

Rae Fry | Senior Manager

Rae is a versatile evaluator with 25 years' experience in evaluation, policy analysis and communications across government, NGOs and consulting. She has strong project management and stakeholder engagement skills and is adept at drawing evaluative conclusions from mixed methods. Rae brings her exceptional communication skills into her work, questioning and listening to her clients' needs and sharing findings with clarity.

I love the combination of analytical, practical and strategic thinking in evaluation, and collaborating with people doing such a variety of interesting and useful work. I aim to design evaluations that are fit for purpose and will deliver results you can act on.



Education:

Master of Public Health, University of Sydney (2013)
Bachelor of Science (Hons I, University Medal),
Australian National University (1992)

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Health, mental health and community resilience

Rae has extensive experience in the health sector. Before joining ARTD in 2022, she worked at the Agency for Clinical Innovation (NSW Health) and Cancer Council NSW, and spent 12 years at the ABC as a specialist health and science journalist.

- iCanQuit Digital Implementation Evaluation (Cancer Institute NSW, 2024–ongoing)
- Findings from Consultation on the Draft National Framework for Genomics in Cancer Control (Cancer Australia, 2024–2025)
- Mental Health Implementation (National Emergency Management Agency with the Department of Health and Aged Care, 2023–2024)
- Implementation Plan and Sustainability Plan for the Australian Eating Disorders Research and Translation Centre (InsideOut Institute, University of Sydney, 2023)

Evaluation coaching

Rae loves demystifying evaluation and can provide tailored evaluation coaching for individuals or teams who would like support to design and do evaluations, or to build internal evaluation capability.

Road safety

Rae brings road safety expertise from 4 years at the NSW Centre for Road Safety, where she planned and commissioned evaluations, analysed and interpreted data to inform policy, and provided evaluation advice to program teams.

- Process Evaluations of Automated Enforcement Programs (Transport for NSW, 2024–ongoing)
- Learner Driver Mentor Program Evaluation (The Salvation Army, 2024–ongoing)
- Process Evaluation of the Drink and Drug Driving Reforms and Combined Offence (Transport for NSW, 2024–ongoing)
- Implementation Review of the Combined Drink and Drug Driving Offence (Transport for NSW, 2022–2023)

Environment and climate change

Rae recently led the development of a MERI framework for the NSW Climate Change Adaptation Strategy through a consultative process with the teams delivering the strategy actions.

- Monitoring, Evaluation, Reporting and Improvement (MERI) framework for the NSW Climate Change Adaptation Strategy (NSW Department of Climate Change, Energy, the Environment and Water, 2024)

Education and early childhood

Rae has completed a variety of projects in the education sector and understands the practicalities of working in school and early childhood settings.

- Evaluation of the Quality Support Program for ECEC services (NSW Department of Education, 2023)
- Evaluation of the COVID Intensive Learning Support Program (NSW Department of Education, 2022–2023)
- Health and Development Checks in Preschools Study (NSW Department of Education, February 2022–2023)
- Evaluation Framework for the ECE Sector Development Program (NSW Department of Education, 2022)

Last updated May 2025