Gerard Atkinson | Director

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 is passionate about communicating insights and regularly presents and teaches on evaluation, market research and artificial intelligence. Gerard is a Qualified Professional Researcher of The Research Society and a Graduate of the Australian Institute of Company Directors.

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.

Education:

Master of Business Administration, SMU

Master of Arts (Arts Management), SMU

Contact details:

Gerard.Atkinson@artd.com.au

Strategic Planning and Evaluation

Gerard draws upon his experience across multiple sectors to develop strategic plans, financial and operational models, and deliver insightful evaluations. He is a leading expert in designing and applying rubrics as a tool for evaluating and comparing performance across multiple programs.

- Overarching Bushfires process, outcome and economic evaluation (NSW Reconstruction Authority, 2023-2024).
- Strategic evaluation of NSW Government drought support measures (Department of Regional NSW, 2021-2022).
- Litter Prevention Strategy 2012-21 evaluation (NSW Environment Protection Authority, 2020-2021).
- Bin Trim Program audit, evaluation and risk management (NSW Environment Protection Authority, 2019-2022).

Value for Money Analysis

Gerard applies best practice economic approaches including Cost-benefit, Cost-effectiveness and Value for Money analysis to understand the financial impacts and benefits of program delivery.

- Employ my Ability (Department of Social Services, 2023-ongoing)
- Stepped Care Pilot Program Evaluation (HNECC PHN, 2021-2024)
- Circulate Program Evaluation (NSW Environment Protection Authority, 2022)

Community Research

Gerard has pioneered Universal Design principles in evaluation and market research, delivering improved insights with traditionally marginalised groups.

- Disability and Inclusion Plan (City of Greater Geelong, 2023)
- Social Inclusion Hornsby and Healthy Ageing Hornsby (Hornsby Shire Council, 2021-22)
- Health and Safety Month Evaluation (WorkSafe Victoria, 2022-ongoing)