

the
**SOCIAL
DECK**

Our capabilities in **Research**

The Social Deck | ABN: 94 366 395 064

March 2026

Certified



Corporation



Who we are

The Social Deck is a for-purpose, independent agency helping organisations reach and engage people to create positive social and environmental change.

We specialise in social research, communications, community engagement and behaviour change. We focus on supporting projects that drive real impact.



Certified



Corporation

We are a Queensland based small business. **B Corp certified**, we use the power of business to solve social and environmental problems. We are recognised as meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability.



How to engage us

We are available through a range of Federal and State and Territory panels.

Commonwealth Government

- Creative and Digital Communication Services (CDC190)
- BuyICT – Digital Marketplace 2
- Plain English Training and Related Services

*New Commonwealth procurement rules mean The Social Deck can be **procured directly for projects up to \$125,000 inc GST.***

ACT Government

- Creative and Digital Communication Services (CDC190)

Queensland Government

- Professional Services Panel
- Market and Social Research Panel

Victorian Government

- Victorian Digital Marketplace
- Victorian Marketing Services Register

Our services

Research

Explore, understand, test and evaluate

We use research to understand, test and evaluate so that strategies and policies are anchored in evidence and communications are optimised to create real change.

Capabilities

- Social research
- Behavioural research
- Quantitative and qualitative methods
- Ethnographic and observational research
- Communications research
- Randomised Controlled Trials
- User testing
- Measurement and Evaluation

Engagement

Engage with stakeholders and communities

We use engagement to help governments and organisations develop robust, effective and informed policies, programs, legislation and ways of working.

Capabilities

- Engagement strategy
- Community engagement
- Stakeholder engagement
- Co-design
- Partnerships
- Online event production
- Internal team engagement
- Business planning and service offer co-development

Strategy

Create positive change in community

We help organisations create and drive positive change in their communities and encourage individual and population-level action.

Capabilities

- Community-based behaviour change
- Strategy design and development
- Social marketing
- Community development
- Education and training programs and resources
- Policy design

Communication

Communicate

We work with organisations to help them communicate persuasively to reach target audiences through tailored methods and messaging.

Capabilities

- Communication strategy
- Plain English editing & training
- Brand & message development
- Content creation
- Educational products and resources
- Digital marketing and websites
- Graphic design
- Video production
- Illustration
- Animation

Research

Through behaviourally-informed research techniques we connect with diverse audiences to uncover deep, human insights.

Our in-house senior researchers work alongside our communications and strategy teams to translate insights from qualitative and quantitative research into evidence-based initiatives that drive real change.



Experience and journey research

We use observational techniques to map what people do, and structured exploration using a 'sludge audit' technique to understand the factors that influence journeys and how they can be made easier, more impactful and enjoyable.



Behavioural diagnosis & solution development

We use proven behavioural methods to understand what people do and the factors influencing why they do it, so we can design systems, communications and experiences that work. Our ethnographic and observational research techniques are designed to capture what people do, and the information to understand why.



Policy research

We explore the impact and efficacy of policies and legislation on the audiences they impact. We use surveys, focus groups, interviews, kitchen table discussions and yarning to understand different perspectives from different audience groups.



End user testing

Our approach is based on inclusivity and knowledge of human behaviour. We use behavioural research and user testing techniques to test messaging and products with those who they are designed for.



Communications research

We use research to design evidence-based communication strategies, to test and iterate executions, and evaluate campaigns. We apply qualitative and quantitative techniques, alongside behavioural models, to understand the audience, and what tactics will resonate most.



Co-design

We have developed co-design processes that engage people with the experience of using and delivering services, along with policymakers in research design. Genuine inclusion of lived experience working with decision makers leads to practical innovations and overall improvements in services.



Some examples of our work

Developing a behaviour change program for cane farmers

The challenge

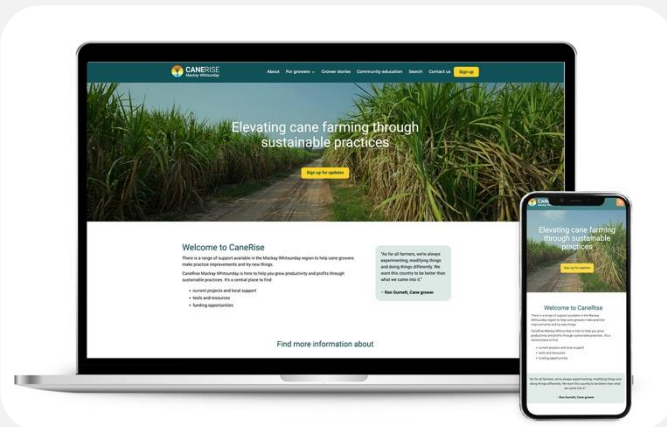
The Social Deck was engaged by the Great Barrier Reef Foundation (GBRF) as part of a program to reduce nitrogen, sediment and pesticide loads from the Lower Burdekin and Mackay-Whitsunday reef catchments. The project demanded place-based behavioural insights research, extensive engagement and journey research.



Experience and journey research



Behavioural diagnosis and solution design



What we did

This complex system challenge necessitated a holistic, behaviourally-informed program of research to understand challenges and opportunities in the system.

We mapped the experiences of target groups of cane farmers and identified key behaviours and their contextual influences (touchpoints, capability, motivation, opportunity). Behaviours were assessed for their impact, changeability, spillover effect and measurability. A comprehensive and multi-faceted theory of change was developed to guide strategy, implementation and evaluation of interventions.

We used multiple behavioural models (e.g. COM-B, Theoretical Domains Framework, socio-ecological model) and journey mapping to understand the whole system and focus in on specific opportunities that enabled development of tailored strategies targeting multiple barriers across clearly defined audiences.

The outcome

The program resulted in the design of customised practice change strategies and evaluation frameworks.

As a result of the research, we were involved with implementing and evaluating the resulting campaign (the CaneRise platform) in the Mackay-Whitsunday region, and in transitioning the campaign to local stakeholder management so that change can be sustained over the long term.

Understanding and responding to DFV in CALD communities

The challenge

The Social Deck was engaged by the Queensland Government Department of Families, Seniors, Disability Services and Child Safety, to investigate better ways to address and respond to Domestic and Family Violence (DFV) within Culturally and Linguistically Diverse (CALD) communities in Queensland.

The research aimed to fill gaps in current knowledge by systematically exploring the experiences of DFV within CALD communities, identifying relevant factors and barriers to accessing support and prevention, and informing culturally responsive and community-led policies and practices.



Policy research with hard-to-reach audiences



What we did

This program of work required a tailored and specialised approach to ensure research with communities was effective, sensitive, and culturally responsive. To access harder-to-reach communities we drew on existing partnerships and networks including our partnership with the Ethnic Communities Council of Queensland (ECCQ) and relationships with other organisations (ethnic organisations, DFV specialist services and community organisations) who regularly engage with CALD communities.

We used traditional and adapted qualitative and quantitative research techniques designed with a trauma-informed and culturally responsive lens. Techniques included a systematic literature review, focus groups, depth interviews, kitchen table discussions, an online survey, and deep-dive stakeholder workshops. We also delivered some engagement sessions in-language in partnership with ethnic organisations.

The outcome

The final deliverable was a **comprehensive report providing a nuanced, evidence-based understanding of a complex and multi-dimensional issue, and of the experience of responding to DFV.**

The report included practical and proactive strategies to improve prevention and responses to DFV at both the community and system levels.

Reducing risky behaviour around crocodiles in Queensland

The challenge

The Department of Environment and Science identified that there is a non-compliance problem with crocodile safety messaging. The Social Deck were engaged to understand why existing safety messages were not effective, and to develop new messaging. Our expertise in communications and behaviour change was key to the success of this project.



Behavioural diagnosis and solution design



Communications research



What we did

To understand why existing messaging was not working we conducted an initial evidence review focussed on known risk behaviours and behavioural influences, followed by exploratory qualitative research with the community, indigenous rangers, visitors, and waterways users. This revealed that risky behaviour is not one-size-fits-all: there are distinct challenges to overcome for different segments.

A quantitative survey validated and refined the insights identified in the qualitative phase. A two-step cluster analysis identified two target segments to prioritise with messaging. Further testing determined the potential or likely impact of different messaging tactics on different groups, in different regions, and against different barriers.

The outcome

This project delivered messaging recommendations focussed on increasing compliance amongst the target segments. The overarching recommendation was to move from a one-size-fits all messaging approach, to a tailored approach with specific tactics targeted by audience segments and regions.

Understanding the community to inform strategic communications

The challenge

The Australian Government, with the cooperation of state and territory education departments, is implementing a new Schools Unique Identifier (USI) for all school students. As part of this initiative, The Social Deck conducted nationwide research with parents and community organisations and designed a comprehensive communication strategy.



Communications research



What we did

For this high profile challenge The Social Deck designed a robust, mixed-methods research approach that would allow federal, state and territory governments to understand current awareness and understanding of the Schools USI, comfort with and perceived benefits of the Schools USI, concerns about the Schools USI, and the communication preferences of parents. We collaborated with a stakeholder working group throughout the project to incorporate their input and secure their buy-in.

The methodology included a robust survey of over 2400 parents of school aged children, 10 exploratory focus groups with parents and carers across Australia, and 5 online focus groups and 17 interviews with organisations that represent different types of parents (e.g. First Nations, homeschool, disability, CALD, LGBTQIA+, regional).

The outcome

- We delivered comprehensive qualitative and quantitative insights for the overall population and split by interest group (homeschooling parents, First Nations parents, CALD parents and parents of LGBTQIA+ students). This included a segmentation of the different types of parents and how best to communicate with them.
- Insights were delivered in a professionally designed report that could be included in advice and briefs to state and territory ministers.
- Using the insights from the research, our communications specialists designed a communication strategy for the rollout of the Schools USI.

Multi-perspective journey and communications research

The challenge

The National Allergy Council engaged The Social Deck to explore challenges around de-labelling antibiotic allergies and identify potential avenues to increase allergy de-labelling behaviours.

Antibiotic allergies are commonly reported, yet just one in ten of those who thinks they have an antibiotic allergy actually has one. This leads to worse health outcomes.



Experience and journey research



Communications research



End user testing

national allergy council

What we did

To understand the nuances of this challenge we ran a series of focus groups with patients, their families, and healthcare providers. We took a reflective journey-based approach to explore how key attitudes and behaviours around antibiotic allergy delabelling are formed, and to identify barriers and enablers to starting delabelling conversations. We also tested the efficacy of some early brand concepts for a future suite of information and support resources.

The study found that there are serious systemic barriers that deter health professionals from progressing with antibiotic allergy confirmation activities, and amongst patients a lack of awareness about the consequences of mislabelling that translates into limited motivation for exploring de-labelling.

The outcome

Insights from this study have been used to develop a campaign and accompanying resources targeted at confirming penicillin allergies. This study feeds into a broader program of work that is tackling challenges at a system level and will inform future campaigns for other types of antibiotics.

Our impacts and standards



Probono Bank

2123 hours given

We have a 'for purpose bank' to be used for projects to benefit society and the environment.



Carbon neutral

96,246 kg emissions saved.
802.5 tonnes offset.

We're committed to **net zero by 2030**. Our head office is powered 100% by roof top solar, producing more electricity than we use. We have offset all personal emissions of our team through our partnership with **Greenfleet**.



Shared values

Toward the Sustainable Development Goals

We only work with clients that share our values. Our aim is to undertake projects that contribute to the UN Sustainable Development Goals.

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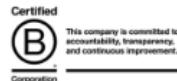
Corporation

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120.3 (rating)

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We are proud members of



Get in touch with our experts

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Supported by a team of experts across QLD, ACT, NSW and VIC.