

Dr Jill Campbell, Principal Consultant

Overview of Expertise

Jill is an evaluation and social research specialist with extensive experience in program evaluation across a number of areas including rural communities and industries, environmental management, emergency management, and education and training sectors. Her strengths include bringing a theoretical grounding to her research and evaluation work and the application of a wide range of qualitative and mixed methods approaches. Skilled in evaluation design, planning and project management, Jill has wide-ranging experience interpreting and synthesising diverse and complex data, and highly developed skills in reporting and communicating evaluation and research outcomes. She maintains a particular interest in qualitative social research approaches and methodologies.

Jill completed a PhD in 2011 in Social Theory and Rural Sociology. Her doctoral research focused on the influence of social discourses and identities on people negotiating change in a rural community, drawing on an empirical study of farmers in the Goulburn Valley of Victoria.

Qualifications & Training

- 2011 Doctor of Philosophy, University of Melbourne
- 2005 Post-Graduate Diploma of Arts (History), University of Melbourne
- 2002 Graduate Diploma of Arts (History), University of Melbourne
- 1977 Bachelor of Arts (History and Political Science), University of Canterbury

Project Experience

Monitoring and Evaluation (M&E) Frameworks and Plans including Program Logics

- Review of the Agriculture Output, the objective indicators and underlying performance measures used to report the efficiency and effectiveness of service delivery to the Victorian government for Agriculture Victoria (2018).
- A systems-strengthening approach to the management of pest animals and weeds in Victoria project for the Department of Economic Development, Jobs, Transport and Resources (2017)
- Educational opportunities around perceptions of, and aversions to, vegetables through digital media Project for Edible Adventures (2017-18)
- Monitoring and evaluation planning for Strategic Investment Plan development for individual horticulture industry's strategic investment plans for Horticulture Innovation Australia (2016-17).
- Facilitating adoption of the Integrated Pest Management project for Horticulture Innovation Australia (2016).
- Development of a self assessment toolkit for Strategic Bushfire Management Planning processes for the Victorian Department of Environment, Land, Water and Planning (2016).

- Development of a monitoring and evaluation plan for the Zero Carbon Evolution Strategy for the Moreland Energy Foundation LTD (2014).
- Development of the monitoring and evaluation plan for promotional and communications activities of Landcare Australia (2014).
- Secondment to the Victorian Integrated Fire Management Planning team to develop a monitoring and review framework for the Victorian Fire Services Commissioner (2013).
- Evaluation of the Victorian Serrated Tussock Strategy and development of a new strategy for the Victorian Serrated Tussock Working Party (2011).

Program evaluation and review

- Farm Co-operatives and Collaboration Pilot Program Final Evaluation for Southern Cross University (2016-2018)
- Evaluation of the delivery of Tertiary Education Scholarships for the New Zealand Ministry of Foreign Affairs and Trade (2017)
- Review of the NSW Office of Environment and Heritage Knowledge Strategy (2016-17)
- Mid-term evaluation of the Vegetable and Potato industries communications programs for Horticulture Innovation Australia (2017)
- Comparative analysis of regional delivery methods and modes for Sustainability Branch programs for the Office of Environment and Heritage (2016-7)
- Design and implementation of organisational stakeholder satisfaction interview instruments, including capacity building for Agriculture Victoria Services (2016).
- Stream 2 of the Regional Natural Resource Management Planning for Climate Change Fund Monitoring and Evaluation Department of Environment (2015-16).
- Implementation of the Fire Management Planning MERI Framework for Emergency Management Victoria (2015-16).
- Securing Australia's Future for the Australian Council of Learned Academies (ACOLA) (2015-16).
- Potato Industry Extension Program for Horticulture Innovation Australia (2015).
- Vegetable Industry Consumer and Market Investment Strategy for Horticulture Innovation Australia (2015).
- Stubble Initiative for the Grains Research and Development Corporation (GRDC) (2014-18).
- Seagrass and Reefs Program Marine Research Evaluation for the Victorian Department of Environment, Land, Water and Planning (2015).
- Effectiveness of market-based instruments to assist landholders adopt natural resource management practices for the Corangamite Catchment Management Authority (2014-15).
- Building the Business Case Training Course for energy efficiency projects the NSW Office of Environment and Heritage (2014-15).

- Harrierville Community Emergency Management Planning process for the Victorian Fire Services Commissioner (2014).
- Caring for Our Country Baseline Investment program for natural resource management for Murrumbidgee Catchment Management Authority (2013).
- Future Farming Strategy for the Victorian Department of Primary Industries (2012).
- Senior Rural Financial Counsellor Coordinator role for the Victorian Department of Primary Industries (2010, 2012).
- Process and outputs from 'Socio-economic change in Victoria's plantation and native forest industries' research project for Department of Primary Industries (2011).
- Sustainable Farm Families Program for the Victorian Department of Primary Industries (2009).
- Ecoinformatics eResearch Collaboration for Victorian Department of Primary Industries (2009).

Research

- Development of evidence-based approach to community education and awareness activities for Surf Life Saving New South Wales (2015).

Facilitation of Training Workshops

- Program logic training for Agriculture NSW (2015)
- Program logic training for Parks Victoria (2014)
- Evaluation design including program logic: a two day workshop for the Murrumbidgee Catchment Management Authority (2013)
- Introduction to Evaluation: four 1-day workshops in regional Victoria for the Victorian Country Fire Authority (2013)
- Questionnaire design and interviewing skills: a one day workshop for the Mallee Catchment Management Authority (2011)

Performance Measurement and Audit

- Development of key indicators for organisational performance and effectiveness for Natural Resources South Australia Murray Darling Basin (2014)
- Case studies of Soil Health programs in three Victorian regions for the Victorian Auditor General's Office (2010)

Positions held

- 2009-2013: Senior Consultant, Roberts Evaluation Pty Ltd, Melbourne
- 2007-2008: Research Supervisor, Social Research Centre, Melbourne
- 2006: Research Assistant, Department of History and Philosophy of Science, The University of Melbourne
- 1999-2007: Social and Market Research Supervisor for different organisations including the National Australia Bank Customer Research Centre (2003-2007)
- 1984-1998: Marketing Positions for consumer products and Arts organisations and including Product Manager, Group Product Manager and Marketing Manager.

Memberships

- Australasian Evaluation Society (AES)
- Australian Market and Social Research Society (AMSRS)

Professional Development

- 2012 TAE40110 Certificate IV in Training and Assessment, RMIT University
- 2017 Collaboration for Impact Conference, Canberra
- 2015 Developmental Evaluation, Kate McKegg and Judy Oakden, AES Conference Melbourne
- 2015 Realist Evaluation, Gill Westhorp, AES Conference Melbourne
- 2013 Realist Synthesis, Gill Westhorp, AES Conference Brisbane.
- 2013 Social Return on Investment, Simon Faivel, AES Conference Brisbane.