



## INFORMATION SHEET

### The Impacts of Rally Australia on the Coffs Coast Business Community

My name is Dr Arianne Reis and I am a Research Fellow with Southern Cross University. Thank you for showing an interest in this project. Please read this information sheet carefully before deciding whether or not to participate. If you decide to participate we thank you. If you decide not to take part there will be no disadvantage to you of any kind and we thank you for considering our request.

The aim of this research is to assess the economic impacts of the World Rally Championship – Rally Australia 2011 as experienced by local businesses of the Coffs Coast region. In particular, we will examine business preparedness for this large scale event in the region; assess post-event outcomes for the local business community; and identify possible increases in short-term employment in the region due to the hosting of the event.

Should you agree to take part in this project, you will be asked to complete one online survey. The completion of this questionnaire should not take you more than 15 minutes. The survey will consist of simple questions about how you prepared to receive visitors/customers who came to the World Rally in the Coffs Coast region in September and what benefits you believe you accrued from this event. Your participation in this research is voluntary, and you are free to withdraw from the study at any time. If you wish to leave the survey, simply exit the survey page without saving it.

The data collected will be securely stored in such a way that only the researchers will be able to gain access to it. Although you received the invitation to participate through your local Chamber of Commerce/Tourism Association/Local Council, the responses will be directed to the researchers only and no one else will have access to them individually. Also, the researchers will not have access to your email address, ensuring your anonymity. Findings of this research will be collated as group data, with no features that may identify participants.

At the end of the project any personal information will be destroyed immediately. Raw data on which the results of the project depend will be retained in secure storage for seven years, after which it will be destroyed.

Participants may request from the principal researcher at the conclusion of the study, a copy of their completed surveys or research results. The results of this study may be published or presented at seminars/conferences, but only group data will be reported.

If you have any further inquiries in regards to the present study, please do not hesitate to ask the principal researcher.

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If you have concerns about the **ethical conduct** of this research or the researchers, write to the following:

The Ethics Complaints Officer  
Southern Cross University  
PO Box 157  
Lismore NSW 2480  
Email: [ethics.lismore@scu.edu.au](mailto:ethics.lismore@scu.edu.au)

All information is confidential and will be handled as soon as possible.