

19 July 2011



**AUSTRALIAN  
MARKETING  
INSTITUTE**

## *Media Release*

### **A PROFESSIONAL PUSH FOR SUSTAINABILITY**

#### **Australian Marketing Institute takes a lead**

The sustainability cause is about to gain powerful advocacy by way of marketers throughout Australia.

Heralding a project from members of the Department of Marketing at Monash University to advance sustainability in marketing and in business practice more widely, a discussion paper published by the Australian Marketing Institute addresses “the environmental and social imperative to produce and market products that better conform to sustainability guidelines”.

In an introduction to the paper, the Institute’s Chair, Lee Tonitto, describes it as the first step for a project fostering the adoption of sustainability in marketing and general business.

She suggests that the project could lead to sustainability principles being built into the Institute’s Member Code of Practice, thereby setting standards for professional marketers throughout Australia, including practitioners from all marketing functions and industries.

The recognised voice of the marketing profession, the Australian Marketing Institute has a strong track record in advancing marketing standards through education and accreditation as well as promoting appreciation of the value of marketing among business and political leaders.

Built around research of fact and opinion concerning sustainability, the discussion paper sees consumer consciousness being driven by the issue of climate change. Quoting various studies and authorities, it notes that sustainability sensitivity has moved from fringe to mainstream thinking among Australian consumers, who are already spending \$15 billion annually on environmentally friendly goods and services and are expected to continue increasing such expenditures by 20 per cent a year.

“The highest demographic concentrations of green shoppers are in the older baby boomer generation, heavily influenced by their children as they have both the time to seek out specialty items and the resources to afford premium priced products,” the paper finds.

Although Australia’s ‘green consumers’ have been found willing to pay a premium of up to 10 per cent for environmentally friendlier products, recent financial pressures have discounted this to some extent, according to the research review, which also identifies cynicism among Australians. The promotion of green credentials by some companies is seen as merely a means of seeking to increase sales.

“Research indicates that many green products have failed because marketers’ focus on their products’ ‘greenness’ over the broader expectations of consumers. In other words, simply being green will not be enough if the product does not perform its required functions at a

satisfactory level, or if the price is seen to be excessive – being green is part of the consideration set, but it is not the only consideration.”

After reviewing ‘green washing,’ ‘green harvesting’ and ‘enviropreneurs,’ the paper provides marketers with a ‘how to’ guide featuring practices worth following and others to avoid.

The Australian Marketing Institute will follow a review of immediate responses to the paper with research to benchmark attitudes to sustainability among senior marketers and current sustainability practices.

### *BACKGROUND*

The Australian Marketing Institute represents professional marketers throughout Australia, including practitioners from all marketing functions and industries.

With strong links across business, academia and government, the Institute is the recognised and respected voice of the marketing profession.

Authored and edited by Dr Colin McLeod, head of Monash University’s Centre for Retail Studies (ACRS), Dr Samantha Thomas, a Senior Research Fellow at Monash University’s Department of Marketing, and retail consultant Alana Jones, the AMI discussion paper, ‘Sustainability—what does it mean for marketers?’ was originally conceived as a first stage of the Institute’s sustainability project by immediate past chairman Roger James.

It represents a useful resource paper for all persons interested in the issue of sustainability.

For further information and comment or to obtain a copy of the paper, please contact:

Mr Mark Crowe  
Chief executive  
Australian Marketing Institute  
Ph: 1300 737 445  
Email: [mark.crowe@ami.org.au](mailto:mark.crowe@ami.org.au)