



## Dr Elizabeth Stark - Profile

### Director, Communications, Symbolix Pty Ltd

Elizabeth Stark specialises in the application and communication of evidence-based techniques. Evidence-based management is a movement that has grown around encouraging the application of scientific principles to management decision making, to encourage decisive and strategic action, which has a better return and is more easily communicated to stakeholders and shareholders.

Her background is in mathematics and statistics but she has spent the greater portion of her professional career in the accurate yet accessible communication of complex issues to both lay and technical audiences. These skills have been applied across most sectors, supplying invaluable support to the decision making process. Her skills in communicating complex concepts have generated a trusted foundation for decision makers to move forward within the management process.

The nature of the Elizabeth's work has meant that she has frequently worked within a team of experts, supporting others' deep knowledge and experience with her communication techniques. These solutions have been applied to environmental impact assessments, financial sector customer segmentation and mining and manufacturing optimisations and operational decision-making. In this way, she is heavily experienced in communicating complex systems to policy makers, stakeholders and the general public.

### Qualifications

Certificate IV in Workplace Assessment and Training

Ph.D. Applied and Computational Mathematics, Monash University

B.Sc. (Hons, 1<sup>st</sup> Class) Astrophysics and Applied and Computational Mathematics, Monash University

### Affiliations

Australian Science Communicators

Institute of Analytics Professionals of Australia, Ltd.

Environmental Institute of Australia and New Zealand (Associate)

Australasian Evaluation Society

making your data work harder

## Employment

*Director, Communications: Symbolix. 2004 -*

Provide consulting services for clients in:

- Risk assessment frameworks and applications
- Natural resource management monitoring programs
- Decision support techniques, frameworks and tools
- The application of program logics and Monitoring-Evaluation-Report-Investment (MERI) cycles to project management
- Communication and community engagement
- Visualisation of complex data and systems
- Statistical modelling and analysis
- Predictive and physical modelling
- Technical writing and editing

*Marketing & Business Manager: Centre for Astrophysics and Supercomputing, Swinburne University of Technology. 2007-2009*

- Business Development
- Manage a combination of direct and channel sales approaches
- Produce stereo-3D educational movies and interactives
- Provide technical support and consultation in immersive environments

*Science Programs Manager, Senior Programs Officer: Museum Victoria, 2004-2007*

- Maintain an overview of science programs across Museum Victoria's venues and co-ordinate the development of museum-wide strategies and program directions.
- Maintain and develop networks and partnerships with public and private sector groups
- Manage program budgets and co-ordinate Museum wide project teams
- Contribute to audience evaluation of programs and incorporate marketing and audience research data and visitation trends into the development of programs
- Manage a team of programs staff.

## Selected Recent Projects

Refer to [www.symbolix.com.au/recent](http://www.symbolix.com.au/recent) for further project descriptions

- Development of a risk assessment framework to robustly assess qualitative and quantitative risk for a renewable energy construction.

- Development of stakeholder engagements and data capture and analysis techniques for assessing monitoring and reporting processes within Victoria.
- Production of an education kit, to compliment Museum resources, combining in-class activities and online resources for educators and parents teaching about climate, weather and climate change impact.
- Developed Framework for communicating decisions in NRM and selecting decision support tools within a natural resources government department.