

Participant information sheet: Parents and carers

Social impacts of place branding: the Little Tasmanian story

[Little Tasmanian project evaluation]

Invitation

You are invited to participate in a survey to tell us about how you have experienced receiving a Little Tasmanian library bag.

Background information

Little Tasmanian brings the Tasmanian story into the lives of new Tasmanians in their early years. In a sense, it helps introduce babies to being Tasmanian at the earliest stage of life.

Little Tasmanian involves:

- Being given a **library bag**.
 - Version 1 included a white cotton Tasmanian onesie, a board book called Little Tasmanian, a library card voucher, and a magnet with information about the first 1,000 days. It was available to babies born from 1 January 2023 to 30 June 2024.
 - Version 2 includes a playmat, a board book called Little Tasmanian: Katy's Garden, a library card voucher, and a magnet with information about the first 1,000 days. It is available to babies born from 1 July 2024.
- Having access to **Little Tasmanian digital resources**, which include PDFs and videos of the board books, stories about parents and service providers, early childhood information relevant to life in Tasmania, and social media content.

Every parent or carer of a child born in Tasmania during the life of the project is eligible to receive one of the bags, usually at their baby's two-week development check with their Child and Family Health Nurse.

Why we need your help

Little Tasmanian is coordinated by Brand Tasmania, a Tasmanian Government place branding statutory authority. The program is delivered in partnership with the Child Health and Parenting Service (CHaPS) and other partners serving the early years. The project started as part of the ['It Takes a Tasmanian Village' Child and Youth Wellbeing Strategy](#).

This study is being done at the University of Tasmania as part of a PhD.

Who should take part in the survey?

We are asking you your views because you are a parent or carer who received a Little Tasmanian library bag on behalf of your baby.

We want to know what you think about raising children in Tasmania. We'd also like to know what it was like to get the library bag and Little Tasmanian resources.

The results of the study will help to improve Little Tasmanian and help policymakers understand what it's like raising children in Tasmania.

What is involved?

We ask you to fill out an online survey. It takes about 10 minutes to do, depending on how much detail you'd like to share. Your answers will be anonymous.

We ask questions about being a parent or carer in Tasmania and about Little Tasmanian. We also ask questions about your age and gender, for example, so we know that people from a variety of backgrounds have done the survey.

At the end of the survey, we ask if you would like to have a slightly longer conversation or interview with us so we can learn even more. We also invite you to go into a draw to win one of five \$50 gift cards. If you are interested in either of those options, you can give your name and contact details. They are stored in a separate survey platform and will not be linked to your survey responses, so your answers stay anonymous.

Terms and conditions for the prize draw are available at <https://littletasmanian.com.au/project-evaluation/>.

What are the risks and benefits of participating?

The survey is a chance to share your experience of receiving a Little Tasmanian library bag and accessing other Little Tasmanian resources.

Your responses will directly influence the design of Little Tasmanian. We will use what we learn to improve the project and share the feedback we get to benefit families with new babies.

Your responses will help Brand Tasmania's other work because we will get a better understanding of people's needs and experiences as new parents and carers. And our findings will be shared with others in Australia and overseas to help others serve families in their communities.

The only anticipated risk is the potential for mild emotional discomfort from sharing your experiences. You can also tell a member of the team about that using the contact information on page 3. If you require support from someone outside the research team, you can contact [Lifeline](#) at 13 11 14.

Participation is voluntary. Having received a Little Tasmanian library bag does not mean you are required to participate. Whether or not you participate won't affect your relationship with Brand Tasmania or CHaPS in any way.

Will answers be kept confidential?

All survey responses are anonymous. In publications, you may still be able to recognise quotes you have given, even though your name will not be attached to them.

All personal information collected as part of the option to express interest in doing an interview or entering the prize draw will be kept confidential. When we release results, we will never name an individual person who participated unless you have given us permission to do so.

Survey data will be stored securely at the University of Tasmania. De-identified data may be shared with Brand Tasmania, where it will be stored in accordance with the obligations set out in the *Personal Information Protection Act (TAS) 2004*. Brand Tasmania will not have access to survey participants’ personal information.

Survey data will be archived for future use.

Who is conducting the survey?

The Little Tasmanian project evaluation is coordinated by the University of Tasmania.

A reference group including staff from the University of Tasmania, Brand Tasmania, and CHaPS provide guidance and advice.

Marisa McArthur will conduct the survey as part of her PhD research.

Role and name	Institution	Contact
Chief Investigator (UTAS)		
Prof Elaine Stratford	School of Geography, Planning and Spatial Sciences, University of Tasmania	Elaine.Stratford@utas.edu.au
Project investigators		
Prof Can Seng Ooi	School of Social Sciences, University of Tasmania	CanSeng.Ooi@utas.edu.au
Dr Chloe Lucas	School of Geography, Planning and Spatial Sciences, University of Tasmania	Chloe.Lucas@utas.edu.au
Marisa McArthur* PhD Candidate	University of Tasmania	Marisa.McArthur@utas.edu.au

* Marisa is also Brand Project Manager at Brand Tasmania.

Is it possible to withdraw from the study?

Your responses are saved as you move from page to page. You can stop answering questions at any time. Once you have submitted the survey, you will not be able to withdraw, because your survey responses are anonymous, and we won’t be able to track them and take them out.

What will happen with the results?

Your responses will be analysed with all the other survey responses. What we learn will help provide recommendations to Brand Tasmania about the impact of Little Tasmanian and the library bags – what to keep the same, what to change, and ideas for what to do next. Results will be published so others can learn from what we’ve done in Tasmania.

The results will also be available at <https://littletasmanian.com.au>.

How can you agree to be involved?

You can participate in the survey by going to <https://littletasmanian.com.au/project-evaluation/> and following the links.

When you do the survey, by meeting eligibility requirements and reading the participant consent information, and then clicking the 'Continue' button, you are giving us your consent to collect and use your anonymous answers.

Contact information

If you would like more information about the project, please contact:

Marisa McArthur, PhD Candidate (UTAS)

Email: Marisa.McArthur@utas.edu.au

Phone: 0429 913 644

This study has been approved by the University of Tasmania Human Research Ethics Committee. If you have concerns or complaints about the conduct of this study, you can contact the Executive Officer of the HREC at human.ethics@utas.edu.au or 03 6226 6254. The Executive Officer is the person nominated to receive complaints from research participants. You will need to quote ethics approval number H0029458.

This participant information sheet is yours to keep. Thank you for your time and interest in this project.