



## 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, the  
Research Society  
Tableau Desktop Certified Associate



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.



*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.*

## GERARD ATKINSON

### SENIOR MANAGER



### STRATEGIC PLANNING AND EVALUATION

Gerard draws upon his experience across multiple sectors to develop strategic plans and deliver insightful evaluations. He has expertise in designing and applying rubrics as a tool for evaluating and comparing performance across multiple programs.

- » **Strategic evaluation of NSW Government drought support measures** (Department of Regional NSW, 2021-ongoing).
- » **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 Communities and Justice, 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 developed dashboards in Tableau, Power BI and Qlik Sense for multiple clients in a variety of scenarios ranging from monitoring of live data to survey analysis.

- » **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.

- » **Amaze Education Campaign Evaluation** (Amaze, 2020-ongoing).
- » **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 and Litter Prevention Units planning days** (NSW EPA, 2020).
- » **National Litter Index Review Workshop** (NSW EEPA, 2019).
- » **Opportunity Pathways procurement process** (NSW DCJ, 2019).