

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 and 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).
- Harrietteville 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

- Review of the literature about the benefits of collaborative and co-operative business approaches and approaches to practice change for farmers to utilise these approaches to inform the Commonwealth Farm Co-operatives and Collaboration Pilot Program for Southern Cross University (2016).
- Review of the literature about behaviour and practice change resulting from education and training programs for the NSW Office of Environment and Heritage (2016).
- Review of the literature about knowledge transfer and research dissemination approaches and monitoring and evaluation approaches for Centre for International Forestry Research (CIFOR) and United Kingdom Department for International Development [DFID] (2014).
- “Improving prevention and containment of serrated tussock in south west Victoria highlights the challenges of the community-led approach to weeds management in a peri-urban environment” for Rural Industries Research and Development Corporation (2011-12)
<https://rirdc.infoservices.com.au/items/13-112>

Program design

- 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.