



Thank you for participating in the on-line surveys. The data you provided have proven to be most useful. In your responses you said you would be willing to take part in later focus groups and interviews – I would now like to take you up on that offer.

The first focus group will take half a day, and will involve about ten other members of Land and Water Australia. The purpose of the focus-group is to capture a visual representation of some concepts, and to gain some consensus from the participants' viewpoint. The data will be used to inform subsequent data collection iterations.

Following the workshop, and after I have analysed the data, I would like to spend up to 30 minutes with you in a one-on one interview. The purpose of the interview is to expand on themes identified that have emerged from the data analysis of the focus group. I will use the interviews and the outcomes of the focus group to develop a model and theory of knowledge productivity.

Once I have developed the model and theory I would like to run one last focus group, which should take less than half a day. In this focus group I will present the resultant model or models arising from our previous work. This will provide you with the opportunity to comment on the outcomes.

Of course you may choose not participate any further, or you may withdraw at any time. I also must stress that Land and Water Australia management has agreed participation in the study is voluntary. I will be contacting you shortly to see if you are still willing to participate. If you agree to take part I will then send you a consent form and put in place the administrative arrangements for the first focus group. I look forward to seeing you there.

Thank you for your help and your support to date.

Yours sincerely

Graham Durant-Law