

COMPANY PROFILE

2020-21

ABOUT

Urban Enterprise provides specialised consultancy services in urban planning, urban economics and tourism.

We have provided high quality strategic, practical and clear advice to a wide range of public and private clients throughout Australia for more than 30 years. Our work is supported by extensive research, consultation and strategic thinking and is used by a range of clients to inform strategies, policies and investment decisions.

We have experience working in urban, regional and rural environments across Victoria and Australia. Our team of urban planners, economists, property analysts and tourism planners advise on a wide range of urban planning, tourism, property and development, infrastructure, housing, employment and retail, community, arts and culture, and health and education projects.

Our close involvement in professional groups and our strong network of leading consultants, businesses and organisations enables us to collaborate widely and lead industry thinking.

Our experts and specialists offer clear advice and strategies based on a deep understanding of all aspects of planning, economics and tourism and a commitment to evidence-based decision making.

OUR VALUE PROPOSITION

Clear, practical and independent advice.

Our advice is supported by thorough research and analysis, ensuring it is practical and leads to the right outcomes.

The right resources for the job.

Drawing on our dedicated team of planners, economists and tourism planners we offer a multidisciplinary team that is highly skilled and understands how these specialisations interact.

Strategic and innovative thinking.

We think innovatively and strategically to create lasting and successful concepts, plans and strategies.

Customised access to insightful data and analysis.

We have customised access to a range of industry and government resources to support our variety of research techniques.

Strong industry affiliations.

We have strong industry affiliations and are closely involved in Committees of the Planning Institute of Australia, Property Council of Australia, Urban Development Institute of Australia and Economic Development Australia.

Extensive experience in urban, regional and rural contexts.

We have extensive experience across all urban contexts, and unparalleled experience in planning across regional Victoria and Australia.

A proven track record.

We have been delivering quality consulting services for more than 30 years. We apply this experience to every project we undertake.

SERVICES

We provide a range of services to understand, analyse, inform, plan and evaluate places, populations, economies, infrastructure, policies and facilities.

Strategic Land Use Planning

Strategic plans including land use masterplans, structure plans and broad land use strategies for precincts and regions.

Property Market and Development Assessment

Profiling markets, analysing supply and demand, evaluating opportunities and constraints, assessing feasibility and informing investment and planning decisions.

Residential, Housing and Population Analysis

Analysis and advice on how cities, towns and regions can best provide for population growth, housing needs and viable development outcomes.

Retail Economics

Economic analysis to inform planning and investment decisions for retail centres.

Employment Planning

Forecasting and analysis to plan for the employment needs of places and local and regional economies.

Infrastructure Funding

Expert, practical and evidence-based advice for infrastructure funding mechanisms.

Tourism Planning

Strategic planning for regions, destinations, attractions, events and precincts.

Economic Development

Focused analysis to achieve economic growth, improving the well-being of communities.

Feasibility Studies and Business Cases

Detailed analysis to identify, inform and evaluate projects and proposals.

Masterplanning and Concept Planning

Creative and practical planning for sites and precincts, attractions and community facilities.

Economic Impact and Cost Benefit Assessment

Informing investment decisions, supporting business cases and funding submissions.

Facilities Planning

Tailored consulting services for public and private facilities and infrastructure.

Research

Insightful research to profile, plan, strategise, develop, test and track industry sectors.

APPROACHES

We appreciate that a tailored and nuanced approach is required for each project to ensure objectives are met and desired outcomes are achieved. Some of the approaches we regularly employ are highlighted below.



Research

Undertake primary and secondary research.



Policy

Review, inform and develop policy.



Analysis

Analyse and interpret data, forecast change, profile populations, economies and markets.



Governance

Assess operations, organisations and governance.



Engagement

Engage with stakeholders and community.



Impact Assessment

Assess economic and social impacts of projects.



Plans and Strategies

Prepare plans, strategies, concepts and masterplans.



Investment

Determine investment potential, develop business cases and support funding applications.



Visualisation

Prepare maps, analyse data spatially, illustrate opportunities, plans and concepts.

TEAM

We have a dedicated and growing team of urban planners, economists, property analysts and tourism planners, working in structured but agile teams across each of our services.

Our company directors include:



**MATT AINSAAR, MANAGING DIRECTOR
LAND ECONOMICS, PLANNING & TOURISM**
BTRP, GRAD DIP PROP, MPIA, FAPI

Matt founded Urban Enterprise in 1989 after working in a variety of planning, property and project management roles in the (then) State Department of Planning and the Victorian Government Major Projects Unit (managing the delivery of the Southbank Development Project).

Matt has worked in the fields of urban planning and land economics for more than 40 years. During this time, he has provided consultancy services to all levels of Government and a wide range of private sector organisations in Victoria and throughout Australia.

Matt is highly respected in the industry and regularly appears as an expert witness at VCAT Hearings and Planning Panel Hearings and has had longstanding involvement with a range of industry organisations including committee and chairperson roles with the Property Council of Australia and the Urban Development Institute of Australia.



**MIKE RUZZENE, DIRECTOR
TOURISM AND ECONOMIC DEVELOPMENT**
BA, PGRAD DIP UP, MPIA

Mike leads Urban Enterprise's tourism and economic development projects, drawing on more than 20 years of experience across economics, tourism, research, business planning and urban planning. Mike is a qualified planner and economic development practitioner.

Mike has worked extensively throughout Australia for public and private sector clients and has built a strong reputation as a clear strategic thinker and a consultant who works closely with clients, stakeholders and businesses in all projects.

Mike regularly works with Regional Tourism Boards, Local Government and the private sector in the delivery of tourism strategies, destination management plans, events strategies and tourism research. His projects have led to major investments and growth in tourism regions and destinations.

Mike is a leader in the preparation of economic development strategies and has an excellent understanding of the role of economic development in supporting businesses and growing regional economies.



**PAUL SHIPP, DIRECTOR
URBAN ECONOMICS & PLANNING**

BUPD, MCOM, RPIA

Paul draws on 15 years of consulting experience to lead our urban economics and strategic planning projects.

With qualifications in urban planning and economics, Paul offers public and private sector clients nuanced and independent advice based on an understanding of the economic and property market forces that influence how cities and regions develop and how strategic planning can best respond.

Paul specialises in the fields of land demand and supply assessment, infrastructure funding, strategic planning and economic assessment for a range of sectors including residential, retail, commercial, industrial and tourism.

Paul often appears as an Expert Witness at Planning Panel Hearings, Advisory Committee and VCAT Hearings in respect of urban economic matters.



**TODD AINSAAR, DIRECTOR
PROPERTY & PLANNING**

BEnvS (Property), MUP, MPIA

With qualifications in property and urban planning, Todd delivers projects across the fields of urban planning, property economics, tourism, business planning and facilities planning.

Todd specialises in concept and master plan development, market analysis, feasibility studies and business cases and planning for public and private facilities, for both the public and private sectors.

Todd brings an understanding of urban planning, property and markets to all of his projects. He thinks strategically and has an attention to detail, which enables him to develop robust, evidence-based analysis and outputs.

His visualisation skills also enable quality spatial analysis and clear, high-quality conceptualisation of options, ideas and recommendations.

CLIENTS

State Government

Business Events Victoria
Department of Environment, Land, Water and Planning
Department of Jobs, Precincts and Regions
Development Victoria
Heritage Victoria
Rail Projects Victoria
Regional Development Victoria
Rural Councils Victoria
Vic Track
Victorian Planning Authority
Visit Victoria

Local Government

Alpine Shire Council
Banyule City Council
Bass Coast Shire Council
Baw Baw Shire Council
Benalla Rural City Council
Borough of Queenscliffe
Brimbank City Council
Buloke Shire Council
Campaspe Shire
Cardinia Shire Council
Central Goldfields Shire Council
City of Ballarat
City of Boroondara
City of Casey
City of Greater Bendigo
City of Greater Dandenong
City of Greater Geelong
City of Melbourne
City of Newcastle
City of Port Phillip
City of Stonnington
City of Whitehorse
City of Whittlesea
City of Wodonga
City of Wyndham
City of Yarra
Corangamite Shire Council
East Gippsland Shire Council
Edward River Council
Federation Council
Frankston City Council
Gannawarra Shire Council

Greater Shepparton City Council
Horsham Rural City Council
Indigo Shire Council
Knox City Council
Latrobe City Council
Macedon Ranges Shire Council
Mansfield Shire Council
Maroondah City Council
Mitchell Shire Council
Moirā Shire Council
Moonee Valley City Council
Moorabool Shire Council
Mornington Peninsula Shire Council
Moynes Shire Council
Murrindindi Shire Council
Nillumbik Shire Council
Rural City of Wangaratta
Snowy Valleys Council
Strathbogie Shire Council
Surf Coast Shire Council
Towong Shire Council
Tweed Shire Council
Warrnambool City Council
Wellington Shire Council
Yarra Ranges Shire Council

Tourism

Ballarat Regional Tourism
Benalla Auto Club
Bendigo Heritage Attractions
Committee for Echuca Moama
Destination Gippsland
Destination Gold Coast
Destination Melbourne
Destination Riverina Murray
Falls Creek Resort Management Board
Flagstaff Hill Maritime Village
Gunditj Mirring Traditional Owners
Aboriginal Corporation
Mornington Peninsula Regional Tourism
Mt Buller Resort Management Board
Mt Hotham Resort Management Board
Murray Regional Tourism
Murray River Paddlesteamers
Phillip Island Nature Parks
Pioneer Settlement
Port of Echuca
Puffing Billy Railway
Quest Apartment Hotels

RACV
Southern Alpine Resort Management Board
Tourism Greater Geelong and the Bellarine
Tourism North East
Tourism Northern Tasmania
Victorian Goldfields Tourism
Visit Ballarat
Visit Sunshine Coast
Western Melbourne Tourism
Wimmera Development Association

Developers and Landowners

Ample Investments Group
APD Projects
Cranbourne Racing Complex
Dennis Family Corporation
Eastern Golf Club
Goodman Property Services
Grollo Group
Hi Quality group
IGA Australia
Intrapac Property
ISPT
Kaufland
Melbourne Racing Club
Midlands Golf Club
Morgan and Griffin
Peet
Phileo Australia
Porta Mouldings
QIC
Resimax
Riverlee
Salta Properties
Sandhurst Retail
Satterly
Sibelco Australia
Stockland
University of Melbourne
Urban Land Developments
Victoria Racing Club
Yering Meadows Golf Club

Industry Groups

Economic Development Australia
Property Council of Australia
Urban Development Institute of Australia

TESTIMONIALS

"Thank you so much for all your work on this. The Committee are really pleased with it and are looking forward to sharing the findings and recommendations with our members and government stakeholders."

Rural Councils Victoria

"I wanted to take a moment to thank you all for your great work on creating this report. Last night the findings of the report went to a council briefing and the feedback was positive. Council are happy to proceed with the recommendations. Thanks again, it was great working with you all."

Latrobe City Council

"From a consultant perspective, Urban Enterprise were the pioneers for strategic thinking surrounding infrastructure delivery and your models have set the foundations for many strategic plans being delivered across metropolitan growth areas"

Whiteman Property and Accounting

"A comprehensive and professional piece of evidence"

City of Melbourne

"Tonight Council adopted the strategy and expressed its appreciation for your work and that of the economic development team. A great result and suitable acknowledgment of your work and the process for developing the Strategy"

City of Yarra

"The report has been to Councillors, BHA and RDV with all parties being very happy with the report. Thank you for all of your work on this project. I don't think we would have been able to achieve the outcomes we have to date if other consultants were running the project"

City of Greater Bendigo

"We are really pleased with the report and appreciate all that you have put into it, particularly with such short time frames. Thanks for a great result"

Maroondah City Council

"The final version fits the bill and will be of great value to us as we pursue avenues to get these projects off the ground. Thank you again for a great job, we are all very pleased at this end"

Mornington Peninsula Shire Council

"The Murray Region Destination Management Plan prepared by Urban Enterprise is often referred to as the Bible"

Murray Regional Tourism

"Thanks again for all your work it has been extremely useful for the project and in other Council work."

Moyne Shire Council

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