ARTD
CONSULTANTS

PERSONAL
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EDUCATION
Master of Business Administration, Southern Methodist University (2015)
Master of Arts (Arts Management), Southern Methodist University (2015)
Bachelor of Science (Honours), Australian National University (2006)
Member, Australian Evaluation Society (AES)
Qualified Professional Researcher, Australian Market and Social Research Society (AMSRS)
Tableau Desktop Certified Associate

GERARD ATKINSON
SENIOR MANAGER

Gerard is an evaluator and organisational leader who has served clients in Australia, Europe, and North America. Gerard designs and delivers evaluation strategies and frameworks for program portfolios, and manages complex projects ranging from multi-program evaluations to large-scale procurement and risk assessment processes. He analyses administrative datasets, develops dashboards and visualisations that enable stakeholders to understand the meaning of complex data at a glance, and provides clear and insightful reports. He is passionate about communicating insights and regularly presents at conferences on evaluation, market research and data visualisation.

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What's important to me is being on the same page with a client – their time is precious. I like to use a 'no surprises' approach, keeping the client in the loop, presenting findings early and often, and discussing their implications. This drives engagement and saves time in the long run.

STRATEGIC PLANNING AND EVALUATION

Gerard draws upon his experience across multiple sectors to develop strategic plans and deliver insightful evaluations.

» **SIRA program evaluations 2019-20** (State Insurance Regulatory Authority, 2020).
» **Natural Disaster Resilience Program evaluation** (NSW Office of Emergency Management, 2019).
» **Bin Trim Program evaluation and risk management** (NSW Environmental Protection Authority, 2019).
» **Sustaining Tenancies in Social Housing Evaluation** (NSW Department of Family and Community Services [FACS], 2019–ongoing).
» **Fairfield City Council Strategy on Ageing** (Fairfield City Council, 2018).

PERFORMANCE MONITORING AND DASHBOARD DEVELOPMENT

Gerard builds and optimises performance measurement systems to connect clients with insights, and to enable them to ask deeper questions around their programs. He has led the rollout of Tableau for multiple clients in a variety of scenarios ranging from organisation-wide monitoring of live data to survey analysis.

» **Integrated Carer Support Service monitoring** (Department of Social Services, ongoing).
» **Funding program monitoring** (Australia Council for the Arts, 2017).
» **Annual Report dashboard** (Australia Council for the Arts, 2017).

QUANTITATIVE AND QUALITATIVE RESEARCH

Gerard works extensively with both qualitative and quantitative research methods, and designs research approaches in close consultation with clients.

» **Industrial Transformation Research Program surveys and interviews** (Australian Research Council, 2019).
» **Arts Sector Service Organisations scan** (Australia Council for the Arts, 2017).

FACILITATION

Gerard is an experienced facilitator and presenter who works with groups from small teams to large business units.

» **Business Recycling Unit and Litter Prevention Unit planning days** (NSW Environmental Protection Authority, 2020).
» **National Litter Index Review Workshop** (NSW Environmental Protection Authority, 2019).
» **Opportunity Pathways procurement process** (NSW FACS, 2019).