

**Research Project:**

A Study of Local Area Marketing (LAM) Techniques used by Australian Small to Medium Enterprises

**CONSENT FORM**

**I consent to participation in this research project and agree that:**

1. An Information Sheet has been provided to me that I have read and understood;
2. I have had any questions I had about the project answered to my satisfaction by the Information Sheet and any further verbal explanation provided;
3. I understand that my participation or non-participation in the research project will not affect my academic standing or my employment.
4. I understand that I have the right to withdraw from the project at any time without penalty;
5. I understand the research findings will be included in the researcher's publication(s) on the project and this may include conferences and articles written for journals and other methods of dissemination stated in the Information Sheet;
6. I understand that to preserve anonymity and maintain confidentiality of participants that fictitious names may be used any publication(s)
7. I am aware that a Plain English statement of results will be available from the researcher if I request one below.
8. I agree that I am providing informed consent to participate in this project.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

**Where relevant to the research project, please check the box below:**

	YES	NO
1. I wish to have a Plain English statement of results posted to me at the address I provide below.		

Postal Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_