



# Fostering Sustainable Behaviour: Introductory Workshop Adelaide

With Dr Doug McKenzie-Mohr



**Dr. Doug McKenzie-Mohr,**  
Environmental Psychologist

**When:** Monday 26 and Tuesday 27 March 2012  
9am – 4.30pm (registration from 8.30am)

**Where:** Adelaide Pavilion – Veale Gardens, cnr South Terrace and Peacock Rd.

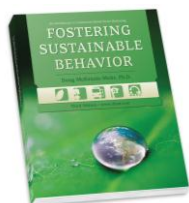
**What:** This introductory community-based social marketing workshop will be of interest to those working to promote waste reduction, water and energy efficiency, modal transportation changes, watershed protection, and other sustainable behaviour changes. Those who work to promote behavioural changes that promote health, such as active lifestyles, will also benefit from attending. The workshop will:

- Teach you how to identify the barriers holding your program back
- Provide you with behaviour change tools
- Show you how to pilot and evaluate your program to make it successful!

**Who:** Dr Doug McKenzie-Mohr, founder of community-based social marketing [www.cbsm.com](http://www.cbsm.com)

**How:** 120 places available per workshop.  
[Click here to register online](#) or call 03 8376 8888

**Cost:** \$750 per person inc. GST, includes meals and beverages limited number of not-for-profit bookings available at \$500 per person



**Early bird Offer: Receive a copy of Doug McKenzie-Mohr's book**  
*Fostering Sustainable Behaviour Change: Community-Based Social Marketing*

Offer valid for the first 50 registrants. You can also purchase the book for \$25 inc. GST with your registration.

[Click Here to Register](#)

To find out more about Doug McKenzie-Mohr and community-based social marketing visit [www.cbsm.com](http://www.cbsm.com)

For enquiries, please contact Nicky Lightstone on 03 8376 8823 or [nickyl@bicyclenetwork.com.au](mailto:nickyl@bicyclenetwork.com.au)