



## PERSONAL

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## EDUCATION

Master of Public Health, University of Sydney (2013)  
Bachelor of Science (Hons, University Medal), Australian National University (1992)  
Certificate IV in Business (Frontline Management), TAFE Sydney Institute (2003)  
Member, Australian Evaluation Society



## RAE FRY SENIOR MANAGER



Rae is a versatile evaluator who is experienced in the public, private and non-government sectors.

Her career began as a health and science journalist and has also included consultancy roles. She brings her exceptional communication skills into her work, questioning and listening to her clients' needs and situation, and communicating findings in a way that encourages take-up by decision makers.



*I love the combination of analytical, practical, and strategic thinking in evaluation, and the opportunity to collaborate with people doing such interesting and useful work. I aim to design evaluations that are fit for purpose and will give clients results they can act on.*

Rae joined ARTD with 25 years' experience in evaluation, policy analysis and communications across roles in government, NGOs and consulting. She has strong project management and stakeholder engagement skills, and is adept at drawing evaluative conclusions from mixed methods.

Rae has worked in health, road safety, and the environment and education sectors. She can provide tailored evaluation coaching for individuals or teams that would like support to design and do evaluations, or to build internal evaluation capability.

## HEALTH

- » **iCanQuit Digital Implementation Evaluation** (Cancer Institute NSW, 2024-in progress): Currently managing a process and outcomes evaluation of the Cancer Institute's planned new digital ecosystem to support smokers to quit. Includes a pre- and post-implementation user survey and analysis of platform data.
- » **Disaster Mental Health Implementation** (National Emergency Management Agency, 2023-in progress): Managed a national consultation to develop options papers for governance and implementation of the National Disaster Mental Health and Wellbeing Framework and the first National Action Plan for Emergency Service Workers.
- » **Australian Eating Disorders Research and Translation Centre** (InsideOut Institute, University of Sydney, 2023): Developed an implementation, monitoring and reporting plan and an advocacy and investment plan for the future of this national consortium. The plans were informed by consultation with consortium partners and stakeholders, a funding environment scan, and a review of relevant national policies and frameworks.
- » **NSW Suicide Prevention Framework Evaluation – Year 1** (NSW Mental Health Commission, 2023): Interviewed representatives of NSW Government agencies about their awareness of the framework and implementation plans and progress.

In her former roles at the Agency for Clinical Innovation (NSW Health) and Cancer Council NSW), Rae's projects included:

- » **Formative evaluation of the Leading Better Value Care bronchiolitis initiative**
- » **Rapid evaluation of the implementation of rapid antigen testing in workplace settings**
- » **Research and evaluation of tobacco control initiatives** including compliance with tobacco retailing legislation and evaluation of the Cancer Council NSW's Tackling Tobacco program

## ROAD SAFETY

- » **Learner Driver Mentor Program Evaluation** (The Salvation Army, 2024-in progress): Currently overseeing an evaluation assessing the implementation and effectiveness of this driver mentoring program in Queensland, designed to overcome the challenges that some young people face in attaining a licence.
- » **Automated Enforcement Literature Scan** (Transport for NSW, 2023): Led a rapid literature scan of evaluation approaches for automated road safety enforcement programs (such as speed cameras and mobile phone detection cameras), to inform Transport for NSW's development of an evaluation framework for the NSW Automated Enforcement Strategy.

## ROAD SAFETY (CONTINUED)

- » **Combined Drink and Drug Driving Offence Implementation Review** (Transport for NSW, 2022-2023): Managed a review of the first 12 months of implementation of the combined offences program, which included analysis of data surrounding testing, charges, convictions, and penalties, and interviewing those involved in program delivery including policy, operational and communications teams, as well as police, lawyers and magistrates.
- » **Evaluation of 40km/h speed limits in NSW:** In her former role at the Centre for Road Safety, Transport for NSW, Rae was the client-side project manager for a process and outcome evaluation of 40 km/h speed limits in NSW high pedestrian areas, which led to funding to expand the program.

## ENVIRONMENT

- » **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-in progress): Currently leading the development of a series of program logics and a MERI framework through a consultative process with the teams delivering the actions under the Strategy.

Rae's original training is in ecology, and she has worked in national Landcare policy and edited scientific papers for CSIRO.

## EDUCATION AND EARLY CHILDHOOD

- » **Evaluation of the COVID Intensive Learning Support Program** (NSW Department of Education, 2022-23): Managed a project to support the Department's evaluation of its flagship small group tuition program for students who required additional learning support due to COVID learning disruptions. The ARTD team completed surveys, interviews and focus groups with students, teachers, and school leaders to examine program implementation, student and staff experiences, factors influencing successful implementation, and perceptions of impact.
- » **Quality Support Program Evaluation** (NSW Department of Education, 2023): Interviewed stakeholders and analysed program data for the evaluation of this externally delivered program to support early childhood education services not yet meeting the National Quality Standards. ARTD identified success factors, lessons learned, and design implications based on the sector's current needs and context.
- » **Health and Development Checks in Preschools Study** (NSW Department of Education, 2023): Worked with early childhood education services to gather data and gain an in-depth understanding of how they delivered health and development checks for children in their care, in partnership with local health services. The study informed planning for a state-wide implementation of checks.
- » **Early Childhood Workforce Retention Consultation** (NSW Department of Education, 2023): Facilitated workshops and conducted interviews with leaders in the early childhood education sector, including peak bodies, service providers and academic experts, to understand workforce retention challenges and identify targeted initiatives to improve retention in the short to medium term.
- » **Evaluation Framework for the Early Childhood Education Sector Development Program** (NSW Department of Education, 2022): Designed a program logic and evaluation framework for this diverse program of initiatives, now known as the Safety and Quality Practice Program. ARTD worked with the Department to develop an evaluation framework for the program as a whole and for individual initiatives and provided practical guidance to conduct the evaluation.