

COLETTE EINFELD

ACADEMIC CV

BIOGRAPHY

I am a research and evaluation specialist with nearly fifteen years' experience working with government, industry and not-for-profits. I am a PhD scholar at Crawford School of Public Policy at Australian National University, where my research is focused on the use of Nudges and Behavioural Insights in public policy. I am also employed at the Australian National University as a Research Associate on projects exploring the community/government/industry interface.

I have written and presented on research that has been used to inform policy and business projects. My experience spans quantitative and qualitative research, writing journal articles and presenting at conferences and workshops. I have worked at the School of Government at The University of Melbourne on an ARC discovery grant and other projects exploring infrastructure and health. I have previously worked as an Associate Director at Hall and Partners Open Mind (a social research consultancy), as a Senior Research Consultant at ACCSR (a sustainability consultancy), and at the Centre for Behavioural Research in Cancer at Cancer Council Victoria.

PROFESSIONAL EXPERIENCE

Research Associate, Oct 2018-date
Crawford School of Public Policy, Australian National University

Analyse research from an ARC Discovery project exploring democracy and knowledge at the intersection of government, industry communities. Develop and write conference papers, journal articles for submission.

Research Assistant, Feb 2016-June 2019
School of Government, University of Melbourne

Coordinate and undertake research into infrastructure, resources and energy policy and impacts across a program of existing projects, including as chief investigator on a Category 3 research contract and as a research assistant on an ARC Discovery grant.

Associate Director, Sept 2013-Feb 2016
Hall and Partners Open Mind

End to end management of qualitative, quantitative and mixed methods research projects, from proposal writing to delivery of final reports with a focus on social and government projects.

Senior Research Consultant, Sept 2011-Sept 2013
Australian Centre for Corporate Social Responsibility

Managed research projects, including social impact assessments, evaluations and surveys and, stakeholder engagement research, with clients in the resources, utilities, and government sectors.

Other relevant roles:

Research and Evaluation Officer, May 2010 – August 2011, Cancer Council Victoria

Senior Research Executive, Aug 2008-Sept 2009, BBC, London

Market Research/Client Service Executive, Jan 2007-July 2008, British Market Research Bureau

Research Assistant, May 2002-March 2004, University of New South Wales, Sydney

QUALIFICATIONS

2014-2022 PhD Scholar, Crawford School of Public Policy, ANU

Nudging Policy: Understanding the public policy phenomenon.

This research explores how and why Nudges and Behavioural Insights are increasingly used in public policy. Government administrations around the world are increasingly adopting a new policy tool, known commonly as nudging. However, what exactly constitutes a nudge is debated and there are implications on the use of Nudging on public policy and the relationship between citizens and the state. Interpretive policy approaches will be used to explore how policy makers understand and use nudges, and uncover the reasons policy makers in Australia are nudging.

2000 – 2004 Bachelor of Arts (Psychology Hons), University of Sydney

PUBLICATIONS

Einfeld, Colette, and Emma Blomkamp (2021). "Nudge and co-design: complementary or contradictory approaches to policy innovation?." *Policy Studies*.

Einfeld C. (2020) Should an Ethical Public Servant Nudge?. In: Sullivan H., Dickinson H., Henderson H. (eds) *The Palgrave Handbook of the Public Servant*. Palgrave Macmillan, Cham.

Bice, S., Neely, K., & Einfeld, C. (2019). Next generation engagement: Setting a research agenda for community engagement in Australia's infrastructure sector. *Australian Journal of Public Administration*. 78 (2) 290-310

Einfeld, C. (2018) Nudging and Evidence Based Policy: Fertile Ground. In *Evidence and Policy: A journal of Research Debate and Practice*, 15 (5) 509-16

Einfeld, C., Bice, S., and Li, C. (2018) "Social Media and Community Relations: Five Key Challenges and Opportunities for Future Practice" in *Extracting Innovations: Mining, Energy, and Technological Change in the Digital Age*, Taylor & Francis Publishing

REFEREED CONFERENCE PAPERS

Einfeld, C. and Sullivan, H. (2020) The use of knowledge and evidence in policy: Communities as 'expert' experts, Environmental governance conference, Singapore, 29-31 January 2020

Einfeld, C. (2019) Negotiating the ethics of Nudge IRSPM Conference, Wellington, 16-18 April 2019.

Einfeld, C. (2017) Nudge and Evidence Based Policy: Fertile Ground? 3rd International Conference on Public Policy (ICPP), Singapore, 28th June – 30th June 2017

Einfeld, C. (2017) Is Nudge new or just a new label? The policy makers perspective. 3rd International Conference on Public Policy (ICPP), Singapore, 28th June – 30th June 2017

Einfeld, C. (2016) Constructing Nudges: Understanding the public policy phenomenon. The Australian Sociological Association, Melbourne, 28 November- 1 December 2016

OTHER WORKSHOPS AND INVITED PRESENTATIONS

2021 Speaker at webinar on social licence to operate, hosted by Melbourne Energy Institute, University of Melbourne

2019 Invited guest lecture on Nudge and Climate Change, University of Melbourne

2017 Invited participant at Political Studies APSA workshop, Melbourne

2017 Participant at Power to Persuade workshop, Canberra

2016 Invited speaker at Melbourne School of Government

OTHER SCHOLARLY ACTIVITIES AND SERVICE

2021 PhD Mentor, Crawford School of Public Policy

2019 Contributor to University of Melbourne's submission to Artificial Intelligence: Australia's Ethics Framework discussion paper

2018 Academic Mentor for the Asylum Seeker Resource Centre, Melbourne Social Equity Institute

2017 Member of Arts Library committee, University of Melbourne

2017 Member of IPAA Victoria

GRANTS AND AWARDS

2020 ANU Vice-chancellors travel grant

2019 Co-authored paper 'Next generation engagement: Setting a research agenda for community engagement in Australia's infrastructure sector.' among the top 10% most downloaded papers between 2018-2019

2018 Shortlisted for the Carol Weiss Prize for an early career researcher for my first sole-authored paper, Nudging and Evidence Based Policy: Fertile Ground

2017 Chief Investigator on a Category 3 Grant, University of Melbourne

2017 Faculty Internal Grant Scheme (FIGS), University of Melbourne

SELECTED COMMISSIONED RESEARCH REPORTS AND PAPERS

Below is a selection of full-scale research reports produced as a social sciences researcher.

Haines, F., Bice, S., Sullivan, H. & Einfeld, C. (2020). The Social License: Insights from Australia. The University of Melbourne.

Bice, S., Einfeld, C., Wright, S., Bell, R. and Smith, C. (2017). Community Baseline Assessments for Australia's Inland Rail, New South Wales and Queensland. Sydney: Australian Rail Track Corporation.

Einfeld, C. Coulton, C. Arbes, V. and Boekel, C. (2014) Men's social connectedness. Produced for beyondblue. Melbourne, Australia

Einfeld, C. Withnachi, R. and Howlett, S (2014) Illegal Work Tracking. Produced for Department of Immigration and Border Protection: Melbourne, Australia

Einfeld, C. Boekel, C. and Howlett, S. (2013) Standard Business Reporting. Produced for Australian Taxation Office: Canberra, Australia

Black, L., and Einfeld, C. (2013). Measuring the Social License to Operate. Xstrata Coal: Brisbane, Queensland.

Einfeld, C. and Black, L. and Bice, S. (2012). The State of CSR in Australia: The Innovation Challenge. Annual Review 2011-2012. The Australian Centre for Corporate Social Responsibility: Melbourne, Victoria

Einfeld, C. Mullins, R. (2011) Mammography in Victoria: Women's knowledge behaviour and how BSV fits into the picture. Prepared for: BreastScreen Victoria. Centre for Behavioural Research in Cancer, The Cancer Council Victoria: Melbourne, Australia.

Einfeld C, Haynes, K. (2011) National Bowel Cancer Screening Program: Practice nurse and Manager Survey. Centre for Behavioural Research in Cancer, The Cancer Council Victoria: Melbourne, Australia.

Einfeld C. (2011) Bowel cancer screening education initiatives: Evaluation of practice visits. Centre for Behavioural Research in Cancer, The Cancer Council Victoria: Melbourne, Australia.

Einfeld C. BreastScreen Victoria Participation Project literature review. (2010) Prepared for: BreastScreen Victoria. Centre for Behavioural Research in Cancer, The Cancer Council Victoria: Melbourne, Australia.

Einfeld C, Haynes K, Wakefield M. (2010) Cancer issues population survey 2010. Centre for Behavioural Research in Cancer, The Cancer Council Victoria: Melbourne, Australia.