

Participant consent form: Parents and carers

Social impacts of place branding: the 'Little Tasmanian' story

[Little Tasmanian project evaluation]

Participant information and consent

This survey is part of an evaluation into the Little Tasmanian project, conducted by researchers from the University of Tasmania in partnership with Brand Tasmania and the Tasmanian Government Department of Health.

This research aims to understand views on:

- raising children and belonging in Tasmania
- what it was like to receive a Little Tasmanian library bag
- other Little Tasmanian resources.

Answering the questions should take 6-10 minutes.

Your involvement is voluntary. The data collected is completely anonymous- you will not be identifiable. Once you have indicated your consent and submitted the survey, it will not be possible to withdraw any information you have provided. All your information will be treated confidentially.

The results will be published in peer-reviewed journal articles and in reporting for Brand Tasmania and the Child Health and Parenting Service.

This data will be archived for future use, for example in evaluating and improving Little Tasmanian. The information will be shared with Brand Tasmania in ways that protect your identity.

If you have any questions about the study, please contact Marisa McArthur (marisa.mcarthur@utas.edu.au).

If you feel uncomfortable for any reason while you're filling out the survey, you can stop at any time. If you require support from someone outside the research team, you can contact Lifeline at 13 11 14.

This study has been approved by the University of Tasmania Human Research Ethics Committee (ref: H0029458) and the Research Governance Committee at the Tasmanian Government Department of Health. If you have concerns or complaints about the conduct of this study, you can contact the Executive Officer on (03) 6226 6254 or email human.ethics@utas.edu.au.

By clicking '**Continue**' and filling out the survey, you are indicating that you:

- have read and understood this information
- consent to participate in this research study
- understand that your participation is voluntary and you can withdraw at any time