



PERSONAL

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EDUCATION

Graduate Certificate in Autism, University of Wollongong (2021)
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)
Member, Social Impact Measurement Network Australia (SIMNA)
Qualified Professional Researcher, The Research Society (TRS)
Graduate, Australian Institute of Company Directors (AICD)



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 analyses administrative and financial 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.



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, financial and operational models, and deliver insightful evaluations. He has expertise 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-ongoing).
- » **Strategic evaluation of NSW Government drought support measures** (Department of Regional NSW, 2021-2022).
- » **Litter Prevention Strategy 2012-2021 evaluation** (NSW Environment Protection Authority, 2020-2021)
- » **Bin Trim Program audit, evaluation and risk management** (NSW Environmental Protection Authority, 2019-2022).

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 developed dashboards in Tableau, Power BI and Qlik Sense for multiple clients in a variety of scenarios ranging from monitoring of live data to interactive survey analysis.

- » **Autism Connect operational dashboard** (Amaze, 2021-ongoing).
- » **Creative Kids activity dashboard** (Create NSW, 2021-ongoing).
- » **Annual Report dashboard** (Australia Council for the Arts, 2017).

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.

- » **Stepped Care Pilot Evaluation** (HNECC PHN, 2021-ongoing).
- » **Circulate Program Evaluation** (NSW Environment Protection Authority, 2022).

QUANTITATIVE AND QUALITATIVE COMMUNITY RESEARCH

Gerard works extensively with both qualitative and quantitative research methods, and designs research approaches in close consultation with clients. He has pioneered the use of Universal Design principles in evaluation and market research, delivering better quality insights with traditionally marginalized groups.

- » **Amaze Education Campaign Evaluation** (Amaze, 2020-ongoing).
- » **Health and Safety Month Evaluation** (WorkSafe Victoria, 2022-ongoing).
- » **Social Inclusion Hornsby and Healthy Ageing Hornsby** (Hornsby Shire Council, 2021-22).
- » **Disability and Inclusion Plan** (City of Greater Geelong, 2023).

FACILITATION AND PROCUREMENT

Gerard is an experienced facilitator and presenter with experience at all levels of procurement.

- » **NSW EPA team planning and stakeholder consultation activities** (NSW EPA, 2018-2022).
- » **National Litter Index Review Workshop** (NSW EPA, 2019).
- » **Opportunity Pathways procurement process** (NSW DCJ, 2019).