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# Capability Statement

Consumer Wellbeing Research Group

2021



## Overview

The Consumer Wellbeing Research Group (CWRG) is a multi-disciplinary group committed to providing research and insight into consumption behaviours and influences that facilitate or inhibit the health, wellbeing and quality of life for consumers.

The Group's mission is to address real-world issues primarily through a social marketing lens using rigorous methodologies to understand cross-cultural consumer lifestyles, generate behavioural insights, design interventions, and provide strategic advice that lead to positive individual, economic, social and environmental change.

The Group is committed to developing collaborative research partnerships with industry, health promotion agencies, government, and community groups. We also welcome the opportunity to engage with other researchers with common interests and complementary capabilities, both within RMIT and outside.

### Our Unique Value

Our focus and values are framed through a social marketing and wellbeing lens.

- We understand consumer wellbeing through a social marketing lens.
- We investigate the individual, social, commercial, and societal determinants of consumer wellbeing.
- We examine consumer wellbeing across life stages.
- We collaborate with stakeholders to maximise the impact of our research.
- We encompass five interrelated wellbeing dimensions:
  1. Physical Wellbeing - incorporating a healthy lifestyle to prevent illness and maximise quality of life.
  2. Social Wellbeing - incorporating the ability to create and maintain meaningful positive relationships with others.
  3. Mental Wellbeing - incorporating the ability to cope with the ups and downs of life.
  4. Economic Wellbeing - incorporating the ability to meet present and future financial needs.
  5. Environmental Wellbeing incorporating the impact of the natural environment on health and wellbeing.



## What We Offer

We provide a full suite of research activities and projects. We work with our partners to determine the right mix of qualitative and quantitative research methods to ensure insights emerge from research to shape strategy and policy. The CWRG conducts research using qualitative and quantitative approaches, including:

- Secondary research analysis, including analysis of past and current research
- Focus groups, including large groups and mini groups
- Depth interviews, including video vignettes
- Observations studies, including in-the-field research
- Online qualitative research, including extend multi-week online conversations
- Consumer journeys and pathways analysis, including product and services purchasing and consumption
- Co-creation and co-design workshops, including problem identification, solutions mapping and product, service and campaign ideation
- Segmentation studies, including segment identification and profiling, and behaviour change mapping
- Usage and attitude analysis including products and competition analysis impacting behaviour change campaigns
- Behavioural change tensions and challenges research including analysis of barriers to change by individuals and those that make up their social system.



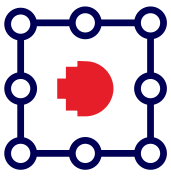
## Our Track Record

The CWRG has extensive experience in major grants, consultancy, contract work and collaborative projects with a range of government, NGO, and corporate partners.

Through our competitively awarded grants and industry contracts we have undertaken work for VicHealth, The Australian Communications Consumer Action Network (ACCAN), the Australian Research Council (ARC), the National Health and Medical Research Council (NHMRC), University of the Third Age (U3A), Alcohol and Drug Foundation, IBAC: Independent Broad-based Anti-corruption Commission, SBS, Australian Conservation Foundation, Australian Securities and Investments Commission (ASIC), Foundation for Alcohol Research and Education (FARE), Football Victoria, Longevity Group Australia and others.

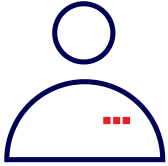
Researchers within the group have undertaken projects related to:

- Positive healthy ageing in older men and women
- The relationship between alcohol and depression
- How alcohol brands engage consumers through social media
- Food literacy and families
- The relationship between gambling and depression
- Family identity influences on gambling
- Athlete and consumer vulnerability in sport
- Financial wellbeing and social marketing strategy
- Older consumers and ICT engagement
- Young adults, children and healthy eating



## Who We Work With

- Alcohol and Drug Foundation
- AIP Foundation
- Australian Conservation Foundation
- Australian Securities and Investment Commission
- Independent Broad-Based Anti-Corruption Commission
- SBS Television
- VicHealth
- University of the Third Age
- Pacific Environment
- Football Victoria

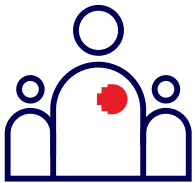


## Our People

The CWRG comprises a steering committee and a number of core member researchers and a network of affiliates from across RMIT University. The steering committee are:

- Professor Kate Westberg - health and wellbeing-related consumption, ageing, food wellbeing and sport.
- Professor Mike Reid - consumer lifestyles, healthy middle aging, men's health, food literacy.
- Associate Professor Foula Kopanidis - consumption and choice behaviour, healthy middle aging, women's health, quality of life.

CWRG also has a number of key researchers affiliated with the centre, including Professor Con Stavros, Professor Roslyn Russell, Professor Linda Brennan, Associate Professor Lukas Parker, Associate Professor Angela Dobele, Associate Professor Bernardo Figueiredo, Dr Torgeir Aleti, Dr Linda Robinson, Dr Lauren Gurrieri, Dr Sandy Fitzgerald (née Ng), and Dr Jozica Kutin.



## Contact Us

The CWRG welcomes enquires and expressions of interest to collaborate and partner from businesses, governments, NGOs and community organisations, from Australia and abroad.

For enquiries please contact:

- Professor Kate Westberg, T: +61 3 9925 5512, E: [kate.westberg@rmit.edu.au](mailto:kate.westberg@rmit.edu.au), or
- Professor Mike Reid, T: +61 3 9925 1474, E: [mike.reid@rmit.edu.au](mailto:mike.reid@rmit.edu.au)

For more information please visit our [website](#).

