



Evaluation

The Ipsos-Eureka Social Research Institute specialises in work for the government and not-for-profit sphere, encompassing a range of research and evaluation services. One of our key interests is to assess government policies and programs to achieve better outcomes for stakeholders and citizens. We provide evaluation services which range from developmental policy research to generating blueprints for program improvement and end-of-life-cycle assessments. Over the past decade we have conducted formative, process and summative evaluations for a variety of federal and state government departments and agencies.

Our evaluation approach

Our approach to evaluation is systematic, objective and pragmatic to provide the best possible evidence base to develop, improve or appraise policy and programs. The evaluation outcomes we deliver have actionable, practical recommendations and withstand scrutiny. Ipsos-Eureka's highly qualified evaluators comprise a truly multidisciplinary workforce. They collectively provide expertise on a wide range of evaluation methodologies. Our standard evaluation approach involves the use of mixed methods. Using multiple data sources enables us to fill any gaps left by singular data collection approaches and allows us to triangulate the data. This generates evaluation findings that are consistent and provide a solid evidence base.

Expertise

We offer expertise in a range of evaluation methodologies including:

- community and stakeholder surveys (phone, online, paper)
- audit tools, for frontline staff to document or tally program activity
- stakeholder consultations and workshops
- group, paired and depth interviews
- literature, best-practice, file and documentation reviews
- case studies
- media analysis
- community consultations including deliberative events and participatory research

All our evaluators possess relevant tertiary and postgraduate qualifications and extensive research and evaluation experience. Some of our consultants have worked as policy managers in the public service prior to joining Ipsos-Eureka and provide a unique ability to link your evaluation needs with our expertise.

Clients

Clients for whom we have conducted evaluations include: *Australian Government Department of Health and Ageing, NSW Department of Health, NSW Cancer Institute, NSW Department of Community Services, Department of Human Services (VIC), Diabetes Australia and Queensland Health.*

Present projects

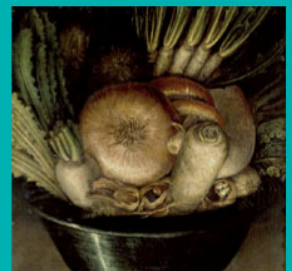
QLD Dept Transport and Main Roads – Travel Smart (2009 - 2012)

The Travel Smart Program is an initiative aimed at encouraging the use of transportation other than cars within the Brisbane region. This longitudinal study over three years involves three separate large volume (n=1000+) CATI surveys conducted before program implementation, during implementation, and at the end of the program, to evaluate the effectiveness of the Travel Smart program. While many evaluations of the program have previously been conducted using travel diaries to record behavioural change, Ipsos-Eureka is embarking on a new technique that will capture attitudinal and perceptual changes.

Department of Health and Ageing – Evaluation of the National Binge Drinking Campaign (2008 - ongoing)

An evaluation of the National Binge Drinking Campaign, which involves multiple waves of online research with a sample size of n=3,000 teenagers, young adults and parents of teenagers. The aim of the research is to assess the success of the campaign in changing attitudes towards, and behaviour surrounding, dangerous drinking behaviour among teenagers and young adults.

Up close we see certain details. But when we step back we discover something else.





Our portfolio leaders

Ben Barnes

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Ben holds a BA Psychology (Honours) from the University of Sydney, and has lectured in psychology, philosophy and management. Ben has over fourteen years evaluation experience on a wide range of government programs. He has presented and published his findings in the fields of health psychology, learning, the psychology of emotions, and research methodologies.

Dr. Caroline Tomiczek

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Caroline recently completed a PhD in Psychology at Macquarie University. Her field of research was human cognitive function including social cognition. She has published her research in peer reviewed journals. Caroline is well versed in both qualitative and quantitative data collection methods.

Dr. Thomas Mettenmeyer

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Thomas has a Masters degree in the life sciences from the Radboud University in The Netherlands specialising in the physiological aspects of human behaviour and also holds a PhD in Medical Sciences from the Australian National University. Prior to joining Ipsos-Eureka, Thomas has worked for nine years in research and evaluation as well as policy roles in the Commonwealth public service. He has worked at an executive level for most of his public service career, and is able to offer clients a strategic focus and an intimate understanding of government processes.

Christina Falsone

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Christina has over eight years' experience as a social and market research consultant working for Ipsos-Eureka in Australia and Europe. She has conducted a significant number of social research and evaluation projects for government and non-government clients, including research for FaHCSIA, Centrelink, ATO, Department of Health and Ageing, NSW Health, Cancer Institute NSW, Heart Foundation of Australia, NSW Department of Environment and Climate Change and NSW Department of Community Services.

Offices in Canberra, Sydney, Melbourne and Brisbane

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