Centre for Sport and Social Impact
MARKETING CAMPAIGN – PHYSICAL ACTIVITY

Participant Information Statement (Basketball Victoria)

The Centre for Sport and Social Impact (CSSI) at La Trobe University is currently evaluating marketing messages aimed at increasing physical activity. You are reading this information because you are a registered member of a sport organisation that is funded to deliver this campaign or you have responded to a social media post through a sport organisation you have registered your interest with.

Background
Regular physical activity is one of the most important factors in promoting good health and preventing chronic disease. Research has found that females of all ages generally have lower levels of physical activity than males, yet they have the strongest intent to increase their activity. The aim of this evaluation is to determine the most effective messages, delivery channels and sport partners in converting intent into action.

Your involvement
We would like to invite you to complete a 10 - 15 minute online survey. Survey questions include the topics: your physical activity and sport engagement; your motivation and barriers to participating in sport and physical activity; your awareness of the campaign and its messages; and basic demographic questions.

Participation is entirely voluntary, and should not inconvenience you. Your feedback will offer valuable insight into the how females can be most effectively motivated to engage in physical activity.

Prize draw
At the end of the survey, you will be given the opportunity to go in the draw to win one of the following prizes:

- Prize 1: A (one) team signed Dandenong Rangers WNBL singlet;
- Prize 2: One of two $500 WISH Gift Voucher (redeemable at Woolworths, Big W, Caltex);
- Prize 3: One of ten $100 WISH Gift Vouchers (redeemable at Woolworths, Big W, Caltex).

Future involvement
At the end of this survey you will also be asked if you would like to receive a further invitation to another survey (similar to the one you just completed) at some point during the next 12 months. Should you accept this invitation, and then go on to complete that survey, you will be entered in to the draw to win further prizes:

- Prize 1: A (one) team signed Bendigo Spirit WNBL singlet;
- Prize 2: One of two $500 WISH Gift Voucher (redeemable at Woolworths, Big W, Caltex);
- Prize 3: One of ten $100 WISH Gift Vouchers (redeemable at Woolworths, Big W, Caltex).

Eligibility and risk
You must be aged 16 years or older to participate and you must have access to an electronic device which allows you to complete the survey. There are no known risks associated with this research project and you are not expected to be subject to any risk, harm or discomfort by participating in this research. Although we do not anticipate that there will be any experience of harm or discomfort arising from your participation in this research, please consider accessing support from your GP or another trusted health care provider in the event that your participation raises issues or concerns for you.
Data management and reporting of results
Please be assured your personal identity has not and will not be shared with any third party, this email has been generated from a database which you have authorised to receive emails from or an advert you have responded to. At no time will CSSI La Trobe have access to your contact details unless you provide them in the survey when prompted. Your contact details will be stored separately to your survey data. The survey data will therefore be anonymous.

The electronic data collected will be analysed and electronically stored on a secure hard drive. This data will only be shared between those directly involved with the research. As per university guidelines, the raw data will be kept for a minimum of five years after the completion of the research. The results will be utilised in completing a reports for VicHealth and in the presentation at conferences and publication in academic journals.

Withdraw your consent
You have the right to withdraw from active participation in this project at any time while completing the survey, this can be done by closing the browser. As the survey is anonymous, once you have submitted the data, it will not be possible to identify your responses, and therefore once submitted you cannot withdraw.

Any questions regarding this research may be directed to:

Assistant Professor Matthew Nicholson
(Director of the Centre for Sport and Social Impact)
T: (03) 5444 7905
E: m.nicholson@latrobe.edu.au

The other researchers carrying out this research are:

Dr Paul O’Halloran
Senior Lecturer, Public Health, La Trobe University

Associate Professor Arthur Stukas
Associate Professor, Psychology, La Trobe University

Dr Emma Seal
Research Fellow, Centre for Sport and Social Impact, La Trobe University

Dr Erica Randle
Research Fellow, Centre for Sport and Social Impact, La Trobe University

This research is being funded by VicHealth.

If you have any complaints or concerns about your participation in the study that the researcher has not been able to answer to your satisfaction, you may contact the Senior Human Ethics Officer, Ethics and Integrity, Research Office, La Trobe University, Victoria, 3086 (P: 03 9479 1443, E: humanethics@latrobe.edu.au). Please quote the application reference number _E117-16______.

Thank you for your participation