



Are you passionate about finding new ways to help your customers or clients experiencing vulnerability?

We are calling all professionals to rethink and reshape the language of vulnerability. In these challenging times, we need to rethink and reframe the way we engage with customers and clients who may be experiencing vulnerability.

Join us to hear and learn about the **strengths-based approach** and how we engage people, customers, and clients in ways that draw on their capabilities and provide them with a sense of agency and dignity.

Join us at the **1st Australian Customer Vulnerability Symposium**. This action-packed event is being held face-to-face on **April 28th 2023**, at RMIT Melbourne and Online.

The event is designed to offer professionals insights into new perspectives, evidence-based knowledge and practices to apply strengths-based thinking and processes to engage and support your clientele experiencing hardships or marginalisation.

You will hear presentations from 20 leading speakers from industry, government, non-profit, and academia on diverse topics as well as get opportunities to upskill at workshops and networking sessions. In addition to the fantastic line-up of speakers, you can collaborate with like-minded professionals at the post-symposium networking session.

Attendees will also receive a Certificate of Participation demonstrating their commitment to Corporate Social Responsibility and professional development.

We would love to see you at the event! It is a fantastic opportunity to access the latest thinking and to connect with others working in this significant area.

Keynotes:

The Case for a Strengths-Based Approach to Customer Vulnerability – Why Reframing Our Perspective is so Important. Professor Rebekah Russell- Bennett, Co-Director Centre for Behavioural Economics, Society and Technology (BEST), Queensland University of Technology.

Creating Better Outcomes for Customers Experiencing Vulnerability. Amanda Forster, Executive Manager of the Customer Advocate Office, Suncorp.

Vulnerability from a Social Research Perspective. Liz Duniec, Director and Lucy Marshall, Senior Research Manager, ORIMA Research.

Session Speakers/Topics:

We Don't Have All the Answers: The Importance of Consulting with Community. Ms Mandy Griffiths. Head of Stakeholder Engagement and Innovation, Public Engagement Branch. Department of Families, Fairness and Housing.

Rebuilding Women's Financial Security. Dr Jozica Kutin. Senior Research and Policy Analyst. Tristan Saltness. National Program Manager for Financial Independence Hub. Good Shepherd Australia New Zealand.

Aligning Organisational Strategy and Fundraising, Communications and Marketing Approaches – An Industry Insider's Perspective. Caroline Sheehan. Director VINC. & MCM. Director Strategy, Planning and Performance. Royal Women's Hospital.

Six Ways to Make Strengths-based Storytelling an Everyday Practice. Zayne D'Crus. Strategic and Creative Communications Leader. Melbourne Genomics Health Alliance.

Empowering Victorians to Switch Energy Retailers: Service Quality as Driver. Dr Janneke Blijlevens, Senior Lecturer in Experimental Methods. RMIT University.

Investigating Australia's Energy and Food Cost Crisis. Prof Lisa Farrell. Director of the Societal Economics Research Group (SERG), RMIT University.

Housing and Customer Vulnerability. Assoc Prof Ashton DeSilva. Applied Econometrician, RMIT University.

Codesign to Empower: Lessons from Codesigning with Older Adults. Dr Torgeir Aleti. Senior Lecturer, Digital Marketing. RMIT University.

The Importance of Recognising and Addressing Vulnerabilities in Australian Health Consumers. Assoc Prof Joy Parkinson. Principal Research Scientist, Australian eHealth Research Centre at CSIRO.

Customer Vulnerability in the Context of Disability. Assoc Prof Amanda Beatson. Assoc Professor in Marketing, QUT Business School.

Understanding Women's Marketplace Experiences for Advancing Structural and Social Change. Dr Laura McVey. Women's Program Manager - Research, Policy & Strategy. eSafety Commissioner's Office.

Men Not All Middle-Aged Men are Helpless and Hopeless: Implications for Reimagining Health Promotion. Prof Mike Reid. Professor of Social Marketing. RMIT University.

Workshops

How to Respectfully include First Nations Voices and Perspectives when Developing and Implementing Customer Vulnerability Protocols and Guidelines

Prof Maria Raciti. Co-Director UniSC Indigenous and Transcultural Research Centre. University of Sunshine Coast

Understanding Unconscious Bias and its Implications for Working with Customers Experiencing Vulnerability

Dr Meg Elkins Behavioural and Applied Economist. RMIT Behavioural Business Lab, RMIT University

Codesign with Customers Experiencing Vulnerability

Dr Kate Letheren. Consumer Psychology Researcher, Lecturer. Queensland University of Technology, QUT

Register Now at [REGISTER HERE](#)

Date and Time: Friday April 28th, 8.30am to 5pm AEST

Venue: RMIT University - Story Hall, Building 16, 336/348 Swanston St, Melbourne (Held Face-to-face or Online)

Ticket Price

(Plus booking fees)

Non-member – Face-to-Face \$150

Non-member – Online \$130

AASM Member/ BEST Member/ RMIT Staff – Face-to-Face \$130

AASM Member / BEST Member/ RMIT Staff- Online \$100

Full-time Students \$80

Hosts



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