

SECRET SHOPPER PROJECT



If you are **18 OR 19**, you can earn money and help us (Central Coast Local Health District) address an important health issue at the same time.

Your mission is to attempt to purchase alcohol from a list of bottle shops you will be given, without showing ID. You'll receive a \$17 payment for each bottle shop surveyed, and a \$100 gift voucher when you complete your list.

If you decide to become a "secret shopper", you will be working for the 'Shadow Shopper' company, and liaising with Gina from the Health Promotion Service at Central Coast Local Health District.

INSTRUCTIONS FOR GETTING STARTED (REMEMBER YOU MUST BE 18 OR 19 YEARS OLD NOW)

1. **REGISTER** with Shadow Shopper at <http://www.getpaidtoshop.com.au/>
2. **GENERATE A USER NAME**. You will also be asked to read information about becoming a shadow shopper, & do a short quiz.
3. **EMAIL YOUR USER NAME**, and a scanned copy/photo of your ID to Gina at gina.stuart@health.nsw.gov.au
4. The Shadow Shopper staff will then contact you. They will provide you with:
 - Bottle shops they would like you to survey (usually a minimum of 6).
 - Instructions on how to do each survey - what to attempt to purchase, what to say to shop staff, and how to complete a short online report after each survey.
5. You have 24 hours to accept the job (if you don't accept in that time it will be offered to someone else).
6. You have 1 to 2 weeks to complete the jobs, and each shop takes around 6 minutes to survey.

INSTRUCTIONS FOR GETTING PAID & OTHER IMPORTANT INFORMATION

7. Your own money is needed to attempt to purchase alcohol (up to \$17 value). You will be fully re-reimbursed by Shadow Shopper, so please keep your receipts.
8. Be sure to complete the online report for each shop you survey so that you are paid by shadow shopper (at the end of the month). You will receive \$17 for each shop surveyed.
9. Any alcohol that is purchased needs to be collected by Central Coast Health Staff.
10. Questions? Contact Gina any time on 4320 9702, or email: gina.stuart@health.nsw.gov.au

INFORMATION ABOUT ALCOHOL RELATED HARM

Reducing harm from alcohol is one of the key priorities of NSW Health.

It is against the law to sell or supply alcohol to people aged under 18, and heavy fines apply. Often, it is hard to guess a young person's age, so checking ID is the best way for bottle shop staff to prevent illegal alcohol sales.

As a secret shopper, you will be helping Central Coast Health with our mission, which is to increase the percentage of bottle shops that always check ID. If they do this, then it follows that alcohol sales to under 18s will be less. Unfortunately, 44% of the bottle shops tested in 2016 sold alcohol to young people without asking for ID. We are working with bottle shops to help them get better at checking ID. The information collected each year by secret shoppers is very important, and is helping us to reduce alcohol related harm.

To learn more about the project visit <http://www.healthpromotion.com.au/EDDI/AS2M.htm>