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|  | [Insert project name]  [Insert team and agency here]  [Insert date of most recent update to this document] |

## **▐ Recruitment brief**

**Purpose**

**[Context and purpose of the research]**

### Topic

* **[What general topics will be covered]**

### Format

* **[Number of participants]**
* **[Session format (e.g. 1:1 interview, card sorting, focus group etc.)]**
* **[Session length]**
* **[Whether the session will be recorded]**

**Face-to-face option**

* **[Interview location and any access instructions (e.g. report to reception)]**
* **[Accessibility information]**

**Remote option**

* **[Video link details]**
* **[Phone call details]**
* **[Alternative access option details]**

**Participant requirements:**

* **[List requirements for the participant setting and technology when joining the session]**

### Incentives

* Face to face attendance: **$X**
* Remote attendance: **$X**
* **[Insert information on how the payment will be made, e.g. EFT, cash, gift card)]**

### Recruitment method

**[Optional]**

### Contact

Please confirm sessions via email to **[email address]**

### Schedule

Research field dates (**X interviews per day**):

* **[Date]**
* **[Date]**

### Daily slots

1. **[List time slots your recruiter can book participants for.]**

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

### Participant criteria

**[List the specific criteria for participants being recruited.]**

**[Replace as required]**

* **Tool experience:** [list any criteria around familiarity with how to use the website, application, and/or product/service]
* **Program experience:** [list any criteria around familiarity with programs and/or services that surround what you’re researching]
* **Domain experience:** [list any criteria around existing content knowledge]
* **Diversity:** [list any criteria which will ensure your participant reflect the diversity in the overall population or users of your service]

### Topic: [Describe the topic of your research]

Broad participant criteria: [Describe an overall category of participants]

Total participants: **[how many 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** |
| **[e.g. Goes to restaurants weekly]** | **[# people]** |
| **[e.g. Goes to restaurants fortnightly]** | **[# people]** |
| **[e.g. Goes to restaurants monthly]** | **[# people]** |
| **[e.g. Goes to restaurants less than monthly]** | **[# people]** |

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| **Demographic criteria:**  **[indicate any criteria you’re setting demographic criteria for e.g. Location]** | **Number of participants needed** |
| **Metro** | **[# people]** |
| **Regional NSW** | **[# people]** |
| **Rural/remote NSW** | **[# people]** |

### Diversity of participants

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

**[Replace or update as required]**

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

### Exclusions

* **[List any exclusion criteria as required]**



Document end.