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|  | Restaurant rebate service  Digital Experience Team  Updated 11 November 2021 |

## ▐ Recruitment brief

**Purpose**

The Research rebate service is exploring how reimbursing residents of the state might encourage return to dining at hospitality venues.

The team are in a discovery phase of their project and are to understand the problem facing customers and to decide the outcome they’re working towards. They currently have some assumptions and an overall problem space, but both need validating.

### Topic

Qualitative interviews about restaurant going behaviours, spending and decision making around when and where to dine.

### Format

* 6 participants
* Format: 1:1 interviews
* 45 minutes
* Recorded sessions

**Face-to-face option**

* Interviews can be in person in Sydney CBD or remote
* Report to reception at the time of your interview 54 Rawson Place, Haymarket NSW.
* Accessible entry access via Pitt Street.

**Remote option**

* **Video call preferred (e.g. link will be emailed one hour prior to session)**
* **Provide an option to call participant on their nominated phone number**

**Tip:** Some participants may not have access to a device, reliable internet, or phone credit. Considering access and inclusion by providing several, proactive remote options will help include more participants.

**Participant requirements:**

* Participant must be in a quiet room with no background noise and focused exclusively on the interview
* Participant must be able to access the internet on a computer or laptop (no tablet)

### Incentives

* Face to face attendance : **$100**
* Remote attendance: **$50**
* **Payment will be made by gift card**

### Recruitment method

**Using recruitment agency**

### Contact

Please confirm sessions via email to **my.email@nsw.gov.au**

### Schedule

Research field dates (3 interviews per day):

* **Thursday 11 November 2021**
* **Friday 12 November 2021**

### Daily slots

1. **9am – 10:30am**
2. **11am – 12:30pm**
3. **1pm – 2:30pm**
4. **3pm – 4:30pm**
5. **5pm – 6:30pm (backup time if needed)**

**Expert tip:** Leave at least 30 minutes between session to allow for debriefing, note taking and a short break.

### Participant criteria

Some example criteria you should consider:

* **Tool experience:** How familiar is the user with how to use the website, application, and/or product/service?
* **Program experience:** How familiar is the user with programs and/or services that surround the tool?
* **Domain experience:** How knowledgeable is the user about this content?
* **Diversity:** Overall, is the mix of people you are speaking to a reflection of the diversity one might see in the overall population?

### Topic: How people deciding to go out to dinner at a restaurant

Broad participant criteria: Individuals who have been to a restaurant at least once in the past 3 months and who are considering going again.

Total participants: **6 people**

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| **Specific criteria:**  **[indicate which specific criteria you’re setting requirements for. List the breakdown of each area and how many participants within that group].** | **Number of participants needed** |
| **Goes to restaurants weekly** | **2-3 people** |
| **Goes to restaurants fortnightly** | **1-2 people** |
| **Goes to restaurants monthly** | **1 person** |
| **Goes to restaurants less than monthly** | **1 person** |

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| **Demographic criteria:  [Location]** | **Number of participants needed** |
| **Metro** | **3 people** |
| **Regional NSW** | **2-3 people** |
| **Rural/remote NSW** | **1-2 people** |

### Diversity of participants

When recruiting please ensure there is diversity across the participant group that reflects the wider community, including:

* Gender diversity
* Age
* Different cultural/language background
  + Aboriginal/Torres Strait Islander
  + Only speak English at home
  + Speak a language other than English at home
* A range of levels of income (desirable)
* A range of different household structures (e.g. single parents, dual parents, one child, several children)

### Exclusions

* People who have worked for NSW Government / Department of Education (e.g. teachers, school administrative staff) or have an immediate family member who works or has worked in the primary or secondary education sector
* People who have worked in early childhood development or have an immediate family member who works or has worked in the industry
* People who work or have worked in market research or digital design



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