

APSMC 2026 Regional Showcase Competition

Practitioner Submission Criteria and Guidelines

1. Purpose of the Regional Showcase

The APSMC 2026 Regional Showcase Competition is designed to recognise and profile practitioner-led social change initiatives across Australia, New Zealand, and the broader Asia-Pacific region.

The Showcase provides an opportunity for practitioners to present real-world programs, campaigns, interventions, or initiatives that have contributed to positive social, behavioural, environmental, health, community, or policy outcomes.

The purpose of the Showcase is to:

1. provide a platform for applied social marketing and social change work across the region;
2. highlight practice-based social innovation, impact, and learning;
3. strengthen connections between practitioners, researchers, policymakers, and community partners;
4. advance the conference theme of Compassion, Complexity, and Change by foregrounding real-world responses to complex and interconnected social challenges across the Asia-Pacific region.

2. Eligibility

The Showcase is open to practitioners, organisations, agencies, community groups, government departments, NGOs, social enterprises, consultancies, and cross-sector partnerships working on social change initiatives. Academic-led projects are not the primary focus of this competition. However, submissions involving academic partners are eligible where the initiative is substantially practitioner-led or practice-facing.

Eligible submissions may come from:

- Australia;
- New Zealand;
- Asia;
- Pacific Island nations; or
- projects with a clear Asia-Pacific focus or relevance.

Submissions may be made by:

- individual practitioners;
- practitioner teams;
- not-for-profit organisations;
- government or public sector agencies;
- social marketing agencies;
- health promotion teams;
- community organisations;
- advocacy or behaviour change organisations;
- industry or cross-sector partnerships delivering social impact programs.

3. Types of Initiatives Eligible

Submissions may include social marketing, behaviour change, social impact, community engagement, advocacy, public health, sustainability, equity, safety, wellbeing, or social change initiatives.

Examples include, but are not limited to:

- public health campaigns;
- environmental sustainability initiatives;
- road safety, alcohol harm reduction, or injury prevention programs;
- inclusion, equity, or anti-discrimination initiatives;
- community wellbeing or mental health programs;
- social policy implementation initiatives;
- climate adaptation or resilience programs;
- Indigenous-led or culturally grounded social change initiatives;
- programs addressing vulnerability, disadvantage, or service access;
- behaviour change programs delivered through government, NGOs, or community partnerships.

The initiative may be completed, ongoing, or in an advanced implementation stage. However, submissions should provide sufficient evidence of implementation, learning, or early outcomes.

4. Submission Format

To keep the process accessible, submissions will be made through a short video presentation and a brief written summary.

Required submission materials

1. Video presentation: recommended length up to 3 minutes; format MP4 or accessible video link. The video should clearly explain the initiative, its purpose, approach, outcomes, and key learnings.
2. Written summary: maximum 750 words. The summary should include the initiative title, submitting organisation or team, region/country of implementation, target audience/community, social issue addressed, brief description of the initiative, key outcomes or evidence of impact, key learnings, and contact person.
3. Consent and permissions statement: submitters must confirm that they have permission to share any images, stories, data, community content, or organisational materials included in the video.

5. Suggested Video Structure

Practitioners are encouraged to structure their video around the following questions:

1. What social issue or challenge did the initiative address? Briefly explain the context, problem, or opportunity.
2. Who was the initiative designed for or with? Identify the target audience, community, stakeholders, or priority groups.
3. What was the strategy or approach? Explain the intervention, campaign, engagement process, behaviour change strategy, or social marketing approach.
4. What made the initiative innovative, responsive, or contextually appropriate? Highlight any distinctive features, partnerships, cultural considerations, co-design processes, or creative elements.
5. What outcomes, impact, or learning emerged? Provide evidence where available. This may include behavioural, social, community, organisational, policy, engagement, reach, or process outcomes.

6. What can others learn from this initiative? Reflect on transferable lessons, challenges, adaptations, or implications for future practice.

6. Assessment Criteria

Submissions will be assessed against the following criteria.

Criterion	Weighting	Description
Relevance to social change/social marketing	20%	The initiative addresses a clearly defined social, behavioural, environmental, health, equity, or community issue.
Clarity of purpose and target audience	15%	The submission clearly explains the problem, intended beneficiaries, stakeholders, and desired change.
Strategy and design quality	20%	The initiative demonstrates a thoughtful approach, including use of insight, segmentation, engagement, co-design, partnerships, or behaviour/social change principles.
Evidence of outcomes or impact	20%	The submission provides credible evidence of implementation, reach, engagement, behavioural change, social outcomes, policy influence, or practice learning.
Innovation and contextual responsiveness	15%	The initiative demonstrates creativity, cultural responsiveness, adaptability, or an innovative response to a complex social issue.
Learning and transferability	10%	The submission offers clear lessons for other practitioners, organisations, or regions.

Total: 100%

7. Evidence of Impact

Evidence may include:

- pre/post measures;
- behavioural indicators;
- participation or engagement data;
- community feedback;
- testimonials, where ethically appropriate;
- service uptake or access data;
- campaign reach and response metrics;
- policy or organisational changes;
- stakeholder outcomes;
- implementation learning;
- qualitative reflections;
- case examples;

- independent evaluation findings, where available.

The Showcase recognises that practitioner work often occurs in complex, resource-constrained, and evolving environments. Submissions will therefore be assessed on the appropriateness and credibility of evidence relative to the initiative's scale and context.

8. Judging Process

Submissions will be reviewed by a judging panel appointed by APSMC/AASM. The panel may include representatives from academia, practice, government, community organisations, and/or social marketing leadership.

The judging process will consider:

- alignment with the Showcase purpose;
- quality of the initiative;
- strength of evidence;
- clarity of communication;
- contribution to practice;
- regional relevance.

The judging panel's decision will be final.

9. Recognition

Shortlisted submissions will be:

- profiled on the APSMC 2026 program;
- invited to be shown during a dedicated practitioner showcase session;
- featured through APSMC/AASM communication channels;
- considered for following category awards or commendation.

Award Categories

1. Best Regional Behavior Change Campaign
2. Innovation in Social Change Practice
3. Community Impact Recognition

10. Conditions of Entry

By submitting to the Showcase, applicants confirm that:

1. if shortlisted, at least one representative of the submitting organisation or team will register for and attend APSMC 2026;
2. Registration fee of \$850 will be paid upon shortlisting notification. Registration fee will include attendance and participation in 3 professional development workshops, gala dinner and awards function ticket and showcase opportunity.
Delegates interested in attending the full conference should refer to the website for full registration fees.
3. the submitted work is accurate and reflects a genuine initiative;
4. they have organisational approval to submit the initiative;

5. they have permission to use any images, stories, music, data, or third-party content included in the video;
4. they have obtained appropriate consent where individuals, communities, clients, or participants are identifiable;
5. the submission does not disclose confidential, culturally restricted, commercially sensitive, or personally sensitive information without permission;
6. APSMC/AASM may use the submitted title, summary, organisation name, and video for Showcase-related purposes, subject to agreed permissions;
7. any use of Indigenous knowledges, community stories, or culturally significant materials has been approved by the relevant community, organisation, or knowledge holders.

11. Accessibility and Inclusion

APSMC encourages submissions from diverse organisations, communities, and regions, including small NGOs, local government teams, Indigenous organisations, regional practitioners, and early-career practitioners.

To support accessibility:

- the submission process will be kept simple;
- videos do not need to be professionally produced;
- phone or Zoom-recorded videos are acceptable;
- emphasis will be placed on the quality and significance of the initiative, not production value;
- submissions may include captions or transcripts where possible.

12. Proposed Timeline

Due date for submissions: Friday 4 September, 2026 at 23:59 AWST

13. Positioning Statement for Promotion

The APSMC Regional Showcase Competition celebrates practitioner-led social change across the Asia-Pacific region. It provides a platform for organisations and teams to share real-world initiatives, demonstrate impact, and contribute practical learning to the broader social marketing and social change community. The Showcase is designed to recognise meaningful practice, not polished production. We are interested in initiatives that show clear purpose, thoughtful design, contextual understanding, evidence of impact, and lessons that can inform others working towards positive social change.

Contact Co-Chairs of APSMC for any competition related queries

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