TITLE: CONSUMER VALUE AND SOCIAL SERVICES: THE IMPACT OF INCREASED AUTONOMY

Purpose of the research
This is an invitation for you to participate in a research project being conducted by staff at the University of Wollongong and the University of Queensland. The purpose of the research is to investigate the impact of the increased autonomy afforded to consumers of social services, and whether different types of consumers respond differently to this increased autonomy. The first stage in the project involves conducting interviews with both managers and consumers of social services, hence this invitation for you to participate.

Researchers
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Method and demands on participants
If you agree to be involved you will be asked to participate in an interview conducted at your place of work which is likely to last around one hour and be audio recorded with your permission. You will be asked questions relating to the provision of social services (e.g. describing the services offered by your organisation), the different types of consumers of social services and the upcoming introduction of the new regulations (e.g. the challenges you foresee and any concerns or predictions you have). You will also be asked to identify two consumers of social services who might be interested in being interviewed, inform them about the research and invite them to participate.

Possible risks, inconveniences and discomforts
Apart from the one hour of your time for the interview, we do not foresee any risks for you. Your involvement in the study is voluntary and you may withdraw at any time and withdraw any data you have provided by contacting the researchers up to six weeks after the interview. Declining this invitation to participate will not adversely affect your relationship with your employer or the University of Wollongong.

Funding and benefits of the research
This study is part of a larger program of research being funded by the Australian Research Council Linkage Scheme and conducted in partnership with Family Focus Social Services. Findings will be of immediate practical benefit to non-profit organisations offering social services because they provide guidance about product design and marketing to ensure the provision of an optimal service offering that best meets the needs of the community. Results will be used to design a questionnaire for later use in this project, and may also be published in journal articles or presented at conferences. Results will only be reported in ways that ensure the identity of participants remains confidential.

Ethics review and complaints
This study has been reviewed by the Social Sciences Human Research Ethics Committee at the University of Wollongong (Reference: 20XX/XXX). If you have any concerns or complaints about the way this research is conducted you can contact the Ethics Manager on (02) 4221 4457 or email rso-ethics@uow.edu.au.
If you would like to participate please contact Jane Smith using the contact details above to arrange an interview time.

Thank you for your interest in this study.