



PERSONAL

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EDUCATION

Certified Digital Marketing Professional, DMI (2022)
Bachelor of Social Science, University of Queensland (2015)
Bachelor of Fine Arts Creative Writing Production, QUT (2008)



Kate is an early career evaluator who combines her love of critical and strategic thinking with a depth of experience from her past career in strategic communications in the non-profit, health, and tertiary education sectors. She is experienced in synthesising insights from multiple sources and in knowledge translation for diverse audiences.

She is also an experienced editor and writer of grants, proposals, strategic and technical documents.



I'm passionate about the potential for evaluations and evaluative thinking to create better solutions that allow people, landscapes and communities to thrive, and to help us avoid unintended negative consequences.

KATE SUNNERS

SENIOR CONSULTANT & COMMUNICATIONS OFFICER



EVALUATION FRAMEWORKS

- » **Evaluation Framework, Monitoring, Evaluation and Reporting Plan and surveys for the Interment Industry Scheme** (Cemeteries & Crematoria NSW, in -progress). Kate is project managing the development and delivery of two survey tools, and leading development of an Evaluation Framework and MER Plan.

DATA COLLECTION, SYNTHESIS AND REPORTING

- » **Health Justice Partnership Evaluation** (Office of the Coordinator-General for Family Safety, 2023): Kate conducted and analysed interviews with users of legal services in health settings, synthesising qualitative data and report writing.
- » **Evaluation of the Future Health Podcast** (NSW Ministry of Health, 2022): Kate undertook document review of the Australian podcast landscape, analysis of existing audience and episode performance data and communication channel performance and engagement, and synthesis of survey and interview data to inform recommendations to improve audience engagement, promotion and performance.
- » **Amaze Education Campaign Evaluation** (Amaze, 2021): analysis of media-buy performance data and comparison with previous campaign, and support with report writing and infographics.

PLACE-BASED PROJECTS AND SYSTEMS IMPROVEMENT

- » **Evaluation of the Thriving Queensland Kids Partnership** (Paul Ramsay Foundation, in-progress): Kate conducted stakeholder interviews, and is supporting development of a rubric and evaluation framework.
- » **Beaudesert child and youth mental health and wellbeing co-design** (Brisbane South Primary Health Network, in-progress) Kate has conducted stakeholder conversations, been a participant observer at collective meetings, facilitated a co-design workshop, designed and analysed a survey and First Nations consultations, and undertaken social network analysis

WRITING AND DOCUMENT DESIGN

Kate is responsible for ARTD's communications and digital assets, supporting ARTD's consultants to deliver high quality, engaging written and visual deliverables. She is experienced in producing and evaluating communication strategies and campaigns, video production, infographics, report writing and document design.

- » **Case for Change - Prevention, Safety and Healing - children and young people with problematic and harmful sexual behaviour** (NSW Ministry of Health, 2020-2021): Brought together key data from consultations, existing literature, research and strategy into a compelling Case for Change document.
- » **Visual and audiovisual deliverables**: developed and designed information sheets for people with disability in residential aged care, produced animated video of key findings of the Disability Disclosure in the NSW Public Sector research project (NSW Public Service Commission), produced animated participant consent video for children participating in the evaluation of Aboriginal Go4Fun programs (NSW Health).