## 2022 Program

**Day 1**
Tuesday 13th September 2022

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12.00pm - 12.50pm</td>
<td>Registration Opens and Lunch</td>
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<tr>
<td>1.00pm - 1.15pm</td>
<td><strong>Opening Ceremony, Welcome and Acknowledgement of Country</strong></td>
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<tr>
<td></td>
<td>Prof Uwe Dulleck</td>
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<td></td>
<td>Prof Rebekah Russell-Bennett</td>
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<tr>
<td>1.15pm - 1.30pm</td>
<td><strong>BETA Department of Prime Minister &amp; Cabinet Information Session</strong></td>
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<td></td>
<td>Dana Leidl</td>
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<td>Ruisi Chen</td>
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<tr>
<td>1.30pm - 1.45pm</td>
<td><strong>Department of Agriculture, Fisheries and Forestry</strong></td>
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<td></td>
<td>Claire Lenehan</td>
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<td>Richard Ziolkowski</td>
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<tr>
<td>1.45pm - 2.15pm</td>
<td><strong>Wine Australia Information Session</strong></td>
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<td></td>
<td>Alex Sas</td>
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<td>Jo Hargreaves</td>
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<td>2.15pm - 2.45pm</td>
<td><strong>Afternoon Tea</strong></td>
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<td>2.45pm - 4.30pm</td>
<td><strong>Behavioural Insight &amp; Co-Design Session</strong></td>
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<td></td>
<td>Prof. Uwe Dulleck</td>
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<td>Prof. Rebekah Russell-Bennett</td>
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<td>6.00pm</td>
<td><strong>Welcome Event</strong></td>
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<td>Crowne Plaza Canberra – Red Salt Bar.</td>
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**LOCATION:**
Molonglo Theatre, Level 2, JG Crawford Building ANU, Building #132 Lennox Crossing, Canberra ACT 2600 *(See map at end of document)*
Day 2
Wednesday 14th September

9.00am-10.30am
Roundtable Discussion and Q&A
Alex Sas
Anna Hooper
Claire Lenihan
Richard Ziolkowski
Drea Hall
Mardi Longbottom
Frank van de Loo
Sarah Collingwood

10.30am-12.00pm
Free Team Session Time: Breakout Room Allocations
- Deloitte Team | Brindabella Theatre
- Department of Agriculture, Fisheries and Forestry Team | Acton Theatre
- Griffith University Team | Griffin Room
- Queensland University of Technology Team | Molonglo Theatre (Side 1)
- RMIT University Melbourne Team | Springbank/Canberry Room (Side 1)
- University of Canberra Team | Molonglo Theatre (Side 2)
- University of Melbourne Team | Springbank/Canberry Room (Side 2)
- University of New South Wales Team | Seminar Room 8
- University of Queensland Team | Molonglo Theatre (Side 3)
- University of Technology Sydney Team 1 | Seminar Room 2
- University of Technology Sydney Team 2 | Seminar Room 4
- University of Wollongong | Seminar Room 7

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
Thursday 15th September

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
Judges Deliberation
People’s Choice Voting

2.00pm-2.30pm
Winners Presentation & Conference Concludes
Prof Uwe Dulleck
Prof Mathias Sinning
Craig Elliott
Wing Hsieh
Prof Rebekah Russell-Bennett
Jo Hargreaves
Anna Hooper
Speakers

Alex Sas
Senior RDA Program Manager, Wine Australia

Alex is a Viticulturist and Senior Research, Development and Adoption (RDA) Program Manager with Wine Australia. His previous experience includes Chief Viticulturist at Accolade Wines and Constellation Wines, Viticulturist with The Australian Wine Research Institute / CSIRO and the Western Australian Department of Agriculture.

Alex’s portfolio includes sustainability and he is a passionate supporter of behaviour change principles. In his spare time Alex now oversees a small vineyard in South Australia, and engages with the Sustainable Winegrowing Australia program as both a research manager and a wine grape grower.

Jo Hargreaves
Senior RDA Program Manager, Wine Australia

Jo joined Wine Australia in 2017. She is responsible for Wine Australia’s people development and education portfolio with a focus on designing and developing initiatives that support individuals across the grape and wine sector value chain, including the well-renowned Future Leaders program. Jo also oversees Wine Australia’s extension and adoption strategy, encouraging the use of best practice extension approaches to achieve adoption outcomes. Jo’s background is in psychology, literature, social science research, evaluation, public policy, and the education sector. She is passionate about supporting people, collaboration and action that delivers value and outcomes.

Dréa Hall
Global Marketing Manager / Marketing and Communications lead for Sustainable Winegrowing Australia, Wine Australia

Dréa joined Wine Australia in July 2018 and is the Global Marketing Manager, Brand. She is responsible for brand strategy and storytelling communications for the wine sector’s category brand ‘AUSTRALIAN WINE’ and leads the marketing and communications for Sustainable Winegrowing Australia. She is passionate about delivering effective brand communications and promoting stories from the Australian wine community to consumers and trade around the globe. Dréa has worked in marketing, communications, advertising, digital and media specialising in category brands and content at some of Australia’s largest organisations.
Craig Elliott  
Program Manager (Biosecurity R&D and Adoption), Wine Australia

Craig is a Program Manager with Wine Australia responsible for biosecurity research, development and adoption projects. He develops and manages projects focused on reducing the impacts of pests and diseases on the wine sector as well as preparing the sector for new and emerging biosecurity threats that might arrive on our shores. He has a long history working in biosecurity; having managed a consultancy advising government and industry bodies on biosecurity risk management and preparedness and worked in senior levels in the Queensland and Tasmanian State Governments managing biosecurity operations, research, emergency management and community engagement programs as well as a range of natural resource management, Aboriginal and Torres Strait Island cultural heritage protection programs. He was also an Incident Manager and, later, a Mentor in the National Biosecurity Response Team and been involved in a wide range of animal and plant biosecurity emergency responses. His key professional interests lie in understanding how people react to emergency incidents and, in particular, how leaders make decisions in the face of complex situations with incomplete information.

Anna Hooper  
Manager Industry Policy, Australian Grape & Wine

Anna Hooper joined the wine sector’s peak body, Australian Grape & Wine, after a long career as a winemaker, grower and business owner producing wine in both Limestone Coast and on the island of Corsica. Her work has taken her across the globe to several other renowned and remote wine regions including Georgia, Burgundy, Bordeaux and Stellenbosch.

Always an advocate for protecting the environment, Anna’s primary role now involves promoting policies and strategies that support the economic and environmental sustainability of the sector. She has been a director on many private and government boards relating to wine and natural resource management including Australian Vignerons where she later became CEO. She currently sits on the board of Landcare Australia. Her tertiary qualifications include agricultural science (oenology), agribusiness and law, as well as a brief stint studying behavioural economics.

Frank van de Loo  
Viticulturist and Winemaker, Mount Majura Vineyard, Canberra district

Frank grew up in the Adelaide Hills, at the time that market gardens were being replaced with vineyards. He took no notice, studying agricultural science and going on to a research career in plant biology. Finally, in 1998 and living in Canberra, he twigged to the fascination and the challenge of growing and making wine. A couple of vintages working in Burgundy taught him the importance of terroir, and good bread. Frank has guided the MMV business from its first expansion in 1999 through to its next expansion in 2021, with all the refinements along the way. Gourmet Traveller WINE Winemaker of the Year Finalist, 2018, ASVO Winemaker of the Year Finalist 2020.

Mount Majura Vineyard is a member of the Sustainable Winegrowing Australia program.
Sarah Collingwood
Owner, Four Winds Vineyard

Sarah Collingwood co-owns a micro-winery, vineyard and cellar door in the Canberra District. She was named Australian Women in Wine owner/operator of the year in 2017 and was part of Wine Australia’s Future Leaders program in the same year.

Sarah is currently the president of the Canberra District Wine Industry Association and sits on the advisory board of the Australian Women in Wine Awards.

In 2015 she recruited two neighbours and turned four tonnes of spare shiraz grapes into wine and raised over $46,000 for refugees and asylum seekers living in Canberra. The Four Winds Vineyard packaging was awarded two international design awards for their photography series of labels. The business expanded to include a second vineyard and larger winery in 2019.

Four Winds Vineyard is not a current member of the Sustainable Winegrowing Australia program. As a small business owner Sarah will offer invaluable insights into the reasons behind their decisions.

Mardi Longbottom
Manager – Sustainability and Viticulture, Australian Wine Research Institute

Mardi is the Manager of Sustainability and Viticulture at the Australian Wine Research Institute, and manages the Australian wine industry’s sustainability program, ‘Sustainable Winegrowing Australia’. She began her career in the wine industry in the early 1990s helping to establish her family’s vineyards and, after gaining qualifications in viticulture, held numerous technical and vineyard management positions spanning numerous Australian wine regions. Mardi returned to university to complete a Masters and PhD in Viticulture and, for the past fourteen years, she has focussed on research and extension of wine industry sustainability projects including regional climate risk analyses, benchmarking greenhouse gas emissions from vineyards, the management of corporate water assets, and in her role at the AWRI. She is a graduate of the SA Governor’s Leadership Foundation Program, a former director of Australian Grape and Wine Inc and former president and director of the Australian Society of Viticulture and Oenology.

Wing Hsieh
Deloitte

Dr Wing Hsieh is a behavioural economist in the Health and Social Policy practice area of Deloitte Access Economics. Her work and research interests are in the application of behavioural sciences approaches to social policy issues including social and financial inclusion, and climate action and sustainability. Wing has a LLM from Harvard University where she studied behavioural law and economics and a PhD in Behaviour Change from Monash University focusing on reducing prejudice against migrants in Australia.
Richard Ziolkowski
Director Behavioural Analysis Team, Department of Agriculture, Fisheries and Forestry

Richard holds a Master of Clinical Psychology from the University of Canberra and a Bachelor of Science (Psychology) (Honours) from the Australian National University. He has worked in various APS departments for 10 years in the areas of behavioural science, organisational reform, and human resources.

Richard joined the Behavioural Analysis Team in August 2022 and has lead the team to deliver on a range of behaviourally informed projects across biosecurity, waste, the environment and corporate spaces.

Claire Lenehan
Senior Behavioural Adviser, Behavioural Analysis Team, Department of Climate Change, Energy, the Environment and Water

Claire has a Bachelor of Science (Psychology) from the Australian National University and has worked in a variety of Government policy and program areas. Claire has always been interested in understanding why people impacted by policy behave the way they do, incorporating behavioural analysis techniques into her previous roles.

Claire joined the Behavioural Analysis Team in February 2021 and has relished the opportunity to pursue her passion in her daily work. Leveraging her previous experience in biosecurity, she has taken a leading role in projects to reduce potential biosecurity incursions.

Mathias Sinning
Associate Professor, Tax and Transfer Policy Institute (TTPI) of the ANU Crawford School of Public Policy

Mathias Sinning is an Associate Professor at the Tax and Transfer Policy Institute (TTPI) of the ANU Crawford School of Public Policy. He is interested in the empirical analysis of issues related to labor economics, public economics and policy evaluation. His work has been published in Economic Inquiry, Health Economics, Industrial and Labor Relations Review, Journal of Banking and Finance and Journal of Economic Behavior and Organization, among others.

Mathias has previously held academic appointments at the ANU and the University of Queensland. He has been a Visiting Fellow of the Office of Population Research at Princeton University and the National School of Development at Peking University. He is a Research Fellow of IZA Bonn, RWI Essen and the CReAM Centre at University College London.

Personal website: https://app.scholarsite.io/mathias-sinning
**Speakers**

**Dana Leidl**  
Adviser, Behavioural Economics Team of the Australian Government (BETA)

Dana is an Adviser at BETA in the Department of the Prime Minister and Cabinet. She has recently submitted a PhD in psychology from the University of New South Wales. Dana joined BETA in 2021 where she advises on behavioural insights projects across the social policy space. She has most recently worked on projects about mental health and diversity and inclusion. Dana also assists BETA’s capability program, including its champion networks and training.

**Ruisi Chen**  
Adviser, Behavioural Economics Team of the Australian Government (BETA)

Ruisi recently joined the Department of the Prime Minister and Cabinet as an adviser in the Behavioural Economics Team of the Australian Government (BETA). She has a Bachelor of Science (Psychology) and Master of Public Health from the University of Western Australia. Ruisi has worked across NGO, state and commonwealth organisations with a primary focus on research and evaluation in the health and social services space. Her research work has focussed on developing a deep understanding of government service users and their experiences to inform policy, program and service design.

**Sam Ong**  
Communications Coordinator, BEST Centre

Sam Ong holds a Bachelor of Business (with Distinction), a Bachelor of Creative Industries (Film, TV and Animation – with Distinction), and a Graduate Certificate in Business (Research Studies) from the Queensland University of Technology. Sam was a previous student of the BEST Centre (supervised by Prof. Rebekah Russell-Bennett and D/Prof. Dietmar W. Hutmacher) and now works for both BEST and BITA as their communications coordinator and administration assistant.
**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 Programme 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.

**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.
2022 Judging Panel

Anna Hooper  Craig Elliott  Jo Hargreaves  Wing Hsieh  Mathias Sinning

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 Thursday 15th Sept.
• Order of team presentations to be announced before COB Wednesday 14th Sept.

Prizes

First Prize $1000  Second Prize $750  Third Prize $500  QUT People’s Choice Award $500
The following maps contain the key locations for Nudgeathon 2022

JG Crawford Building is where we will host all of the presentations, talks and sessions.
You can also find an interactive map here: https://www.anu.edu.au/maps