A 12-month professional learning program and action research project that builds the capacity of data champions, and increases their impact in their school community.

data champions™

BY DR SELENA FISK

4 YEARS

460 PARTICIPANTS

218 SCHOOLS

ARE YOU NEXT?

www.selenafisk.com/datachampions

2027

Hey! I'm Selena...

I am a data storyteller, passionate about helping others sort through the numbers to tell the real stories and lead positive change. I fiercely advocate for a world in which we are all data-informed, not data-driven; yet I realise that this isn't a skill set we all have or are confident in (yet).

As a data coach and storyteller, I am as enthusiastic about building data storytelling skills in others as I am about building my own understanding of the evolving ways data can support individuals, organisations and communities to flourish and thrive. For me, using data in a way that benefits others is the only way to use it. Few things accelerate the impact we can have as humans like being able to see trends in the numbers, and using this information alongside our understanding of context to inform our decisions.

In my role as an independent data expert, I have mentored executive, senior and middle leaders as well as hundreds of others in data storytelling to positively impact the organisations in which they work. Drawing on 16 years' of teaching experience, I developed resources to promote data storytelling in schools, including a self-paced online data storytelling course, and three books published by Amba Press.

In 2023, I created the Data Champions program. A 12-month professional learning program and action research project that builds the capacity of data champions, and increases their impact in their school community. No matter your location, experience of context, everyone is welcome and every project is unique.

...and that's Ella.



WHY DATA CHAMPIONS?

The use of data is no longer limited to a single person in a school, or to people who have data in their role description - it is the responsibility of all teachers in all schools to know the numbers and use this knowledge to target teaching and learning so that it benefits young people. Leading this change is difficult, and many schools have data champions, but would like to see greater, more significant, or faster change in their school. These data champions have a key role to play in building others' skills and leading change in their setting; however, most are self-taught and would benefit from additional support and guidance.

This 12-month professional learning program and action research project aims to build participants' skills and awareness of effective use of data, and empower them to return to their context to upskill and support others in data storytelling. Between each collaborative session, participants go back to their sites with actions and ways forward, to shift the evidence- and data-informed culture. By the end of the year, participants will report on and present the impact of their project and will be able to talk about the effect of this work on their school community. Participants will have the opportunity to check in with Selena and/or members of her facilitation team and each other between blocks via scheduled Zoom meetings.

In 2027, Data Champions will be available in two modes.

- In-person: Participants will come together for a 2-day block in Terms 1 & 4. In Terms 2 & 3 they will join online participants for 3-hour Zoom sessions.
- Online: Participants will attend 9 (roughly monthly) 3-hour Zoom sessions.



We're going to have a lot of fun and we're going to lead change. Why not join us?

ARE YOU A DATA CHAMPION?

This course is for:

- current data champions (that is, people working with data in their school context and/or people who are actively building the capacity of others in using data),
- middle and senior leaders who want to learn more about data and think about how they lead this work in their sphere of influence to create change,
- aspiring data champions (that is, people wanting to take on a larger role in using data in their school and/or people aiming to move into data-specific roles in the future), and
- educators who are action-oriented, want to be evidence-informed, and have an impact.

OUTCOMES

By the end of the 12-month program, participants will:

- have built their skills in data literacy, data visualisation, and data storytelling,
- have developed a bank of knowledge and tools they can use and draw on in their site,
- have led a change project in their sphere of influence, focused on evidence-informed practice,
- have worked to build capacity with other staff in data literacy, data visualisation, and data storytelling,
- have led a shift in culture towards data-informed and evidence-informed practice.

> "Not only have I gained a better understanding of how to best utilise data to inform change and reflection, I now have the knowledge to share that understanding with colleagues."
>
> ~Britt
> Senior Leader, EFS

2027 IN-PERSON DELIVERY DATES & LOCATIONS

Term	Adelaide (EDC, Hindmarsh)	Brisbane (BBC, Toowong)	Tasmania ✳ (City & Venue TBC)	Melbourne (North Melbourne)
1	17th & 18th March	3rd & 4th March	23rd & 24th March	9th & 10th March
2	Wednesday 5th May 2027 (11am - 2pm AEST)			
	Thursday 10th June 2027 (11am - 2pm AEST)			
3	Monday 26th July 2027 (11am - 2pm AEST)			
	Tuesday 17th August 2027 (11am - 2pm AEST)			
	Wednesday 8th September (11am - 2pm AEST)			
4	16th & 17th November	3rd & 4th November	23rd 24th November	9th & 10th November

✳ As of 28 October 2026, we anticipate holding one term in Hobart and one term in Launceston. Final venues will be confirmed based on participant locations/preferences shared on registration.

We reserve the right to change dates if required and will give you as much notice as possible if this occurs. We understand this is disruptive so do avoid this unless absolutely necessary. If you are unable to attend on the new date, you have the option to attend that term in a different city (or online, if applicable).



COST & TERMS

The cost for each participant is $2,000+GST for the program and all included resources. Full program cost is payable on booking - places can be booked online or by emailing shona@selenafisk.com.

Cancellations can be made prior to Friday 12 February 2027 for a full refund, after this date, the fee will be forfeited. Alternatively, the registration is transferrable within the same educational institution.

For more info go to:
selenafisk.com/datachampions
To book: selenafisk.com/dc27
Or email shona@selenafisk.com

2027 ONLINE DELIVERY DATES

Session	Topic	Date & time
1	The context of data in Australian schools + an introduction to the project	Thursday 25th February (11am - 2pm AEST)
2	Finding the right baseline data and setting up your project (4 hours)	Tuesday 16th March (10:30am - 2:30pm AEST)
3	People and process work of data-informed schools (Quadrant model)	Wednesday 5th May (11am - 2pm AEST)
4*	NAPLAN and excel	Thursday 10th June (11am - 2pm AEST)
5*	Data storytelling and student wellbeing data	Monday 26th July (11am - 2pm AEST)
6	Telling effective data stories and data viz options	Tuesday 17th August (11am - 2pm AEST)
7	Leadership superpowers and data-informed learners	Thursday 9th September (11am - 2pm AEST)
8	Formative assessment, PAT/AI and planning	Tuesday 19th October (11am - 2pm AEST)
9	Participant presentations	Thursday 11th November (11am - 2pm AEST)

* Session 4 & 5 topics may be swapped depending on the release of NAPLAN results.

We reserve the right to change dates if required and will give you as much notice as possible if this occurs. We understand this is disruptive so do avoid this unless absolutely necessary. All sessions will be recorded and shared with participants.



COST & TERMS

The cost for each participant is $1,600+GST for the online program and all included resources. Full program cost is payable on booking - places can be booked online or by emailing shona@selenafisk.com.

Cancellations can be made prior to Friday 12 February 2027 for a full refund, after this date, the fee will be forfeited. Alternatively, the registration is transferrable within the same educational institution.

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data champions®
BY DR SELENA FISK

KEY DATES

- 12 Feb 2027 - Last day for cancellations with full refund. Cancellations after this date forfeit the full amount. Registrations may be transferred within your institution.
- Register online up to 1 week before the first session in your preferred city/mode. To register after this date, please email shona@selenafisk.com
- Please complete your intake questionnaire at least two weeks before your first session.

CONTACT

Please contact Shona with any questions:
shona@selenafisk.com
0407 077 911

www.selenafisk.com/datachampions

OTHER INFORMATION

Enrolment in this course includes all training materials and your choice of 4 of Selena's books (any combination). We will send an email in Term 4 asking you for your selection. If you do not complete the selection form by Friday 12th February 2027 you will be sent a 4 books of our choosing. Participants can choose from:

- Using and analysing data in Australian schools
- Leading data-informed change
- I'm not a numbers person: How to make good decisions in a data-rich world
- Data-informed learners: Engaging students in their data story
- Selena's upcoming book about leadership and impact (Expected release July 2027).

Participants will need to have their own device to work on, and access to relevant data for their project.

On completion of this course (and attendance at all sessions), participants will receive a certificate confirming participation in 40 hours (or 28 for online participants) of professional learning.

This project, the focus, and the outcomes of the program may also be beneficial for educators intending on applying for highly accomplished or lead teacher roles.



FROM THE AUTHOR OF







