

ONE BASIN CRC PhD program

Are you looking at developing world-leading skills in helping communities tackle climate change, capitalise on the digital transformation and accelerate rural innovation? Are you interested in receiving training from internationally renowned experts, whilst working with industry partners in the iconic Murray-Darling Basin on real-world problems?

The One Basin Cooperative Research Centre (One Basin CRC) offers attractive PhD packages in a broad range of disciplinary fields and across multiple universities in Australia (Australian National University, Charles Sturt University, Flinders University, The University of Adelaide, The University of Melbourne, The University of Sydney). Our PhD graduates will be the future leaders in basin research and application. Our One Basin PhD program provides unprecedented leadership development opportunities, extensive industry networking, and the chance to establish a deep understanding of your chosen field. Key features of the One Basin CRC PhD Program are:

- A 3.5 year scholarship with the option of a 6 month-funded internship with an industry partner or equivalent part-time employment.
- A flexible funding package including a stipend as much as \$51,300 pa* and generous travel and operational costs, with potential additional income from working part-time with industry partners and further scholarship funding.
- The PhD program seeks to achieve gender balance and attract candidates from all walks of life, with Australians of Indigenous and Torres Strait Islander heritage particularly encouraged to apply.
- Opportunities for travel (including the possibility of international conferences), development and engagement with a strong research network that is being developed through the 10-year CRC.
- Each candidate will spend the majority of their time in one of the following research hubs: Loxton (South Australia), Mildura (Victoria), Griffith (NSW) and Goondiwindi (Queensland) with associated node in Narrabri (NSW).

Our PhD program will give you the professional skills and networks to accelerate your career in research or practice across the water, agriculture or environmental sectors.

** This is dependent on the host university policies, other available co-funding, and candidature experience and background. Candidates will receive a minimum stipend of \$35,000 pa and a further minimum \$20,500 (total) in operational funding. The exact allocation of the funding package between the stipend and support activities (such as conferences, travel to and from regional hubs) will be agreed to by the host university, PhD student and the 1BCRC. Applicants must be intending to apply for, and be highly competitive for, a Research Training Program (RTP) Stipend (or an equivalent scholarship). The student will enter the PhD program in 2024 and enrol on a full-time basis.*

A banner with a green-to-blue gradient background. On the left, there is a circular inset image of a river landscape. The text "Apply via:" is in white, followed by the URL "onebasin.com.au/phd-programs" in white text.

Apply via: onebasin.com.au/phd-programs



PhD project ID: 1BPhD23-06

Date advertised: 8 September 2023

PhD project title:

Examining the potential of social marketing within community wealth-building programs as a pathway towards transformative change in rural communities in the Murray-Darling Basin

Description of the topic of PhD project:

The aim of this project is to evaluate selected Community Wealth-Building Programs (CWBP) and social marketing change strategies that organisations could and do use, especially in combination, to engage local communities in transformative thinking.

Community wealth-building programs involve a collective effort to address local economic and social needs and can be established and experienced in many forms (Dubb, 2016). Such programs aim to create a support mechanism to enhance local economic activity through re-investment, empower people, reduce economic inequality, and promote local ownership and resource control (Lacey-Barnacle et al., 2023). Given the pressing challenge of increasing water scarcity, identifying gaps in communities' economic and social capacity to support their future needs is crucial. While a diverse range of CWBPs exist, it remains uncertain which type best enhances capacity and innovative practices for socially orientated NFP organisations supporting communities along the MDB. Previous research indicates that CWBPs lacking end-user inputs often prove unfit for their purpose (Dubb, 2016). In addition, CWBPs have been hindered because of poorly developed and executed social marketing and change strategies. Following the call for researchers to take a deeper dive into the multi-faceted issues in this area from Eaton et al. (2021), it is crucial to develop a concurrent understanding of both the nature of available CWBPs and the supporting communication and change processes.

Through collaborative, participatory engagement with key NFP community groups and other stakeholders, coupled with qualitative data techniques such as observations and user-design workshops (see Nygrén, 2019), the research aims to explore communities' knowledge, attitudes, experiences as well as value for a range of scenarios featuring CWBPs and social marketing change practices. This will help participants identify a fit-for-purpose approach for their community that will support change while catering to the current and future needs of businesses and communities within the MDB.

For NFP organisations supporting MDB communities, the primary benefit of this project is risk mitigation through an evidence-based, proactive process that aids decision-makers and can be replicated, with appropriate adaptations, in different regions. This process assists businesses and communities in selecting and communicating the value proposition of the self-sustaining initiatives inherent in CWBPs and alternative development pathways that consider economic, social, and environmental equilibrium, enabling transformative change.

Primary university supervisor(s):

Dr Felicity Small (Charles Sturt University)

Co-supervisors:

Dr Tahmid Nayeem (Charles Sturt University), Dr Joseph Guillaume (Australian National University)

Requisite qualifications and experience:

Candidates with Masters or honours degrees in the following disciplines, or with equivalent research or work experience, will be favourably considered: *Social Marketing, Community Wealth Building Programs, Behavioural Economics, Business with specialisations in marketing, economics, finance and/or sustainability management.*

To determine your eligibility for studying at Charles Sturt University, see:

<https://study.csu.edu.au/information-for/postgraduate-students>

1BCRC industry partner(s) potentially involved:

Western Murray Land Improvement Group