Day 1
Sunday 26th September 2021

12.00pm-1.00pm
Registration Opens
Light Lunch provided

1.00pm-1.10pm
Opening Ceremony
Dr Stephen Whyte | QUT & BEST Centre
Prof Amanda Gudmundsson | Executive Dean, QUT Faculty of Business and Law

1.10pm-2.00pm
Queensland Health & BETA Department of the Prime Minister & Cabinet Information Session
Dr Ides Wong | Queensland Health
Dr Charis Anton | BETA
Rebecca Vaartjes | BETA

2.00pm-3.00pm
Afternoon Tea

3.00pm-4.30pm
Behavioural Insight & Co-Design Session
Prof. Uwe Dulleck | BEST Centre (QUT)
Prof. Rebekah Russell-Bennett | BEST Centre (QUT)

6.00pm start
Welcome Event
TBC. The location will be based within Brisbane City.
Day 2
Monday 27th September 2021

9.00am - 10.30am
Informal Presentations & Q&A
Prof. Matthew Bellgard | QUT
Jo Smethurst | Health Consumer Queensland
Assoc Prof. Clair Sullivan | UQ
Dr Brian McEvoy | Queensland Health

10.30am - 12.00pm
Free Team Session Time: Breakout Room Allocations
- GP-S-413 (UQ – CHSR Health Economics)
- GP-S-408 (Griffith Business School)
- GP-S-407 (UQ – Master of Business Psychology)
- GP-S-405 (Griffith Social Marketing Team)
- GP-S-404 (BEST Centre)
- GP-S-308 (QLD Health Team)
- GP-S-307 (University of Southern Queensland)
- GP-S-306 (UQ Economics Team 1)
- GP-S-304 (UQ Economics Team 2)

12.00pm - 1.00pm
Lunch

1.00pm - 2.00pm
Free Team Session Time: Breakout Room Allocations
- Same as above

2.00pm
Day 2 Close

Day 3
Tuesday 28th September 2021

8.30am - 9.30am
Reception Tea/Coffee

9.30am - 11.00am
Presentations
6 Teams (Order TBA)

11.00am - 11.30am
Break: Tea/Coffee

11.30am - 1.00pm
Presentations
6 Teams (Order TBA)

1.00pm - 2.00pm
Lunch

2.00pm - 2.30pm
Winners Presentation & Conference Concludes
Prof Keith McNeil | Acting Deputy Director-General, Chief Medical Officer (Prevention Division) and Chief Clinical Information Officer, Queensland Health.
Prof Amanda Gudmundsson | Executive Dean, QUT Faculty of Business and Law
Prof Uwe Dulleck | BEST Centre (QUT)
Dr Stephen Whyte
Co-Deputy Director, Centre for Behavioural Economics, Society and Technology (BEST), QUT

Dr Stephen Whyte is a Postdoctoral Research Fellow in Behavioural Economics in the School of Economics & Finance, QUT. His research focus explores large scale decision making in mate choice settings. His work takes a multi-disciplinary approach in studying key sex differences in human behaviour, with work that bridges the fields of applied micro-economics, personality & social psychology, and evolutionary biology. His most recent research has explored such diverse topics as sex differences in nonbinary gender identification, male & female decision making in assisted reproductive & donor insemination medical environments, and preferences vs choice in cyber dating markets.

Dr Ides Wong
Data Strategy Lead, Prevention Division, Queensland Health

Dr Ides Wong started her career in the intersection of mobility, health and active aging. Having worked at University of Queensland, Queensland University of Technology, World Health Organisation, and now Queensland Health, advising on health policies and services, she is currently the COVID-19 Data Strategy Lead at Queensland Health.

Drawing on her multi-disciplinary background, she works with different areas of health, government departments and university partners to develop strategic data and analytic efforts that drives better system and patient outcomes. Her current focus includes driving a contemporary data access governance landscape for the health system to enable co-partnership and networked governance with research partners; ultimately, fostering direct translation of research to drive better health outcomes.

Dr Charis Anton
Adviser, Behavioural Economics Team of the Australian Government (BETA), Department of the Prime Minister and Cabinet

Charis is an Adviser at BETA in the Department of the Prime Minister and Cabinet. She has a PhD in psychology from the University of Western Australia and has worked in behavioural insights roles in the Queensland and Commonwealth Governments. Charis joined BETA in 2019. Her role includes managing behavioural insights projects across the social policy space. She has most recently worked on projects with the Department of Home Affairs, the Department of Social Services and the Department of Health. Since February 2021, Charis has run BETA’s capability program, including its practitioner and champion networks, and training and eLearning opportunities.
Speakers

Rebecca Vaartjes
Adviser, Behavioural Economics Team of the Australian Government (BETA), Department of the Prime Minister and Cabinet

Rebecca is an Adviser at BETA in the Department of the Prime Minister and Cabinet. She has degrees in economics and human geography from the University of Wollongong and has also completed studies at the London School of Economics and Political Science and Utrecht University. Rebecca joined BETA in June 2021 and has worked on providing rapid behavioural insights advice to the Australian Government and the development of behavioural insights capability across the Australian Public Service. Rebecca also has experience in the development of social policy across the Australian Government.

Prof. Uwe Dulleck
Co-Director, Centre for Behavioural Economics, Society and Technology (BEST), QUT

Uwe obtained his PhD at Humboldt University Berlin in 1999. Before Uwe joined QUT he was a Professor of Economics at the University of Linz, Austria and an Assistant Professor at the University of Vienna. His publications can be found in the ‘American Economic Review’, ‘Journal of Economic Literature’, the ‘Economic Journal’, the ‘Journal of Public Economics’, the ‘International Journal of Industrial Organization’, the ‘Scandinavian Journal of Economics’, among others. His research has been discussed in the Economic Focus of ‘The Economist’, the Sydney Morning Herald and the ‘Frankfurter Allgemeine Sonntagszeitung’ (the Sunday edition of Germany’s leading quality newspaper), among others. Uwe was awarded several ARC Linkage Grants and one ARC Discovery Grant. He is a co-investigator of two Austrian Research grants. In total his research funding exceeds AUD 2,500,000. In 2015 Uwe was the Chairman of the Program Committee for Australia’s Conference of Economists, the leading and largest conference for research and applied economists in Australia. He is an active public speaker on Behavioural Economics and its applications to Public Policy, Business Decision Making and Regulation.

Prof. Rebekah Russell-Bennett
Co-Director, Centre for Behavioural Economics, Society and Technology (BEST), QUT

Rebekah is a professor in marketing and co-director of the Centre for Behavioural Economics, Society and Technology (BEST). She has an international reputation for research and industry relevance in the field of Social Marketing (using commercial marketing to address social problems such as alcohol consumption, chronic disease, water usage, electricity use, public transport and diet). Rebekah uses theories and frameworks from services marketing and social marketing to co-create innovative services and products that support people in their life, protect the planet and enable organisational success. Rebekah has attracted more than $20m in funding from the ARC, industry and government organisations which is evidence of the high impact of her research. She has supervised 43 research students to completion and is known internationally for her active mentorship of students through the creation of opportunities. Rebekah is a sought after keynote speaker due to her humour and ability to communicate scholarly evidence in a plain-English practical manner. For an example presentation see Rebekah present a project on empowering mature women to secure housing.
Assoc. Prof. Clair Sullivan
Head, Digital Health Research Network, UQ

Associate Professor Clair Sullivan leads the Queensland Digital Health Research Network, at the Centre for Health Services Research, The University of Queensland (UQ).

Clair graduated with Honours in Medicine from UQ and a Research Doctorate in Medicine from the University of Leeds. She is a fellow of the Royal Australasian College of Physicians, the Australian College of Health Informatics and the Australasian Institute of Digital Health. Recently, she was appointed Associate Professor of Medicine in Clinical Informatics at UQ and is Adjunct Professor, Faculty of Health, Queensland University of Technology. She has over $10M AUD in funding and has a large cohort of post-doctoral researchers and PhD students. She is widely published in clinical informatics and serves on several national advisory boards for digital health.

Dr Brian McEvoy
Director, Research Strategy & Development, with the Health Innovation, Investment and Research Office (HIIRO), Queensland Health

Dr Brian McEvoy is Director, Research Strategy & Development, with the Health Innovation, Investment and Research Office (HIIRO), Queensland Health.

In line with the Queensland Advancing Health Research 2026 strategy, Brian works as part of the HIIRO Team to drive and encourage health and medical research, and its translation into better health outcomes, across the Queensland healthcare system.

Brian has previously worked in several other areas of Queensland Health on diverse topics and also spent time with the Office of the Queensland Chief Scientist with a focus on the State’s wider research & innovation policy.

Prior to joining the Queensland Public Service, Brian worked in academic research in Europe, the United States and Australia, using genetic and genomics to understand human history and map genes responsible for various traits and diseases.

Jo Smethurst
Senior Engagement Advisor, Health Consumers Queensland

Health Consumers Queensland’s goal is a health system where health consumers and their communities collaborate with the health system to create a consumer-centred health care system for all Queenslanders. We are committed to a health system which delivers quality and safe health services and values the voice of consumers in how health services, systems and programs are designed and delivered. Jo loves the idea that health consumers can change the way in which we receive care by speaking up and becoming involved in decision-making about policies, services and health priorities.
Prof. Matthew Bellgard  
Director, eResearch, QUT

Professor Bellgard has attracted over $46m in research funding, co-inventor of 5 full/20 provisional patents, designed and commissioned a world’s top 100 supercomputer, co-authored over 156 peer reviewed articles in areas including human/animal/plant genomics, bioinformatics, health informatics, AI, biosecurity, eResearch, HASS, remote sensing and radio astronomy. He has led the design and development of digital health solutions for government, industry and academia, addressing policy, privacy, consent issues across multiple jurisdictions. He is co-leading the Digital Health CRC funded project to inform the development of a Queensland Health Data Governance Framework. As Chair of the APEC Rare Disease Network, within 16 months of introducing the Concept Note in August 2017, the 21 APEC governments endorsed the APEC Rare Disease Action Plan that brings together governments, industry, academia, clinicians and patient advocacy groups to support the estimated 200 million individuals living with a rare disease within the APEC economies.

Prof. Keith McNeil  
Acting Deputy Director-General, Chief Medical Officer (Prevention Division) and Chief Clinical Information Officer, Queensland Health

Professor Keith McNeil plays a key role in the clinical leadership of the state-wide eHealth program. He works closely with key clinical stakeholders to maximise the clinical and patient safety benefits associated with technology in the healthcare setting.

Prof McNeil has previously worked within Queensland Health as the Head of Transplant Services at The Prince Charles Hospital, Chief Executive Officer at Royal Brisbane and Women's Hospital, and Chief Executive Metro North Hospital and Health Service.

More recently, Prof McNeil was Chief Clinical Information Officer and Head of IT for the NHS in England following roles as Chief Executive Officer at Addenbooke's Hospital and Cambridge University Hospital Foundation Trust.
Zoom Details
Meeting link: https://qut.zoom.us/j/85273269383?pwd=NW8yQXM3cW5wM2t4WjBSNDhnNTZQdz09

Meeting ID: 852 7326 9383
Meeting Password: 393896

2021 Judging Panel

Prof. Uwe Dulleck
Dr Ides Wong
Dr Tracey West
Dr Charis Anton
Rebecca Vaartjes

Presentations

- Maximum 8-10 minutes for each Team presentation.
- +5 minutes Judging Panel Q&A
- PP slides (max 8 slides) & electronic copy of one double sided A4 document must be emailed to (best@qut.edu.au) no later than 8.30am Tuesday 28th Sept.
- Order of team presentations to be announced before COB Monday 27th Sept.

Prizes

First Prize $1000
Second Prize $750
Third Prize $500
QUT People's Choice Award $500
The following map shows the key locations for Nudgeathon 2021.

- Z-Block is where we will host all of the presentations, talks and sessions.
- S-Block is where the team breakout rooms will be located.
- V-Block (the library) is where the best coffee on campus is located.

Parking and other facilities are also noted on this map.