ARA Consumer Research Advisory Committee Pitch

The aim of the research ‘pitch’ is to provide QUT researchers the opportunity to bring to the attention of the Consumer Research Advisory Committee emergent and important research projects not listed as a [ARA research priority](https://research.qut.edu.au/ara-consumer-research/research-priorities/).

**Lead Chief Investigator Contact Details**

*This Chief Investigator will be the project’s Lead Chief Investigator.*

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| Title and Full Name |  |
| **QUT School** |  |
| **Phone Number** |  |
| **Email** |  |
| **Head of School** |  |
| **Head of School Email** |  |

**Pitch Details**

*Please provide a response to the following questions.*

1. **Title of project (in plain English)**

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1. **What are the key aims of the project?** (Max 100 words)

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1. **Why is this research vital for the retail sector? Actionable outcomes - how will your research inform practice? What are the benefits for consumers or retailers?** (Max 100 words)

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1. **Provide a background – (1) what is currently known, (2) where are the current research gaps?** (Max 200 words)

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1. **Outline your proposed method, expected sample sizes and proposed analysis that will address the research problem. Illustrate your conceptual model if you wish.** (Max 200 words)  \*

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1. **What is your budget? Cost of data collection/research assistance. (Max. $10,000)** \*Researchers to contact Office of Research Services Business Managers (industryresearch@qut.edu.au) to confirm costs. Travel not funded

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| Labour expenses | $ |
| Non-labour expenses | $ |

1. **Describe how you will engage with ARA members to facilitate translation of your research outcomes into practice, i.e., report, presentation to industry.** (Max 100 words)

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1. **List time frames for delivery. Consider ethics applications, building survey, collecting data, analysing data, writing and delivering the report to industry. \***Projects have a maximum time from of 12 weeks.(100 words)

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1. **Provide details of your qualifications and experience in leading industry projects and meeting time frames and agreed deliverables.** (100 words)

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This proposal must be sent to your Head of School for review and approval to submit. Once approved, please return via email to Prof. Gary Mortimer – Chair ARA Consumer Research Advisory Committee at gary.mortimer@qut.edu.au.

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| **Chief Investigator****Sign****Print Name** | **Head of School****Sign****Print Name** |