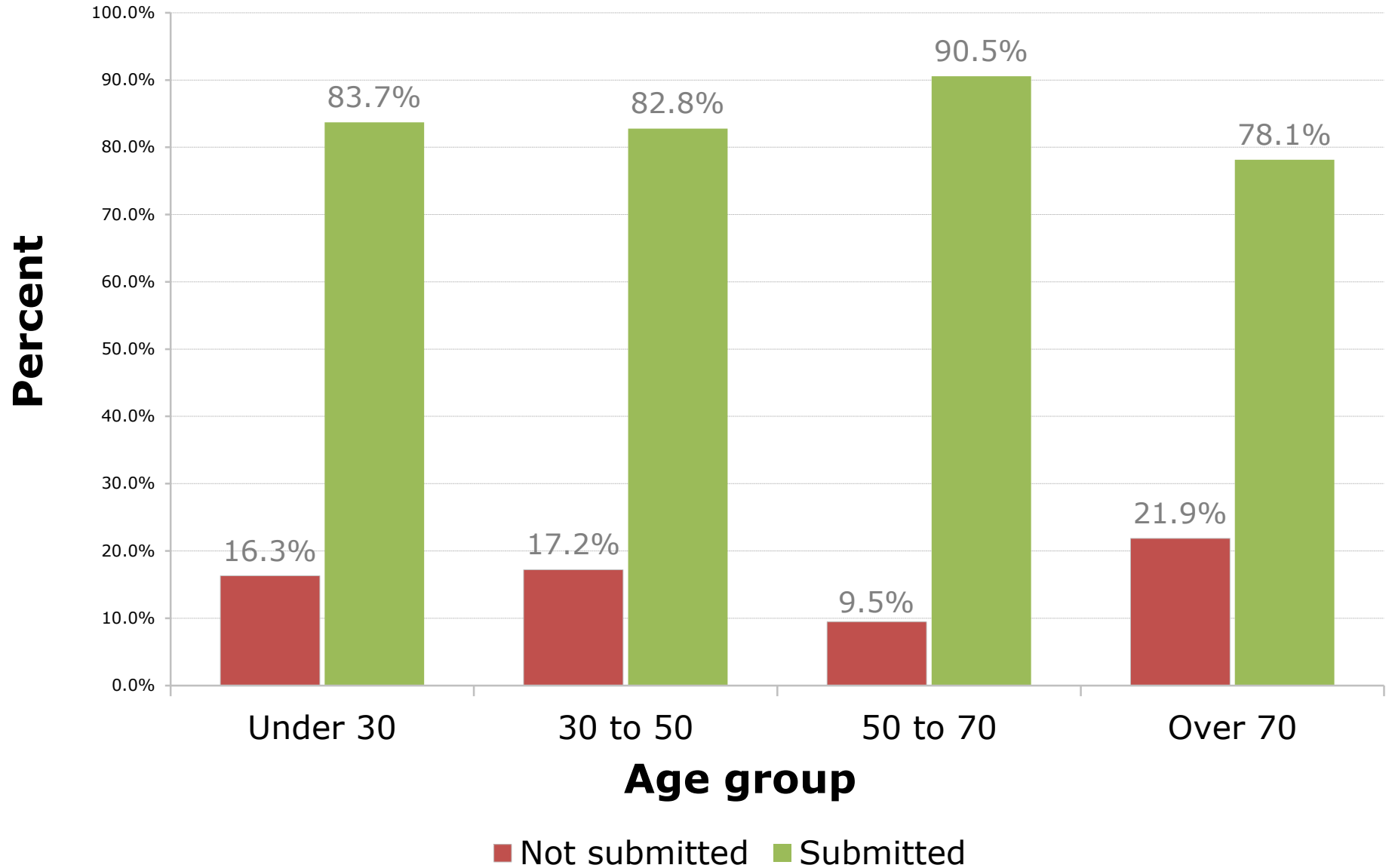




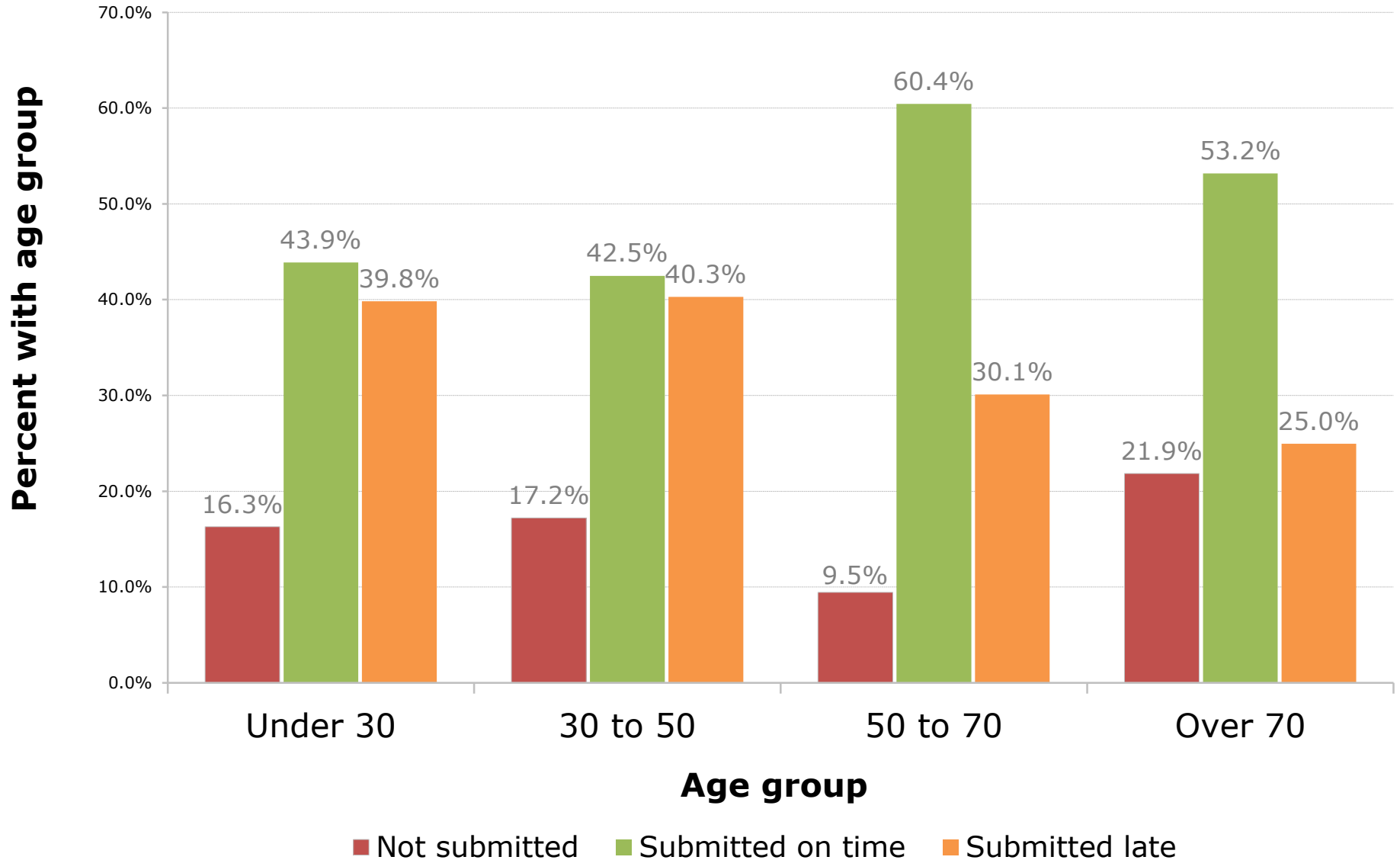
Ages of New Medical Review Customers



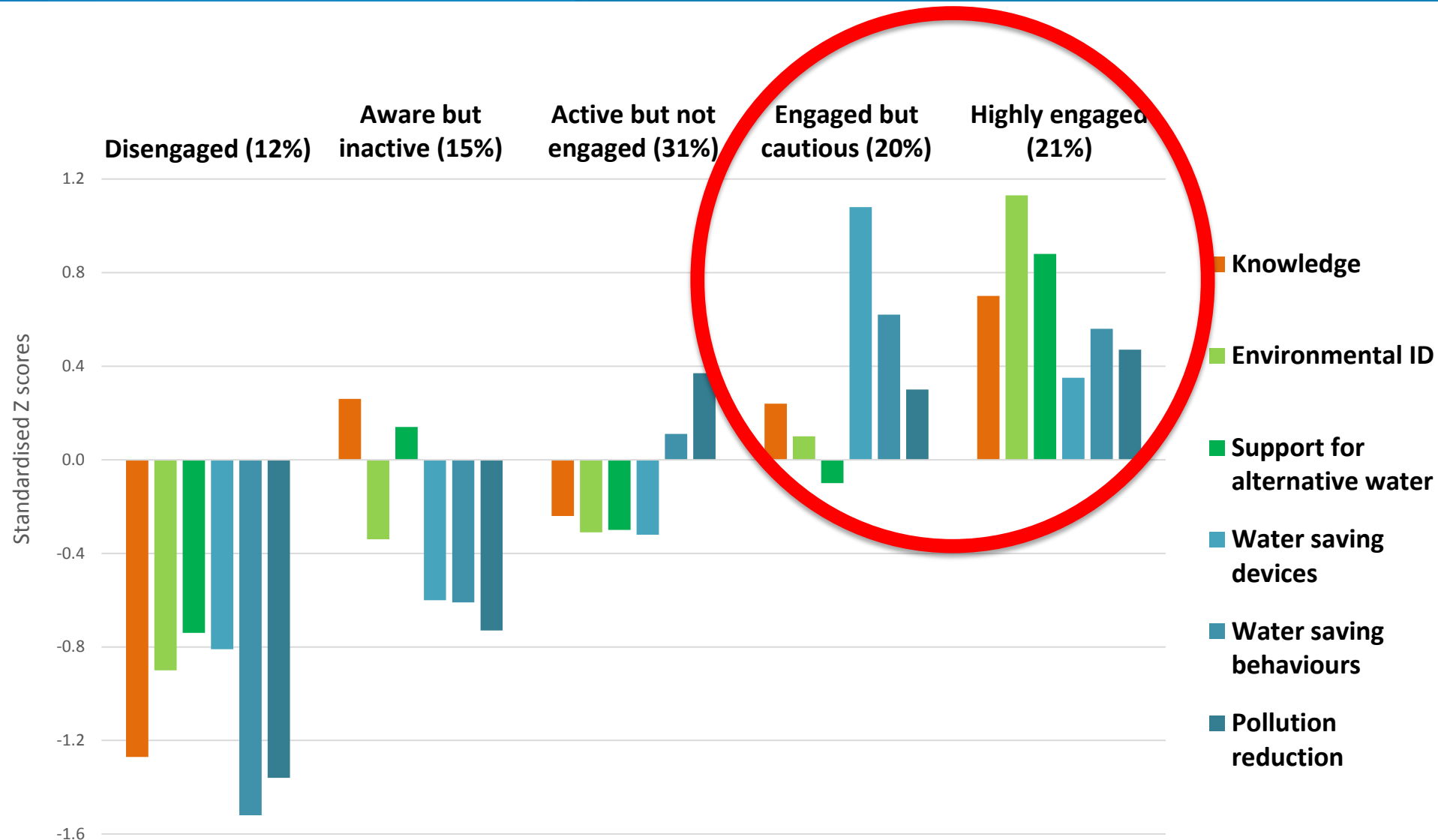
Percentage of customers within each age group submitting report



Percentage of customers within each age group submitting on-time, late or not at all



Other ways to unpack - typologies



Other ways to unpack – modeling

Table 6: Multiple regression analysis assessing predictors of volume of waste from illegal dumping

Measured Predictors	Standardized Coefficient	T	Sig.
Hours (Sat)	-.082	-.964	.337
Hours (Sun)	.332	3.983	<.001*
Store size	-.063	1.791	.076
Store access (Front)	-.096	-1.176	.242
Store access (Front/side/rear)	.015	.186	.853
Distance to carpark	-.063	-.781	.437
Distance to landfill	-.023	-.290	.772
Preventative: gates/fencing	.264	3.443	.001*
Preventative: signage at front	-.014	-.167	.868
Preventative: signage at rear	.068	.829	.409
Preventative: bins/drop boxes brought in at night	.326	3.772	<.001*
Preventative: CCTV or camera	.155	1.814	.073
Verge collection – on demand	-.049	-.615	.540
SEIFA: Economic resources	-.036	-.319	.751
SEIFA: Education and occupation	-.386	-3.252	.002*
1-year mobility	.264	1.566	.121
5-year mobility	-.403	-2.664	.009*
Population density	.194	1.674	.097

Common behaviour change mistake 2

I know what works!

*Information and knowledge will
change people's behaviour*



“Now they’ll get it!
Convincing the world that bike transport is highly
efficient and saves the taxpayer a fortune has never
been easy, but this new photograph should help.”

1990

SO, THIS CLIMATE
CHANGE THING
COULD BE A PROBLEM...



1995

CLIMATE CHANGE:
DEFINITELY A
PROBLEM.



2001

YEP, WE SHOULD
REALLY BE GETTING
ON WITH SORTING THIS
OUT PRETTY SOON...



2007

LOOK, SORRY TO SOUND
LIKE A BROKEN RECORD
HERE...



2013

WE REALLY HAVE
CHECKED AND WE'RE
NOT MAKING THIS UP.



2019

IS THIS
THING ON?

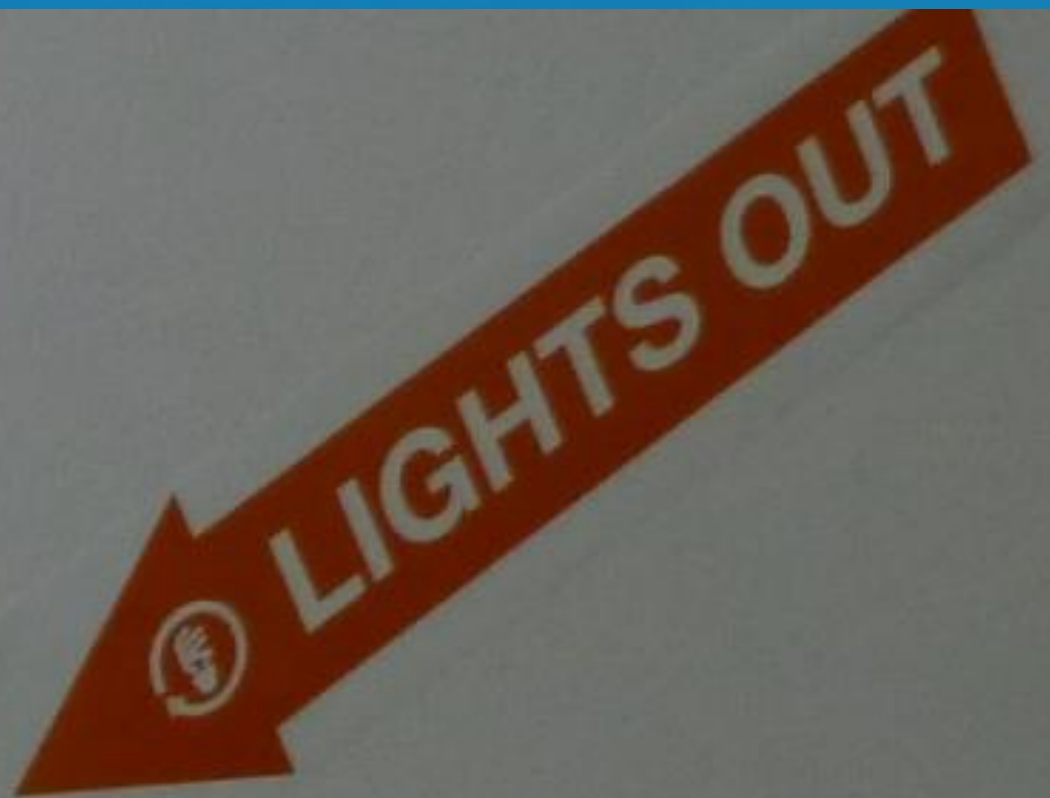


KUDRKA,
28/9/13

An example closer to home...







MYTH

Switching lights on and off uses more electricity than leaving them on

BUSTED

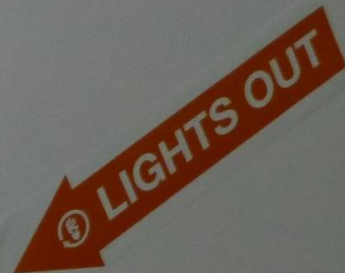
Switching on a modern fluorescent light uses about the same energy as a 0.09 second burst of light

LIGHTS OUT



Energy Smart
LIGHTS OUT

Greening up our act
Go to www.monash.edu.au/green for more information



**IF YOU ARE LAST TO
LEAVE THIS ROOM
PLEASE TURN THE
LIGHTS OFF!!!!**

MONASH University

MYTH

Switching lights on and off uses more electricity than leaving them on

BUSTED

Switching on a modern fluorescent light uses about the same energy as a 0.09 second burst of light

LIGHTS OUT

Energy Smart
LIGHTS OUT

Greening up our act

MONASH University

BE ENERGY SMART

If you are the last to leave

SWITCH OFF!

Help Reduce Monash's Greenhouse Emissions



*Incentives (e.g., monetary rewards) will
change people's behaviour*

Did a \$7 financial incentive increase blood donation?

No

Blood donations decreased from 50% to 32% with the introduction of the incentive



Did a \$3 fine decrease the number of late pick-ups at a childcare centre?

No

Late pick-ups doubled!



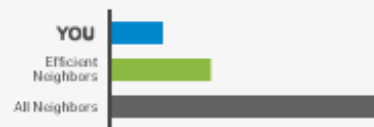
“Pay enough or don’t pay at all”

*If people only new the significance of the
problem*

John Doe

Last Month Neighbor Comparison

You used **34% less** than your efficient neighbors.



How You're Doing:

► **GREAT** 😊 😊
Good
More Than Average

WHO ARE YOUR "NEIGHBORS"?

■ ALL NEIGHBORS

Approximately 60 occupied, nearby homes that are similar in size to yours (avg 5,379 sq ft)

■ EFFICIENT NEIGHBORS

The most efficient 20 percent from the "All Neighbors" group

Spotlight on Cooling

Your cooling usage compared to your neighbors:

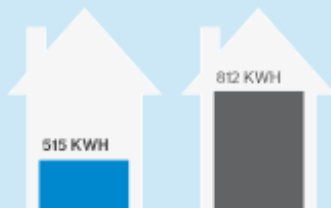


You used **36% LESS** energy on cooling than your neighbors.



Summer Reminder

Adjust your thermostat every time you leave the house. Even one degree can make a difference in savings.



Your Personal Commitment

Your goal: to use 5% less electricity than last year.

Great job. You're on track to meet the goal.



Energy Saving Tips for the Hot Summer



78°



Overall, move your thermostat up 2°.

You won't feel the temperature difference, and you could save up to 16% on your electricity bill.

When you're away, set it higher.

When you leave home or go to bed, turn your thermostat up 10°.

Consider a programmable thermostat.

You can automatically increase and decrease the temperature of your home according to the time of day. Programmable thermostats cost less than \$50 and are easy to install.

Find more ways to save online



www.acmepower.com/reports

A CLEANER VICTORIA IS IN YOUR HANDS

STOP LITTER WHERE IT STARTS

REPORT LITTERERS

visit epa.vic.gov.au/reportlitter
or call 1300 EPA VIC



Big problems ahead as nation warned about growth in obesity

SYDNEY

There is nothing more certain than death and taxes but now most Australians can add one more thing to that list: an ever-expanding waistline.

By 2025, the number of obese Australians will surpass those of healthy weight, according to epidemiologists who have calculated the nation's future weight gain based on the rate we stacked on the kilograms between 2000 and 2005.

Only about 28 per cent of adults would be a healthy weight in 2025 but nearly 34 per cent would be obese, said study leader Helen Walls, a research fellow at Monash University.

Dr Walls used data from nearly 6300 people collected as part of the landmark Australian Diabetes Obesity and Lifestyle Study to predict the scale of the obesity epidemic.



Belly flop: Obesity crisis looms.

Though the percentage of overweight people was expected to remain steady at about 38 per cent, over the 25-year period the numbers of obese would swell.

"That means a lot of people who are overweight will move into the obese category but they are being replaced by more people from the normal weight range," Dr Walls said.

Of the healthy-weight people aged 25-29 in 2000, fewer than 30 per cent would remain so 35 years later, according to the study, which was published in the journal *Obesity*.

Dr Walls said the surge in obesity could be prevented if the Government implemented the recommendations of the National Preventative Health Taskforce.

Paul Zimmet, director emeritus of the Baker IDI Heart and Diabetes Institute, said Australians had seen only the tip of the iceberg in weight-related problems.

A plethora of obesity-related conditions, from arthritis to sleep apnoea to depression, would increase.

"People just haven't got their heads around what the impact of obesity through disease will be," Professor Zimmet said.

SYDNEY MORNING HERALD

The Jill Meagher peace march down Sydney Road in Brunswick.

FOR generations, family violence has been Victoria's hidden disgrace.

We might have known it under another name. A domestic. A bloke giving his missus a touch-up. A private dispute. And none of our business.

It's none of these things. It's not a dispute and it's not just a domestic. It's a crime. It almost always involves a man attacking a woman. And it is everyone's business.

It's time for us to get involved. It's time for all Victorians to say enough is enough.

Today, the *Herald Sun* is launching a campaign called Take a Stand to confront the scourge of family violence in our community. The campaign will not make for comfortable reading. Family violence is devastating.

Every week in Australia, a woman dies at the hands of her partner or ex-partner. In Victoria, it's the leading contributor to preventable death, illness and disability in women aged 15-44 years.

It costs the Victorian economy \$3.4 billion a year in police and courts costs, hospital time, ambulance response, lost productivity and support.

It will be hard for all of us to confront the reality that is family violence. It may mean we have to accept that the mate from work, the good bloke from the footy club, or the friendly neighbour from down the street is beating his partner and possibly his children behind closed doors.

But the figures do not lie.

Last year, police responded to a record 50,382 family violence reports in Victoria. Of these callouts, 16,046 were assaults in the home. The overwhelming majority of the victims were women, bashed



Email Print

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218 SHARES

TOP OF PAGE

TOP STORIES



Worst of 'Godzilla El Nino' yet to come



6.

Boomer lifts lid on Tig

7.

Drug den tenants stun

8.

Channel Ten's colossal

News



Worst of 'Godzilla El Nino' yet to come

MELBOURNE is likely to be spared 'Godzilla El Niño'. Australia's other lucky. Here's what you should know

5



Remains of man found near creek

UPDATE: THE remains of a man have been found on a creek bank in Melbourne. Here's what you should know.



Heat on Lab votes probe

Every week in Australia, a woman dies at the hands of her partner or ex-partner. In Victoria, it's the leading contributor to preventable death, illness and disability in women aged 15-44 years.

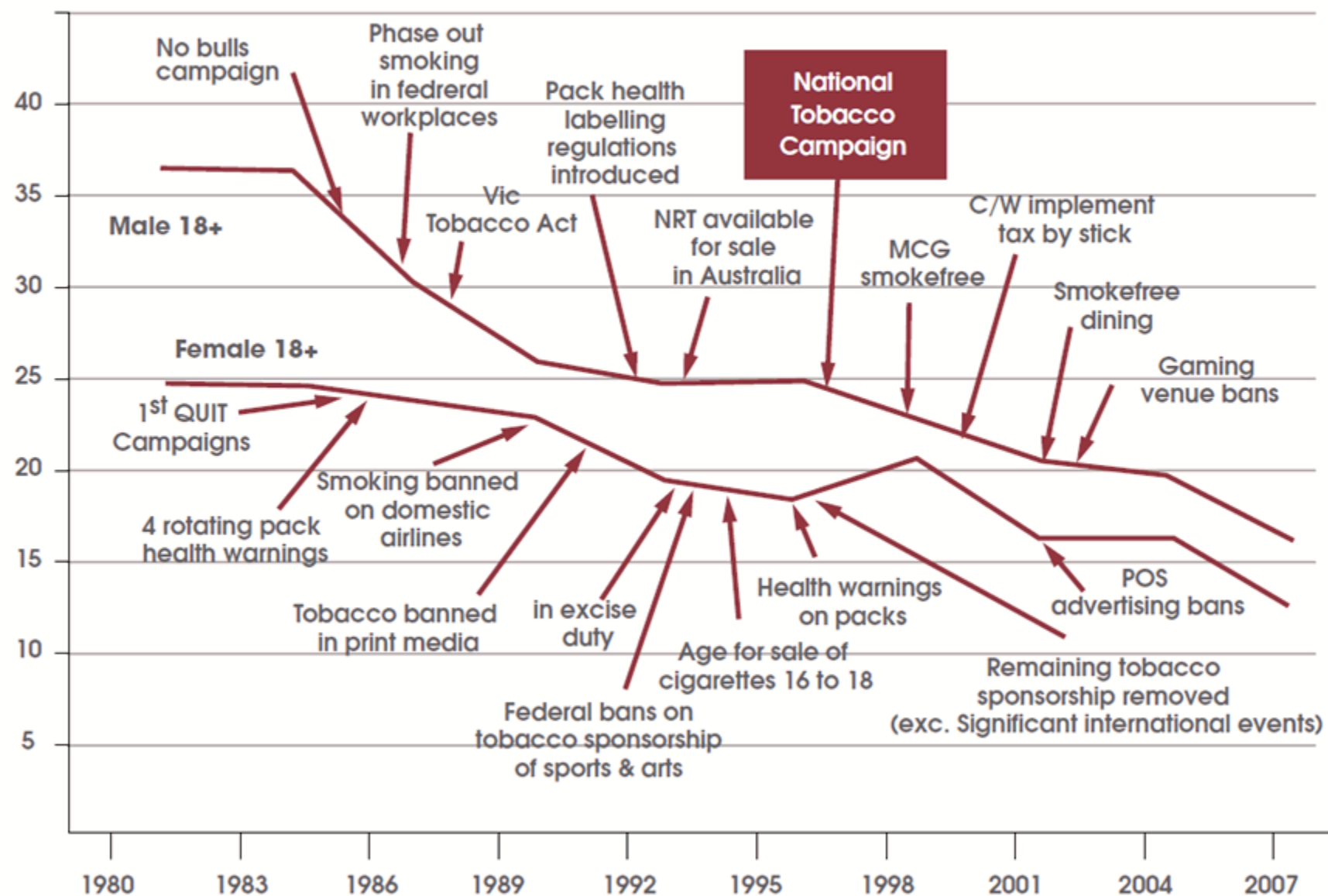


Common behaviour change mistake 3

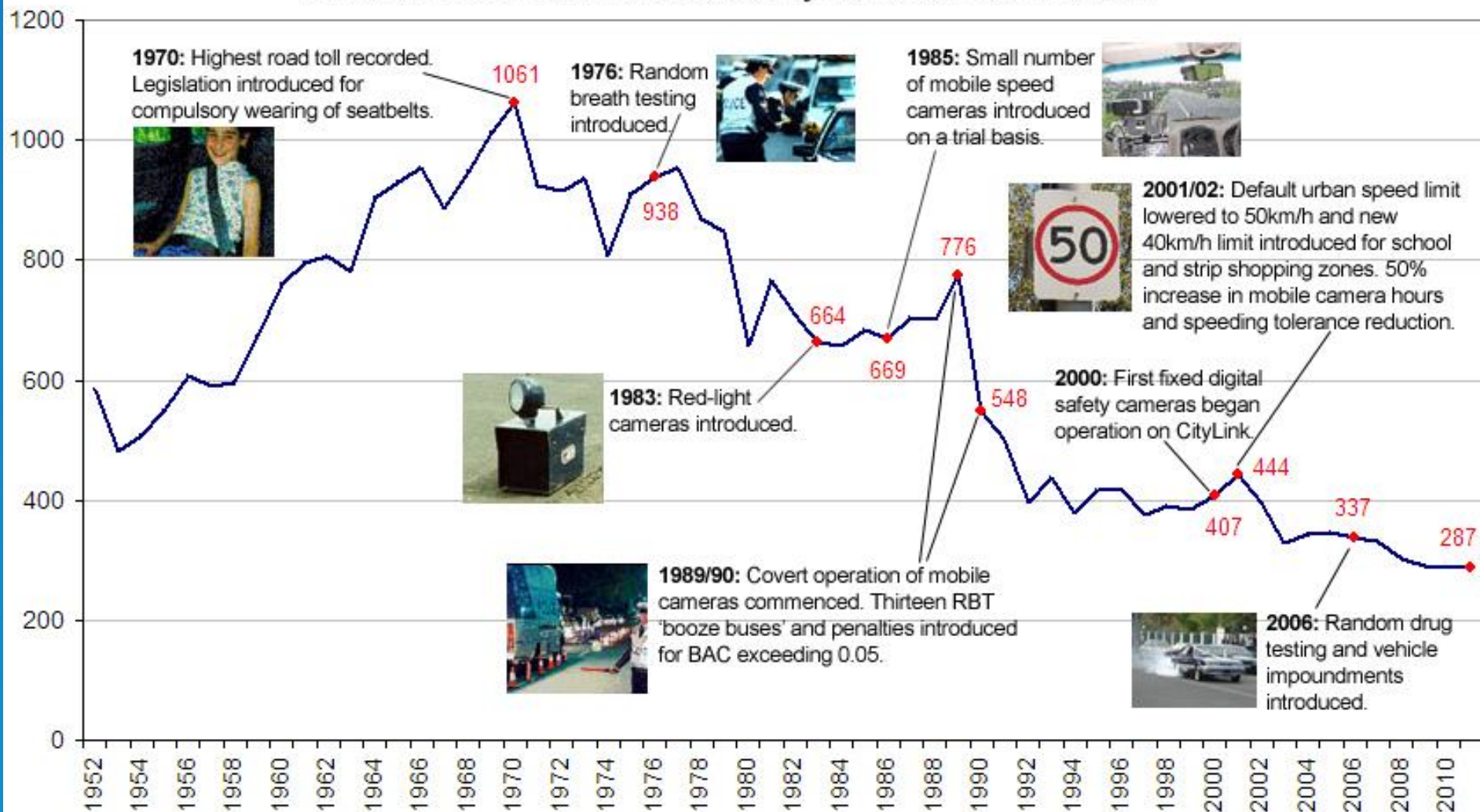
Relying on just one strategy

Figure 1.4:

Milestones in reducing smoking in Australia 1980–2007



Victorian Road Toll and Road Safety Enforcement Initiatives



Workplace safety intervention toolkit

Financial incentives



Community engagement



Social marketing



Research



Products and Services



Information Education



Social rules Norms

Our Vision

"Victorian workers returning home safe every day."

Regulation Legislation



Environmental restructuring



Emotional Connection



Workplace safety: Injuries per million hours worked

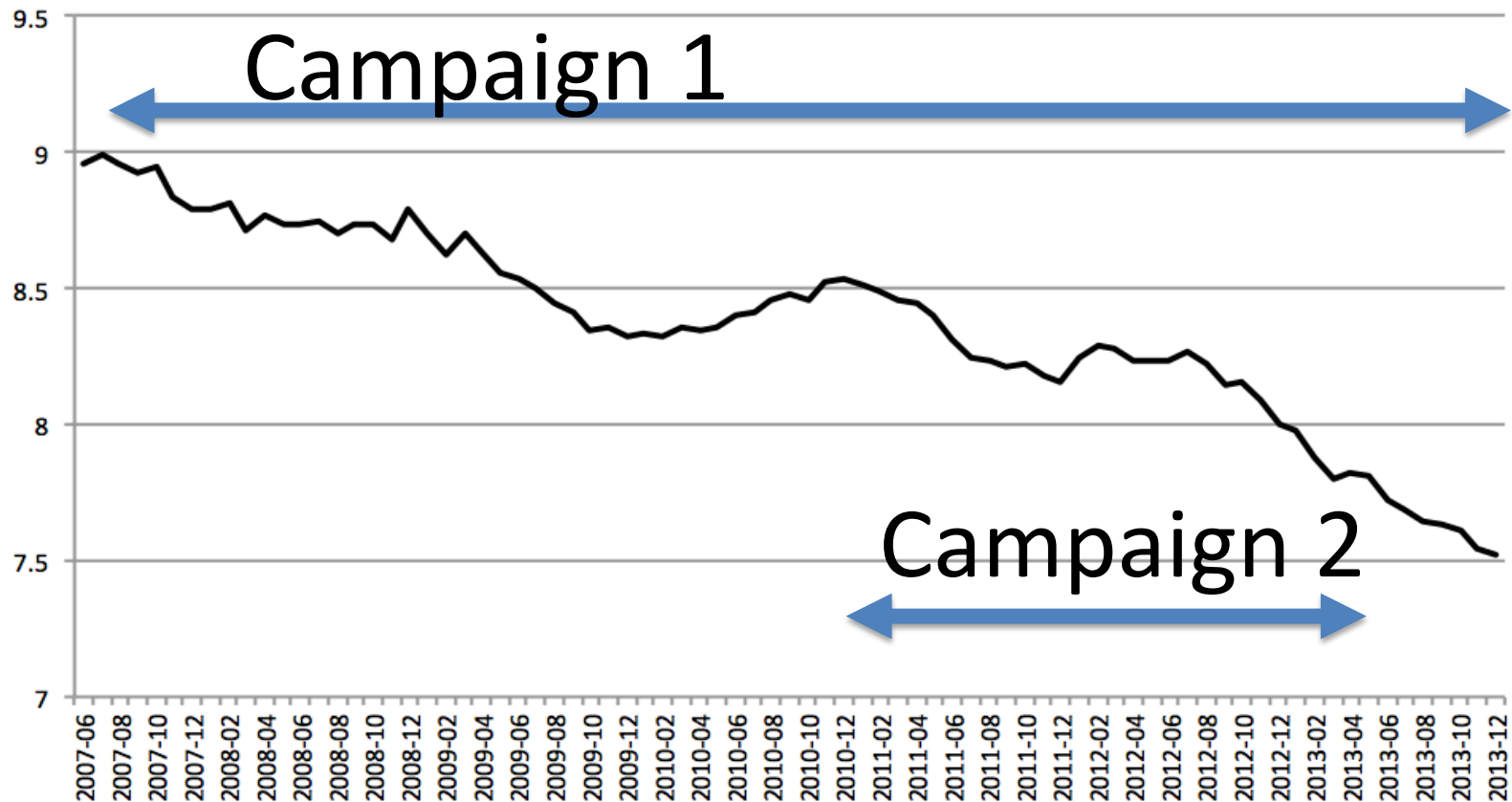


Chart Area

Unable to play video on our website



WHY DO WE MAKE THESE MISTAKES?



They're not like you

Understanding behaviour to see
influence opportunities...

Problem identification and prioritisation

Behaviour identification and prioritisation

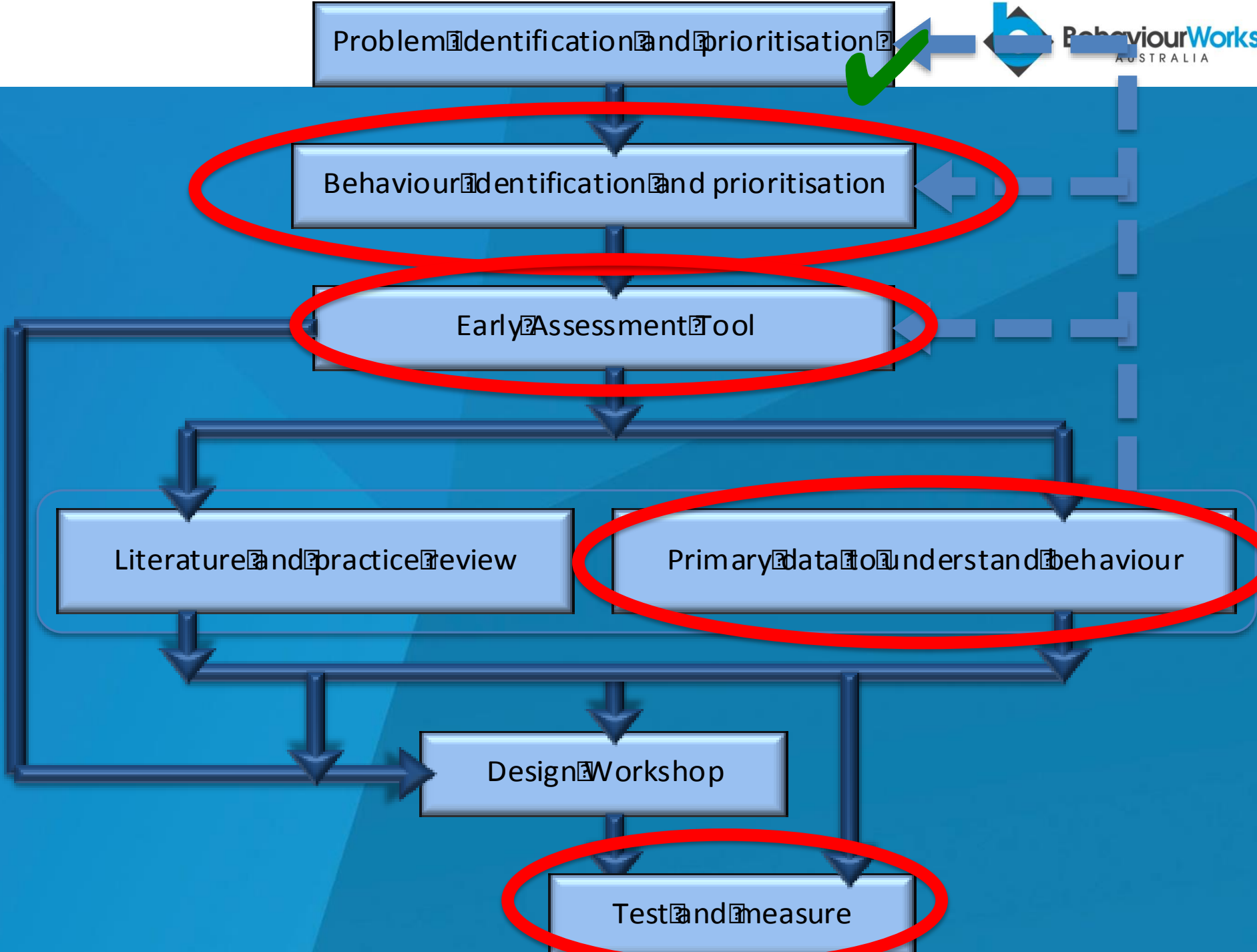
Early Assessment Tool

Literature and practice review

Primary data to understand behaviour

Design Workshop

Test and measure



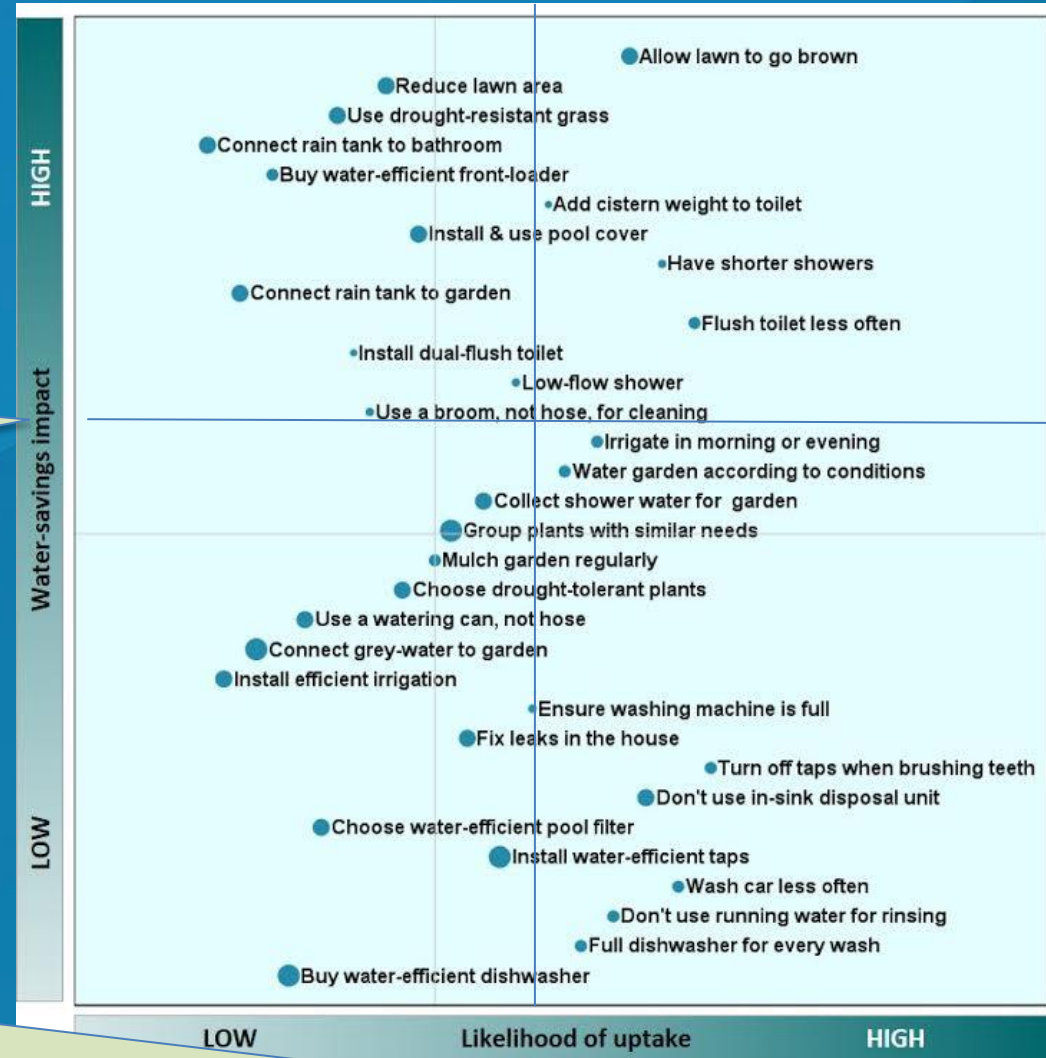
Identification and prioritisation

Household water saving behaviours

impact – likelihood matrix

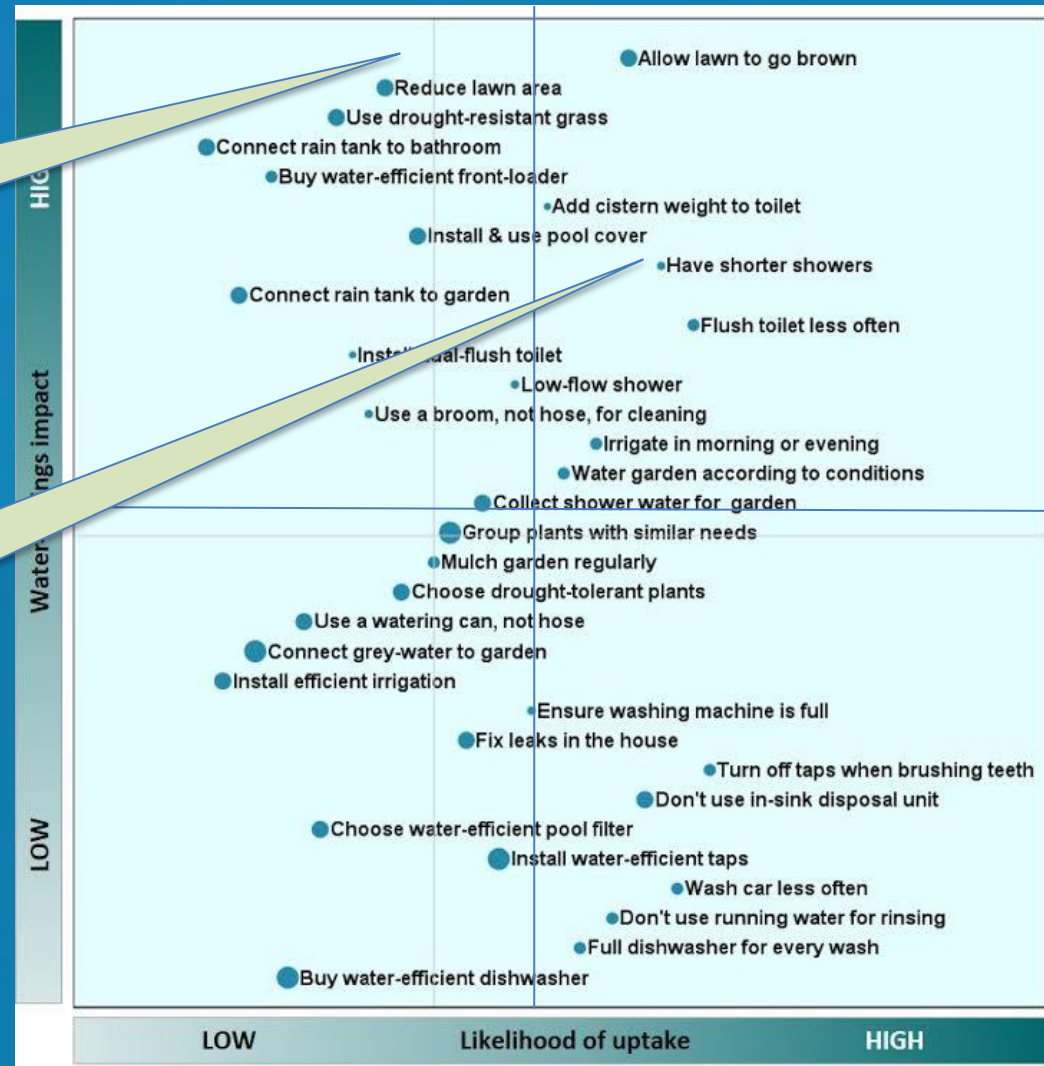
impact

likelihood



Don't water
lawn

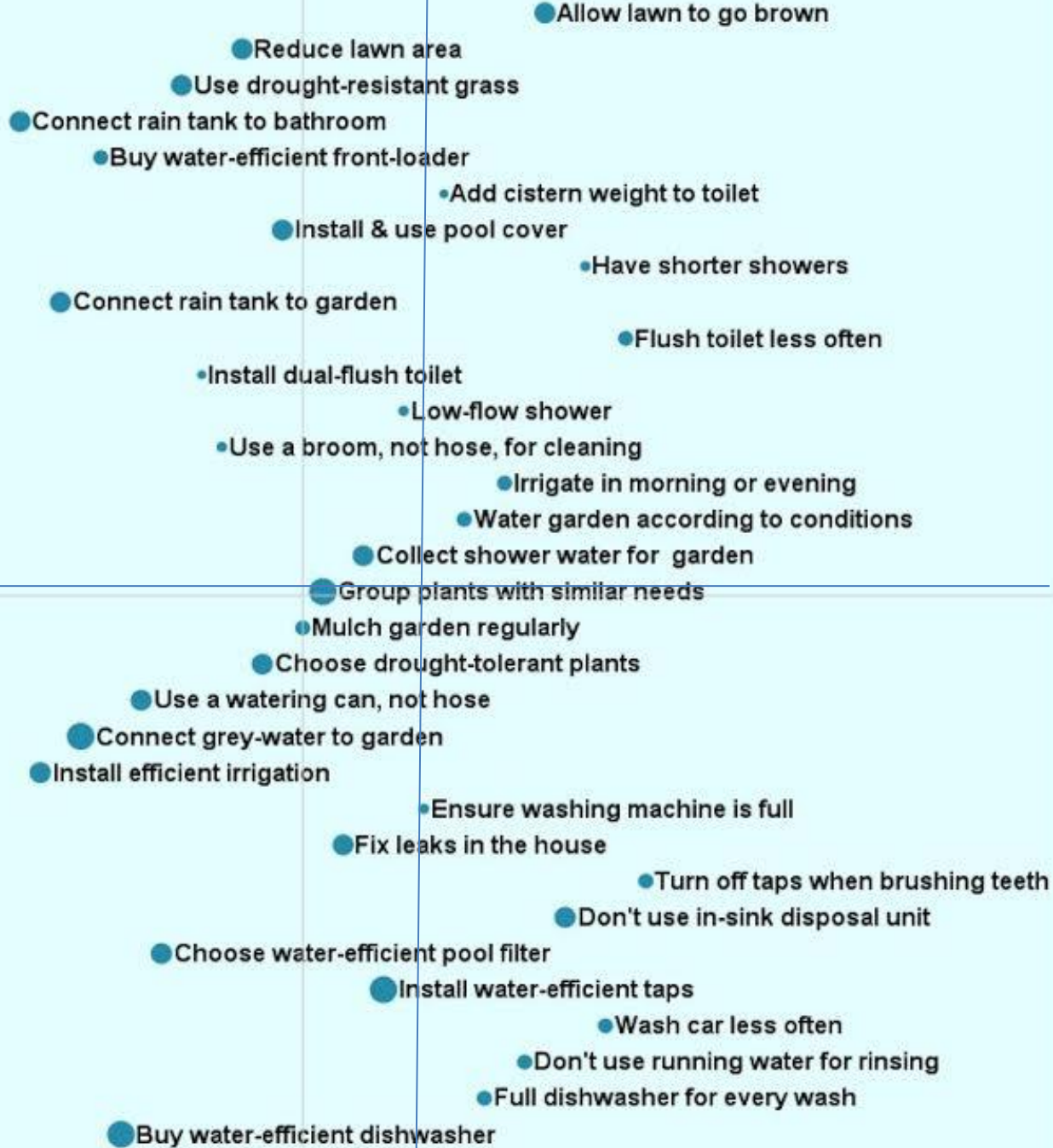
Have shorter
showers



HIGH

Water-savings impact

LOW



LOW

Likelihood of uptake

HIGH

HIGH

Water-savings impact

LOW

Focus behaviours

Priority behaviours:
where opportunity
is moderate or high

Behaviours that
add up

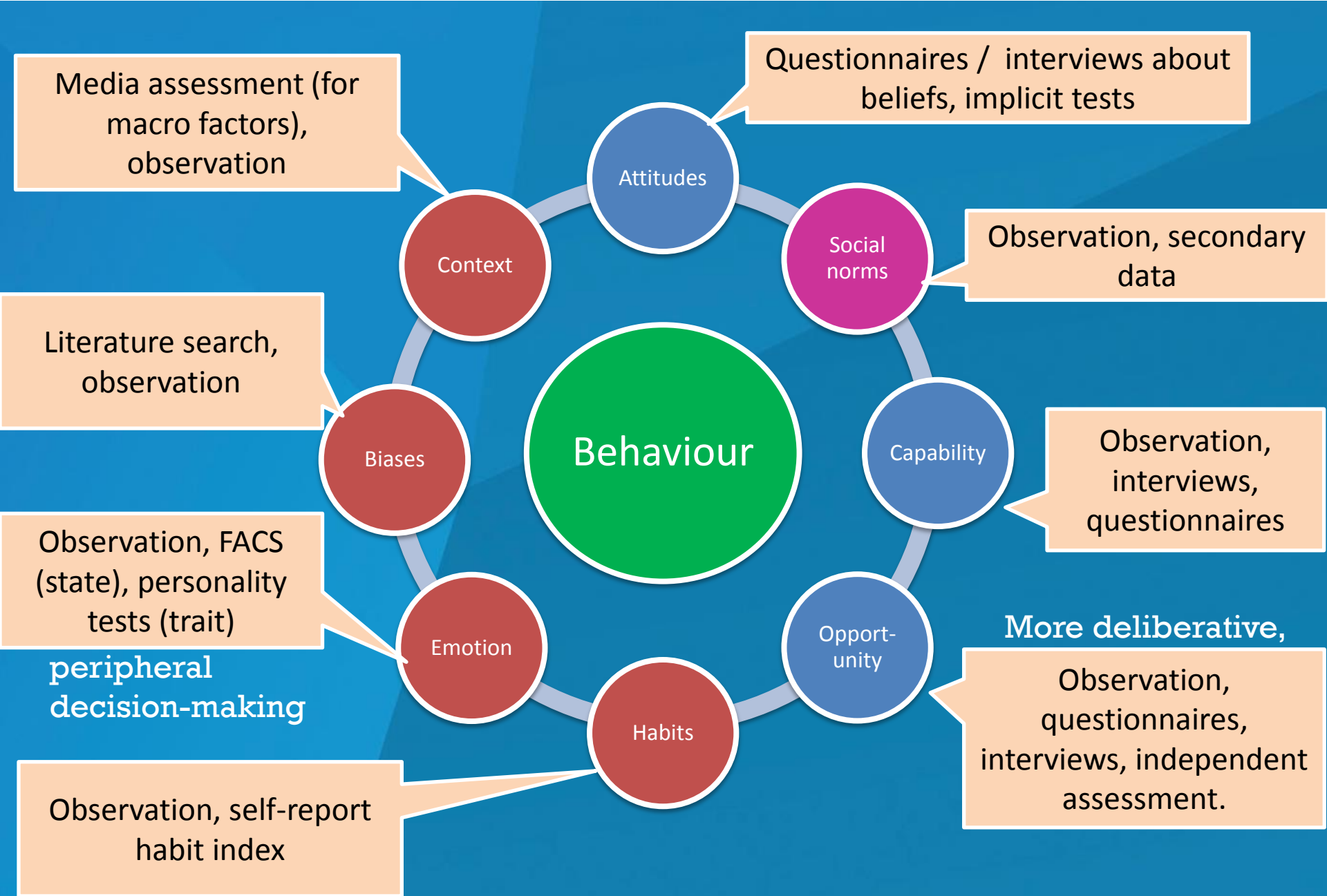
Leverage
behaviours

LOW

Likelihood of uptake

HIGH

Primary data to understand behaviour



Early assessment tool

Is it deliberative (a thinking behaviour)?

YES

Observe and ask:

What are the benefits and costs of the behaviour?

Who approves and disapproves?

What makes it easy and hard?



Is it deliberative?

YES

NO

Do you want it to be?

YES

NO

Regulation

Incentives

Context cues

Moments of discontinuity

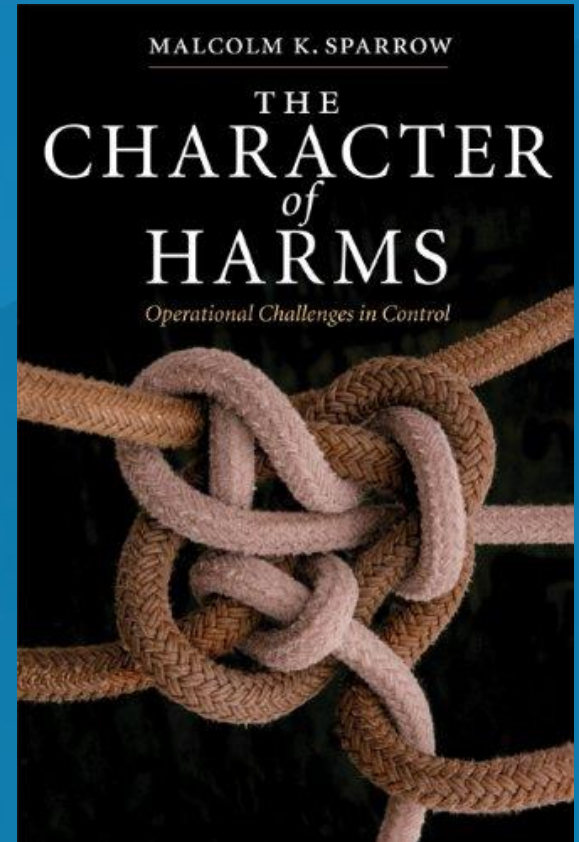
Sensitising the market

Biases

Sensitising the market

Test and measure...

“One kind of intervention should never be ideologically preferred to any other. Selection of tools and times for intervention ought surely to be seen as tactical, problem-specific choices ... advocating for specific intervention options, too early and without sufficient analysis, often drives out open-minded examination of the harm itself.”



© 2000 BY WILEY-LISS, INC.



O'XXX. CCCCCC
65 CORNERST DR
MERREEEE VIC 9998

Pay now, stay safe

If you get caught driving an unregistered vehicle you could face fines of over \$700 and could impact TAC insurance coverage.

The vehicle register records the identification details of each vehicle and the name and address of the registered operator of the vehicle. It is not a register of vehicle ownership (title).

W12N004195 170215/XEROX_W12-18.TEST.TXT 0000E MID.1

TOTAL AMOUNT DUE:

\$54.00

PAYMENT DUE BY:

23 MAR 2015

WARNING: This vehicle will be unregistered if payment has not been received by the due date

CERTIFICATE OF REGISTRATION

REGISTRATION NO:	0000E E
TRAILER:	2010 TOWPAX BOX
VIN NO:	J99999999999999999999
ENGINE NO:	GYYYYYY4321
FEE CODE:	TV PRIVATE TRAILER
TARE:	540
GVM:	1990

REG. EXPIRY DATE: 23 MAR 2016

CHARGE SUMMARY

REGISTRATION FEE	\$54.00
TAC CHARGE	\$0.00
INSURANCE DUTY	\$0.00
<hr/> TOTAL AMOUNT	<hr/> \$54.00

NAME AND RESIDENTIAL ADDRESS

O'XXX, CCCCCC
65 CORNERST DR
MERREEEE VIC 9998

Moving house?

You can quickly and conveniently change your licence and registration address online at **vicroads.vic.gov.au/ChangeAddress**. You will receive a new driver licence address label in the post.

8888E E 23 MAR 2016 0000000 54.00



*374 00000000 230615

SAVE TIME AND PAY ONLINE OR ON MOBILE IN 2 EASY STEPS

- 1** Choose from one of the following payment options to securely pay your registration renewal. Any time of the day or night, you can pay by internet banking or your mobile.

2



Biller Code: 216291
 Ref: 7599 9000 0000 005

*May not be available for customers of some financial institutions.
Please use other payment options or contact VicRoads on
13 11 71 if service is unavailable.

BPAY® telephone & internet banking

Call your bank or financial institution to make this payment from your cheque, savings, credit card, debit credit card or transaction account. More info at bpay.com.au*

Any payment must be for the exact amount of this invoice and must be made by the due date to enable you to continue to drive this vehicle. If unpaid the registration of this vehicle will be cancelled 3 months after the expiry date on this notice and cannot be renewed by paying this invoice.

Credit card payment online

Pay with a credit card (MasterCard or VISA) via the web or your mobile

Test
message
here

Message Header	Message Body
Say goodbye to rego stickers for all light vehicles.	Note: Not part of the trial
Pay now, stay safe	If you get caught driving an unregistered vehicle you could face fines of over \$700 and could impact TAC insurance coverage
Keep your family safe	Pay your registration on time and ensure they have TAC coverage if they are injured in an accident
Would you accept TAC payments if injured in an accident?	Pay your rego on time so we can help you and others get back on their feet after an accident
Win a weekend in Marysville!	Pay your registration before the due date and you'll automatically go into the draw to win a weekend for two at the new Vibe Hotel Marysville (please see the VicRoads website for the terms and conditions of the holiday).
Say goodbye to rego stickers for all light vehicles.	Note: The control group

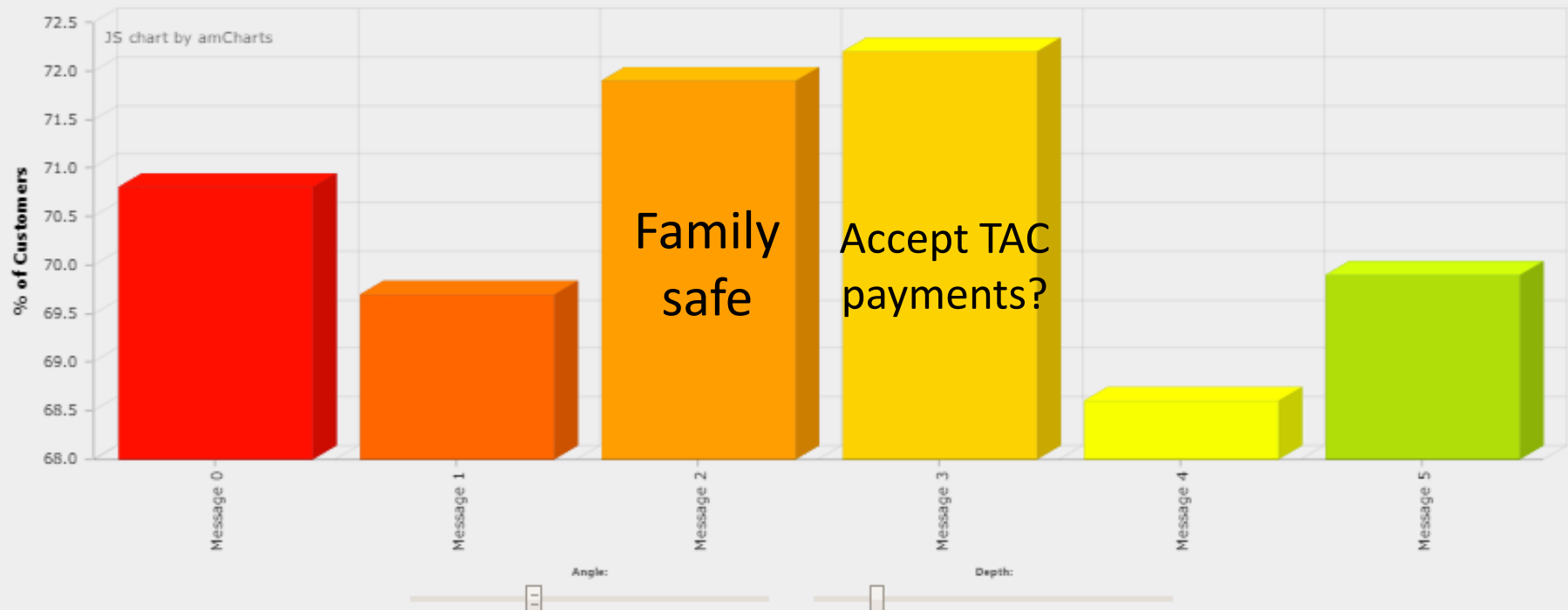
On time

Overall Renewal Time

Total - 100,961 Customers

Select Renewal Time:

ON TIME



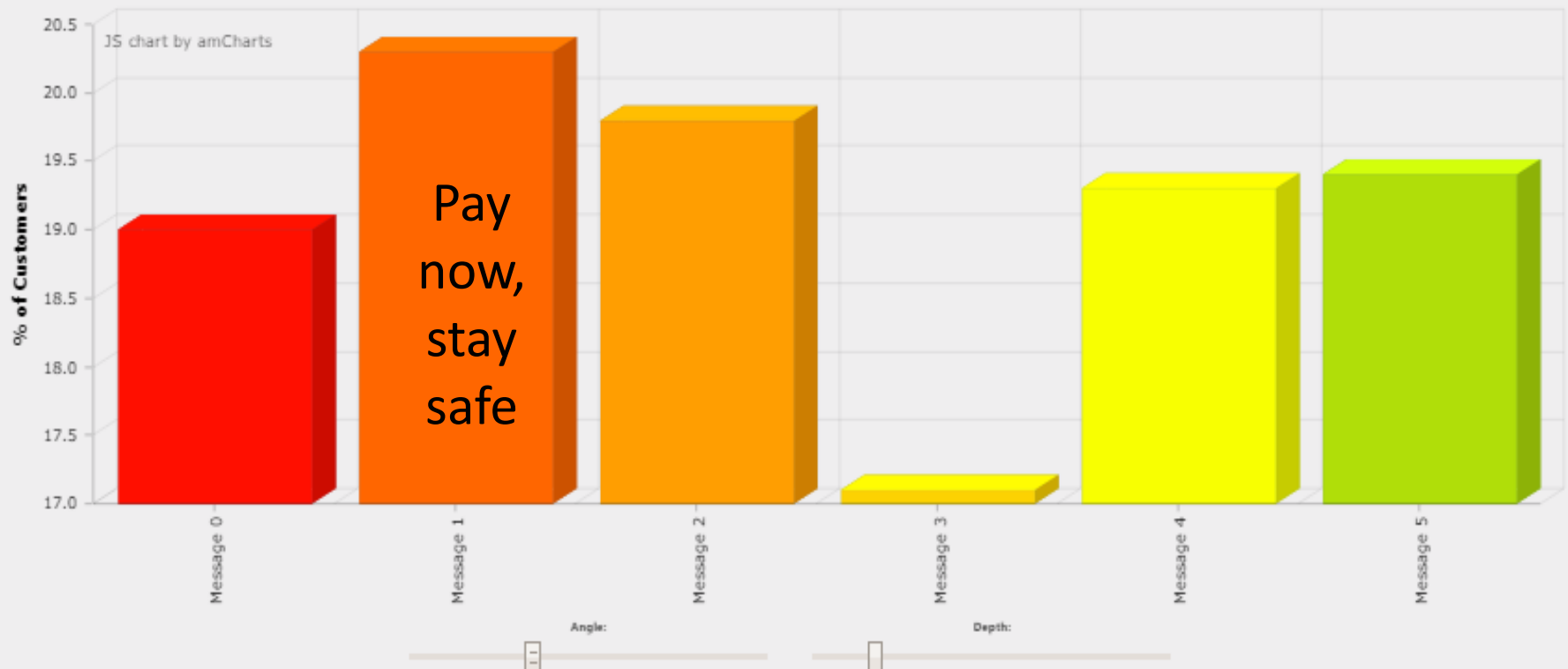
Late

Overall Renewal Time

Total - 100,961 Customers

Select Renewal Time:

LATE



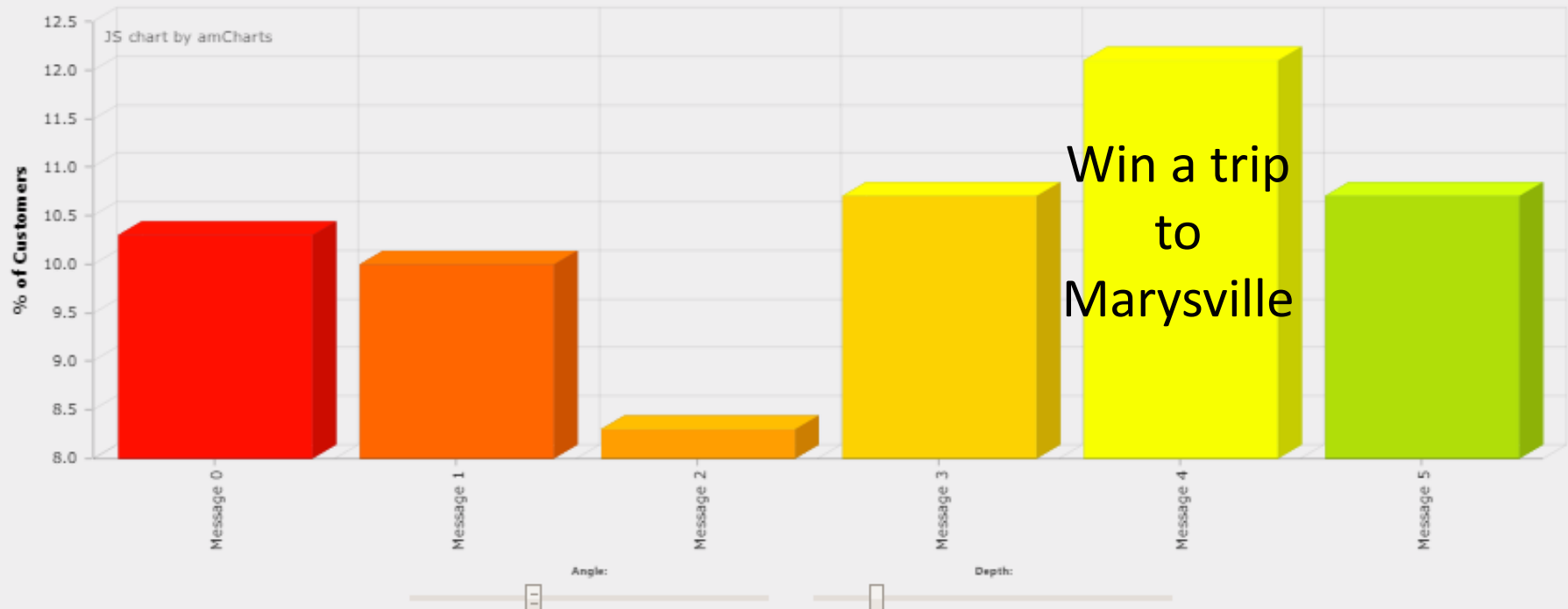
Not paid

Overall Renewal Time

Total - 100,961 Customers

Select Renewal Time:

NOT PAID



NO LITTERING



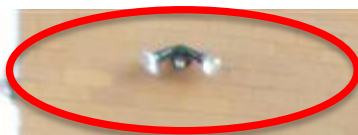
Leaving donations here when the store is closed is illegal

FINES APPLY

This area is under surveillance

Donate during opening hours:

Monday to Friday: 9.00 am – 5.00 pm
Saturday: 9.00 am – 5.00 pm
Sunday: 11.00 am – 4.00 pm



The real cost of dumping at charities



Leaving your donations here after hours costs us money to clean up. We'd rather spend this money on providing food and shelter for people in need.

Make your donation count!

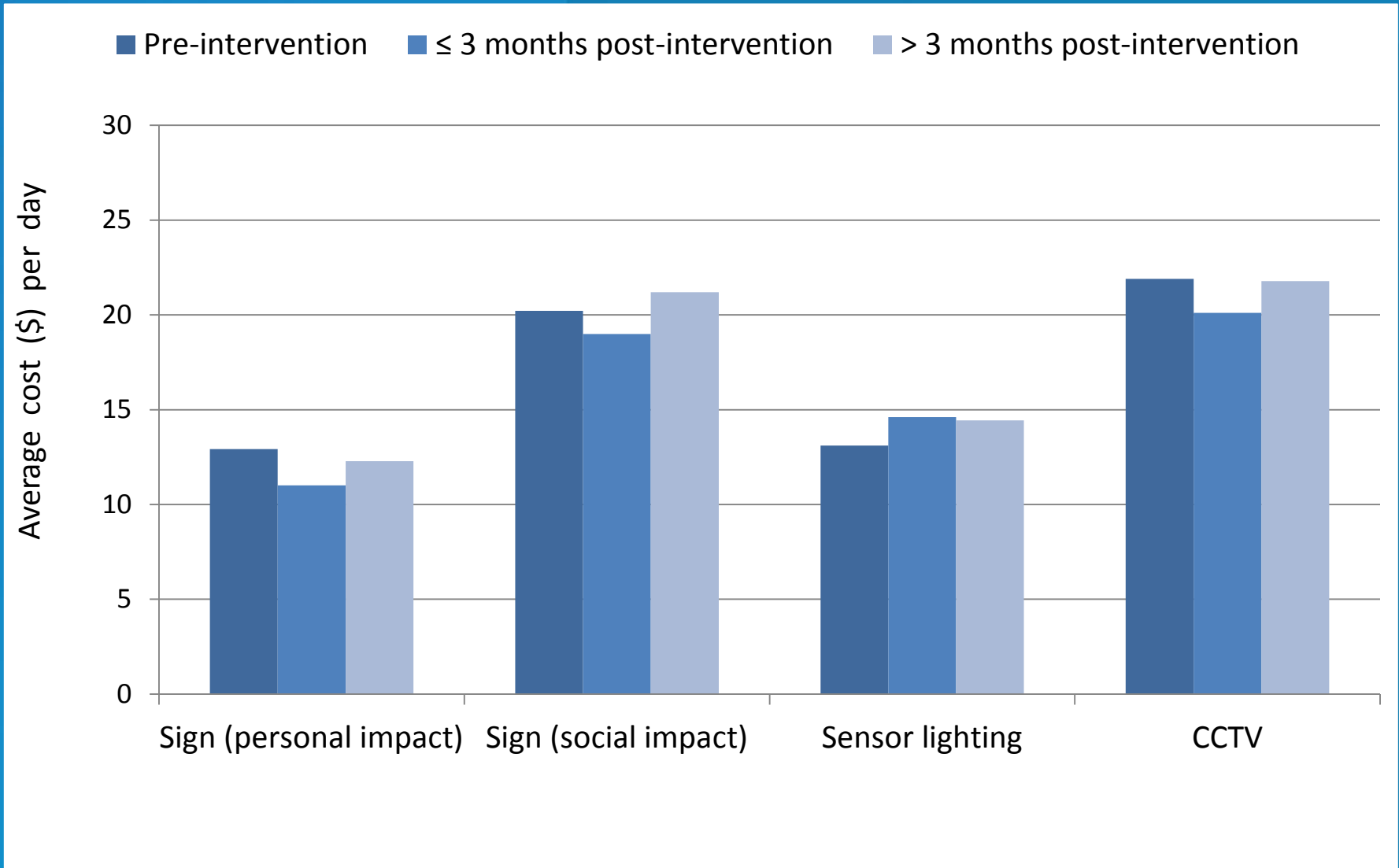
Donate during opening hours:

Monday to Friday: 9.00 am – 5.00 pm
Saturday: 9.00 am – 5.00 pm
Sunday: 11.00 am – 4.00 pm



ALVOS
stores

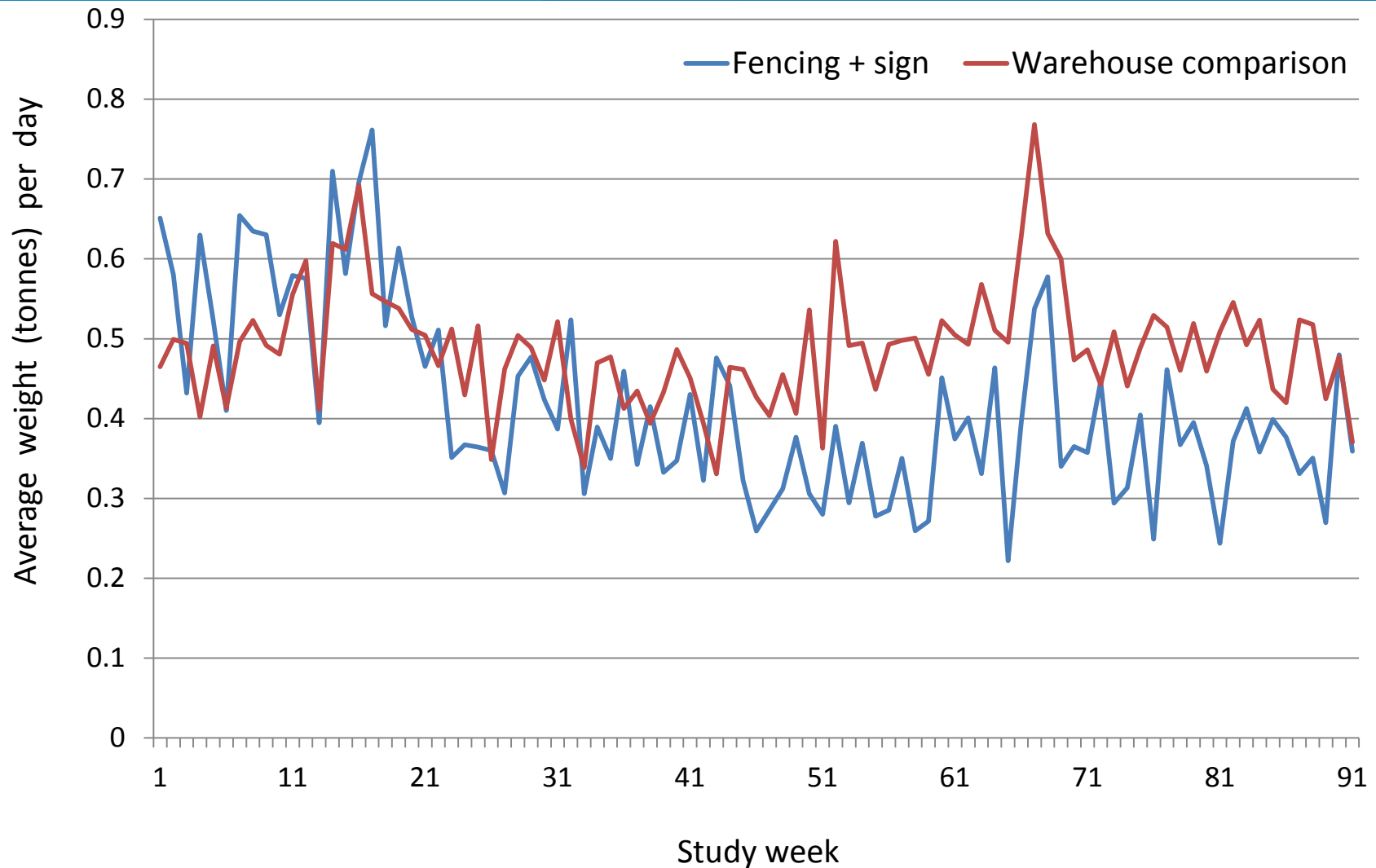
Waste disposal costs (small stores)



Quantity of waste (large stores)



Quantity of waste (large stores)



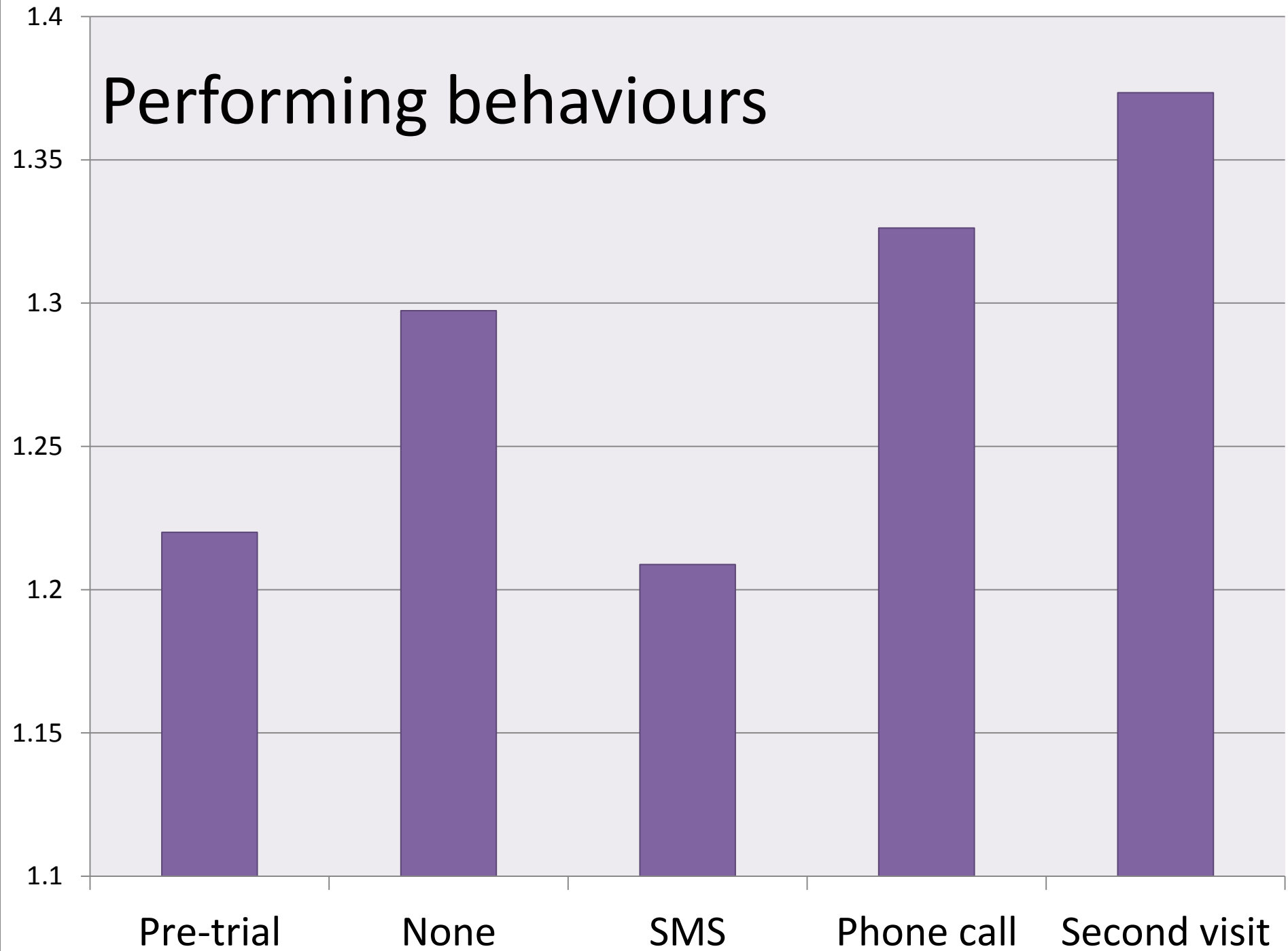
About HPSP



Changes

- Changes to visit
 - Inclusion of descriptive norms
 - Commitment strategies
 - Loss aversion language
- Changes to follow up
 - Shorter letter from assessor
 - Phone call follow up
 - SMS from assessor
 - Second visit

Performing behaviours



Five take home messages...

- Unpack problems
- Don't assume you know what works because you are not in a good position to judge
- More than one approach usually works better
- There are many drivers of behaviour which can be loosely grouped as deliberative and non-deliberative and your approach should consider this
- Test and measure different approaches (in combination as well as individually)

Thank you

Liam Smith

BehaviourWorks Australia,

Monash Sustainability Institute

Liam.smith@monash.edu

Make the most of waste

Victoria Walker
Head of Marketing and Publicity
Auckland Council

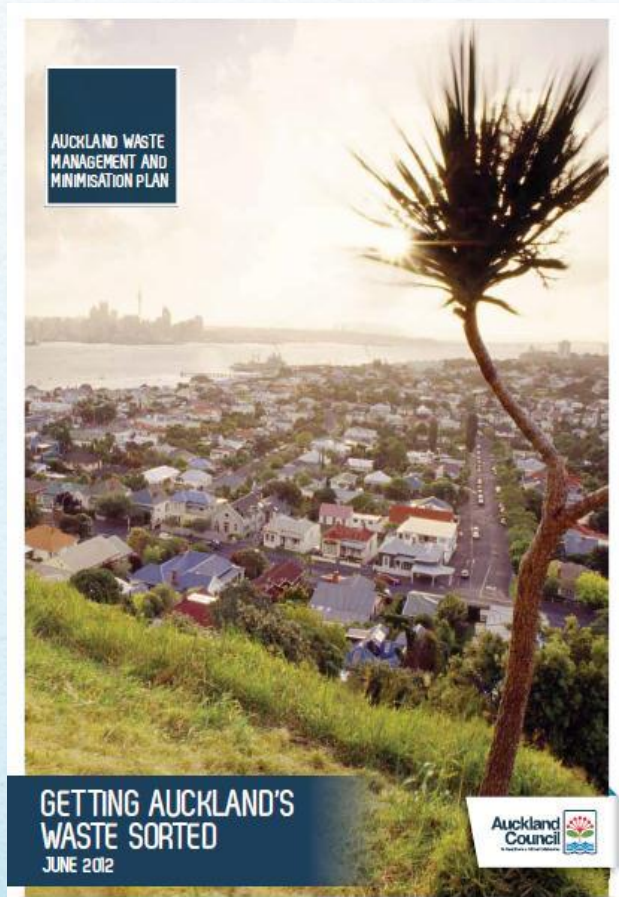


MAKE THE MOST OF WASTE
.CO.NZ

Today, we'll cover

- our goal: zero waste
- our campaign – who, what and how
- success stories
- lessons learned

Zero waste by 2040



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The path to zero waste



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Recycling right saves time and money



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AUCKLAND
.CO.NZ

Rubbish or recycling?



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.CO.NZ



Please follow the link for the video.

<http://www.makethemostofwaste.co.nz/recycling/recycling-intruder-video/>



MAKE THE MOST OF WASTE
.co.nz



Using mass media for impact

Smarter recycling could save \$1m

A truck load of recycling was dumped in Aotea Square last week to highlight how important it is to recycle right.

The event kicks off a month-long focus on recycling, and also marks the beginning of Make the Most of Waste – a two-year campaign to stop Aucklanders through changes to waste services in coming years.

The goal is to achieve zero waste by 2040.

Last week's event used the contents of 58 recycling bins, dumped and then sorted on the spot by council staff.

Deputy mayor Penny Hulse and local board members from around the region attended and rolled up their sleeves to help.

The event demonstrated the importance of recycling right, by highlighting wrong items found in the average household recycling bin.

Some of the most common wrong items in recycling include plastic bags, medical waste, food waste, material and batteries.

The Auckland Council Regional Strategy and Policy Committee chairman George Wood believes Aucklanders already do a good job of recycling, but with a little more knowledge they can reduce the amount going to landfill.

"Being the world's most livable city means making the most of our waste, and an important part of that is getting our recycling right," he says. "Last year Aucklanders recycled around 117,000 tonnes of glass, plastics, paper and cans, but around 10 per cent of the material collected in recycling was rubbish."

"At the same time, we estimate around 15 per cent of the average household rubbish bin or bag collected by Auckland Council – over

20,000 tonnes – are items that could have been recycled. Mixing rubbish in recycling also costs the council in excess of a million dollars a year – so it is important we get this cost down as much as we can."

The council's focus on recycling throughout October will include extensive engagement with communities and a media campaign. A new online search tool is now available on the council's website and mobile app, so people can easily find detailed guidance on what can and can't be recycled.

The campaign is the first in a series of initiatives to implement Auckland Council's Waste Management and Minimisation Plan, and foreshadows the introduction of a service changes over the next few years, including an organic waste collection and pay as you throw for rubbish collection across the region.

Auckland's sloppy recycling under spotlight

KELLY DEWITT

Last updated 10:22 25/09/2014

Like 60

Tweet 14

Share



SUPPLIED

WASTE: Auckland Council dumped a truck load of rubbish in Aotea Square as a part of 'Make the Most of Waste'.

MAKE THE MOST OF WASTE
.CO.NZ

Using mass media for impact

RADIOLIVE DAILY POLL

1. Do you recycle or can't you be bothered?

Can't be bothered

■ 8%

Absolutely

■ 92%

[View Survey](#)

Using mass media for impact

请勿将垃圾
混入可回收物品
请访问

MAKE THE MOST OF WASTE
.CO.NZ 了解更多信息

Auckland Council 

कूड़े को पुनरावर्तन के साथ
मत मिलाएँ
अधिक जानकारी

MAKE THE MOST OF WASTE
.CO.NZ से प्राप्त करें

Auckland Council 

쓰레기와 재활용품을
섞어 버리지 마세요
자세한 내용은 다음 참조:

MAKE THE MOST OF WASTE
.CO.NZ

Auckland Council 

Using mass media for impact

Recycling made easy

- you can recycle packaging from the kitchen, bathroom and laundry.
- please don't put plastic bags in your Auckland Council recycling bin – they get caught in the sorting machines.
- use our recycling search at makethemostofwaste.co.nz

Please:

- rinse and squash all containers
- leave the lids on all bottles and containers
- containers should be no larger than 4 litres
- bundle paper and cardboard securely and place it next to your bin/bag for collection if you live in North Shore, Waitākere, Rodney or the inner CBD.
- Tetra Pak cartons are NOT accepted in North Shore, Waitākere and Rodney.

The way recycling is collected is different depending on where you live in Auckland. Check your local service with the collection day search at makethemostofwaste.co.nz or call 09 301 0101.



MAKE THE MOST OF WASTE
.co.nz

Auckland Council
Te Kaunihera o Tāmaki Makaurau

MAKE THE MOST OF WASTE
.co.nz

Auckland Council
Te Kaunihera o Tāmaki Makaurau

Using mass media for impact



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Using mass media for impact



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Using mass media for impact



MAKE THE MOST OF WASTE
CO.NZ

Reaching the harder to reach



MAKE THE MOST OF WASTE
.CO.NZ



Success

- one in four Aucklanders aware of campaign
- knowledge up 15 per cent 
- contamination decreased 35 per cent 

Lessons learned

- get the balance right between planning and execution
- set clear targets and get stakeholder buy in
- keep up the momentum

Find out more:
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Changing behaviour

Moderator

Monica Pfeffer

ANZSOG

Speakers

Associate Professor Liam Smith

Director of BehaviourWorks
Monash university

Victoria Walker

Auckland Council

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