

A/Prof Ann Capling
Department of Political Science
Telephone: (03) 8344 5194
Email: annc@unimelb.edu.au

Dr. Tim Marjoribanks
Department of Political Science
Telephone: (03) 8344 7906
Email: tkmarj@unimelb.edu.au

Project: Where commerce and culture connect? Corporate governance and social capital in the global era: the case of the Australian Football League

Plain Language Statement for Potential Interviews

Introduction

The aim of our study is to investigate how AFL clubs are adapting to the changing commercial and social environment in which they are operating. You are being contacted as a key individual in relation to contemporary football organizations, and therefore as someone who would be highly valuable to speak to in this context. As a result, we would like to invite you to participate in our research project. This project has been approved by the Human Research Ethics Committee of The University of Melbourne.

What will I be asked to do?

Should you agree to participate, you would be asked to contribute by participating in an interview of about 60 minutes, so that we can get a detailed picture of your understanding of how football clubs are adapting to processes such as corporatisation and globalisation, and to identify how club identity and governance has changed as a result. With your permission, the interview will be tape-recorded so that we can ensure that we have an accurate record of what you say.

How will my confidentiality be protected?

We intend to protect your anonymity and the confidentiality of your responses to the fullest possible extent, within the limits of the law. Your name and contact details will be kept in a separate, password-protected computer file from any data that you supply. Your name and contact details will only be able to be linked to your responses by the researchers, for example, to crosscheck quotes. In the final report, you will not be referred to by name. With your specific agreement, in the final report you may be referred to either by your functional role or by the name of your organization, but NOT by both in the same context. We will also remove any references to personal information and identifying details that might allow someone to guess your identity. But you should be aware that some implications may remain for your anonymity because the pool of participants in the organization of football from

which interviews will be conducted is not a very large population. The data will be kept securely in the Department of Political Science for five years from the date of publication, before being destroyed.

How will I receive feedback?

Once the analysis arising from this research has been completed, a brief summary of the findings will be forwarded to you at your request. It is also possible that the results will be presented at academic conferences, and in academic journals or other publications.

Will participation prejudice me in any way?

Your participation in this study is completely voluntary. Should you wish to withdraw at any stage, or to withdraw any unprocessed data you have supplied (that is, for up to one month after the interview has been conducted), you are free to do so without prejudice.

Where can I get further information?

Should you require any further information, or have any concerns, please do not hesitate to contact either of the researchers on the phone numbers or e-mail addresses given above. Should you have any concerns about the conduct of the project, you are welcome to contact the Executive Officer, Human Research Ethics, The University of Melbourne, on ph: +61-3-8344 2073, or fax: +61-3-9347 6739.

How do I agree to participate?

If you would like to participate, please indicate that you have read and understood this information by signing the accompanying consent form before the interview commences.