NUDGEATHON 2023 - PROGRAM

Tuesday 26th September 2023

LOCATION: B-117 Lecture Theatre - QUT Gardens Point Campus, B-Block

11.30am-12.50pm
Registrations Open
- Lunch served from 12.00pm
- Please be seated by no later than 12.50pm for housekeeping announcements

1.00pm-1.15pm
Opening Ceremony
Prof Uwe Dulleck, Co-Director BEST Centre QUT
Prof Cameron Newton, Deputy-Exec Dean, Faculty of Business and Law, QUT

1.15pm-1.30pm
BETA Department of Prime Minister & Cabinet Information Session
Dr Jacqui Brewer

1.30pm-2.00pm
Department of Climate Change, Energy, the Environment and Water
Sharon Rosenrauch & Kevin Chadwick

2.00pm-2.40pm
Behavioural Insight Session – Prof. Uwe Dulleck, BEST Centre (QUT)

2.40pm-3.00pm
Break

3.00pm-3.10pm
Dr Umar Taj – London School of Economics

3.10pm-4.00pm
Teams Co-Design Session
Dr Kate Letheren, BEST Centre (QUT)

6.00pm start
Welcome Event
Royal George Hotel, Backyard Bar, 327 Brunswick St, Fortitude Valley
NOTE: access via side entrance adjoining Ann St. Look for the Rainbow Gate

12.50pm
Lunch served from 12.00pm
Please be seated by no later than 12.50pm for housekeeping announcements

1.15pm-1.30pm
BETA Department of Prime Minister & Cabinet Information Session
Dr Jacqui Brewer

1.30pm-2.00pm
Department of Climate Change, Energy, the Environment and Water
Sharon Rosenrauch & Kevin Chadwick

2.00pm-2.40pm
Behavioural Insight Session – Prof. Uwe Dulleck, BEST Centre (QUT)

2.40pm-3.00pm
Break

3.00pm-3.10pm
Dr Umar Taj – London School of Economics

3.10pm-4.00pm
Teams Co-Design Session
Dr Kate Letheren, BEST Centre (QUT)

6.00pm start
Welcome Event
Royal George Hotel, Backyard Bar, 327 Brunswick St, Fortitude Valley
NOTE: access via side entrance adjoining Ann St. Look for the Rainbow Gate
NUDGEATHON 2023 - PROGRAM

Wednesday 27th September 2023

LOCATION: B-117 Lecture Theatre - QUT Gardens Point Campus, B-Block

9.00am-9.30am
Special Guest – (via zoom)
Professor Cass R. Sunstein
Robert Walmsley University Professor – Harvard Law School

9.30am-12.00pm
Expert Panel Q&A Session
Dr Alex Gyani - 9.30am-10.00am (via zoom)
Behavioural Insights Team
In person panel – 10.00am-12.00pm
Sharon Rosenrauch - DCCEEW
Kevin Chadwick - DCCEEW
Dr Kieren Moffet – CEO - Voconiq
Jon Sibley – Principal Consultant ENX Consulting
Professor Andrea Carson – Latrobe University
Alex Bowler – Jetcharge

12.00pm-1.00pm
Group Photo & Lunch

1.00pm-9.00pm
Free Team Session Time: Breakout Room Allocations
B-121 – University of Pennsylvania
B-122 - University of Canberra
B-124 – Australian National University
B-223 – Accenture
B-224 – BEST Centre
Z-301 – QUT BESTies
Z-302 – University of Queensland
Z-303 – UNSW
Z-304 – UNSW
Z-305 – Griffith University
Z-306 – PM&C BETA
Z-308 – PM&C BETA
Z-309 – University College London
Z-505 – CARRS-Q
Z-503 – University of Sydney
Z-504 – University of Technology Sydney
NUDGEATHON 2023 - PROGRAM

Thursday 28th September 2023

LOCATION: B-117 Lecture Theatre - QUT Gardens Point Campus, B-Block

9.00am-9.30am  Registrations and Arrivals

9.30am-11.00am  Team Presentations – 1st Session

11.00am-11.30am  Break

11.30am-1.00pm  Team Presentations – 2nd Session

1.00pm-2.00pm  Lunch
  Judges Deliberation
  People’s Choice Voting

2.00pm-2.30pm  Winners Presentation & Conference Concludes
  Prof Uwe Dulleck, Co-Director BEST Centre QUT
  QUT Chancellor Ann Sherry AO
  TBA
Dr Stephen Whyte  
Senior Research Fellow, School of Economics & Finance, Queensland University of Technology  
Co-Deputy Director, Centre for Behavioural Economics, Society and Technology (BEST), QUT

Dr Whyte is a Senior Research Fellow in Behavioural Economics in the School of Economics & Finance, Queensland University of Technology (QUT), and Co-Deputy Director of the Centre for Behavioural Economics, Society, and Technology (BEST). His research focus explores large scale decision making and his work takes a multi-disciplinary approach in studying key sex differences in human behaviour in cyber settings, with work that bridges the fields of applied micro-economics, personality & social psychology, and evolutionary biology. His research has been published in such journals as Psychological Science, Cyberpsychology, Behavior and Social Networking, Proceedings of the National Academy of Science, British Journal of Surgery, and the Journal of the American Medical Association Network Open. Working in the BEST Centre, Dr Whyte has experience working on behavioural research with a diverse range of industry and policy partners including Queensland Fertility Group, Queensland Department of Transport, Sumitomo Forestry, YWCA, the Australian Taxation Office, Wine Australia, the Australasian Society for Aesthetic Plastic Surgeons, and QLD Aboriginal and Torres Strait Islander Charity Group FOG’s. His research has been featured in the media in The Australian, The Boston Globe, Australian Financial Review, Fox News, The Huffington Post, Marie Claire, News.com, The New York Post, Sydney Morning Herald, and Vanity Fair, but to name a few.

Prof. Uwe Dulleck  
School of Economics & Finance, Queensland University of Technology  
Co-Director, Centre for Behavioural Economics, Society and Technology (BEST)  
Director – ARC ITTC Centre for Behavioural Insights for Technology Adoption (BITA)

Prof Dulleck 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. 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.

Dr Kate Letheren  
Research Fellow, School of Advertising, Marketing and Public Relations, Queensland University of Technology  
Co-Deputy Director, Centre for Behavioural Economics, Society and Technology (BEST), QUT

Dr Kate Letheren is a consumer psychologist in the QUT Business School, and Co-Deputy Director of the Centre for Behavioural Economics, Society, and Technology (BEST). She is an active researcher in the areas of consumer psychology and communications, with a specific focus on anthropomorphism, anthropomorphic tendency, and humanised technology like robots or artificial intelligence (AI). Her work has been published in journals such as the European Journal of Marketing and Tourism Management. Dr Letheren also holds a research interest in marketing education, and sits on the editorial board for the Journal for the Advancement of Marketing Education and the Marketing Education Review.
Dr Umar Taj

Umar is an Associate Professor of Behavioural Science. He teaches executive education at London School of Economics, University of Oxford and Warwick Business School. He is also the Co-founder/Director of Behavioural Decision Making at CogCo, an organisation helping institutions grow using behavioural science, design and data science. He previously founded the ongoing ‘Nudgeathon’ programme at Warwick Business School, which helps organisations to rapidly learn and apply concepts from the behavioural sciences to addressing their own goals.

Sharon Rosenrauch

Department of Climate Change, Energy, the Environment and Water

Sharon is the Principal Behavioural Scientist and Director of a Behavioural Science Unit at the Department of Climate Change, Energy, the Environment and Water. Her team works to put people at the centre of the government’s ambitious Net Zero agenda. Sharon previously worked at the Department of Health, Food Standards Australia New Zealand and the Department of Industry, Science and Resources as the senior behavioural scientist. She has post-graduate qualifications in organisational and cognitive psychology, behavioural economics, and nutrition, having graduated valedictorian from all her degrees. Prior to her work in government, Sharon has worked in the private sector for Apple, as a consultant for two of the Big Four, and in academia as an organisational and health psychology senior researcher and lecturer. She has won several leadership and academic awards, is the author of two best-selling books, has several publications in reputable academic journals and websites and has presented at national and international conferences on topics pertaining to decision making, behaviour change, social and health psychology. Fun fact: Sharon is an ex QUT graduate!

Kevin Chadwick

Department of Climate Change, Energy, the Environment and Water

Kevin Chadwick is an experienced energy policy analyst, behavioural insights practitioner, and PhD Researcher. At the former Australian Government Department of the Environment, Kevin pioneered using behavioural economics in public policy. In his current role at DCCEEW, Kevin oversees an in-depth research project seeking to inform government initiatives that support socially equitable energy transitions. Until recently, Kevin was a member of International Energy Agency expert panels for Social Licence to Automate Distributed Energy Resources, and the Energy Sector Behavioural Insights Platform. Kevin’s PhD research uses behavioural economics to explore how the energy sector can best encourage households to allow a third party to remotely control their home appliances and support secure, sustainable, and affordable operation of electricity systems.

Dr Jacqui Brewer

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

Jacqui Brewer is a Senior Adviser within BETA. Prior to this role, she completed a PhD in population health research, specialising in prevention and early intervention for mental health issues in young people. Jacqui’s team in BETA are currently exploring the possible applications of behavioural insights to the priority policy issue of climate change, as well as other issues involving complex decision making for individuals.
Susan Calvert

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

Susan is the Managing Director of the Behavioural Economics Team of the Australian Government (BETA) in the Policy Innovation and Projects Division of the Department of the Prime Minister and Cabinet. She has a career of experience in designing and delivering innovative evidence-based solutions to complex public policy problems. BETA is working to support policy development in the priority areas of achieving net zero, responding to cost of living pressures and addressing entrenched disadvantage.

Dr Kieren Moffat

Kieren is the CEO and Co-founder of Voconiq, a data science company specialising in social performance measurement and community engagement across multiple industries. A CSIRO spin-out company, Voconiq currently operates in 11 countries at local and national scales to deliver real-time community sentiment data to support deeper, more reflective relationships between communities, companies, industries and governments. Kieren is a social and organisational psychologist by training and holds a PhD from The University of Queensland. He has examined social licence to operate issues in multiple primary resources industries, renewable energy generation and transmission, large infrastructure development, local government and First Nations engagement in Australia and around the world over the last 15 years.

Jon Sibley

Jon is a passionate advocate for consumer energy technology with over 20-years of related experience in government and industry. He recently led the development of the report for ARENA which found EVs could be the largest and lowest cost storage resource in our energy transition. He has previously served as ARENA’s Principal Policy Advisor and, prior to that, he led the development and implementation of the ACT’s 100% renewable energy target and a host of community energy programs, policy reforms and new energy industry development initiatives.

Professor Andrea Carson

LaTrobe University

Andrea Carson is a Professor of Political Communication in the Department of Politics, Media and Philosophy at La Trobe University. She is a political scientist and journalism scholar. Andrea is the recipient of three Australian Research Council grants researching media trust, female political participation, and the media’s role in public policy. She holds several industry grants, including with Meta to study mis and disinformation, and digital journalism. She advises governments, think tanks and other stakeholders on mis- and disinformation and is an active research fellow with the Women’s Leadership Institute Australia Research (WLIA). In 2020, she was awarded La Trobe University’s top researcher (mid-career) and researcher engagement awards. She holds a PhD in Political Science and an MA in International Politics from the University of Melbourne, Australia. She teaches courses on political communication, media and politics, and campaigns and elections. Before academia she was an award-winning journalist beginning her career in print (The Age) and moving to radio (ABC, RRR) and TV (ABC). She is the creator of Below the Line – a 2022 Election podcast with The Conversation featuring award-winning broadcaster Jon Faine and political scientists Professor Anika Gauja and Professor Simon Jackman at the University of Sydney.
Dr Alex Gyani

Alex is the APAC Director of Research and Methodology at the Behavioural Insights Team. He has been based in Sydney since 2014 and oversees the team's research and evaluation work across Singapore, Australia and New Zealand. Since joining the team in 2012, he has worked in a diverse set of fields from domestic violence, energy regulation, health system efficiency, obesity, financial regulation, employment services to education.

He has supported his team to run over 50 trials in 5 years and developed approaches to integrate machine learning and implementation science to Behavioural Insights trials. His PhD focused on encouraging people with anxiety and depression to seek treatment using a mobile phone app and encouraging psychological therapists to use evidence-based treatments. This app became the number one free health and fitness app in the Apple App Store in October 2012 with over 18,000 users. In 2018, he was named one of Apolitical's 100 Future Government Leaders. He also holds a research fellowship at the University of Melbourne's School of Psychology.

Alex Bowler

Jetcharge

Alex is an experienced project engineer with over 7 year's experience delivering projects within the bus and transport sector. Previously working for Keolis Downer, Alex has delivered a wide range of transport projects including asset refurbishments, new transport services, network reviews and electric bus projects. At JET Charge, Alex is leading fleet electrification projects in the electric truck and bus sector with an emphasis on concept design, charging systems specification and project delivery.

Vik Naidoo

University of Canberra

Professor Vik Naidoo is the Pro Vice-Chancellor (Enterprise Development & Partnerships) at the University of Canberra (UC). His academic expertise is in Marketing, where he studies nudging from a consumer psychology perspective. His research has informed public policy, both in Australia and internationally. Before joining UC, Vik was most recently affiliated with the NSW Government and the University of Sydney. He has also held senior academic leadership roles at Curtin University and Deakin University. Vik is a graduate of the University of Auckland and Victoria University of Wellington in New Zealand. He has also studied at the Harvard Graduate School of Education and the Australian Institute of Company Directors.
2023 Judging Panel

Sharon Rosenrauch  Kevin Chadwick  Dr Jacqui Brewer

Prof Uwe Dulleck  Vik Naidoo

Presentations

- Maximum 9 minutes for each Team presentation.
- +2 minutes - Judging Panel Question and Answer - if necessary
- PowerPoint slides (max 8 slides) & electronic copy of one double sided A4 document must be emailed to (best@qut.edu.au) no later than 7.30am Thursday 28th Sept.
- Order of team presentations to be announced Wednesday 27th Sept.

Prizes

- First Prize: $1000
- Second Prize: $750
- Third Prize: $500
- QUT People’s Choice Award: $500

Nudgeathon  QUT  Centre for Behavioural Economics, Society and Technology  BETA  ARC Training Centre for Behavioural Insights for Technology Adoption

Australian Government Department of Climate Change, Energy, the Environment and Water
Welcome Event - Royal George Hotel

- 327 Brunswick St, Fortitude Valley QLD 4006 (Backyard Bar - ENTRY VIA ANN ST – see Rainbow Gate in image below)
- Approx 25-30 min walk from IStay River City Hotel
- Approx 30-35 min walk from QUT Gardens Point


Accommodation for non-Queensland based teams

Oaks iStay River City Brisbane
79 Albert St, Brisbane City QLD 4000
Twin share – One two bedroom unit (two people per room – two queen beds – check in 26 Sept – check out 29 Sept 2023)
10 min walk from QUT.
Checkin will be available after the 4.00pm conclusion of the Opening Day event

Breakfast for non-Queensland based teams

The Croft House
Located under the Sebel Brisbane - 95 Charlotte St, Brisbane City QLD 4000
Breakfast served between 6.30am-8.30am
“Vouchers” for your meal are in your brown paper registration bag.