



## URBAN ENTERPRISE CURRICULUM VITAE

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**CONSULTANT** BEnvs (Urban Planning and Design)

URBAN PLANNING

### **ABOUT**

Agathy joined Urban Enterprise in 2018, after completing a Bachelor of Environments at the University of Melbourne. Since joining Urban Enterprise, she has predominantly worked in the fields of strategic planning, economics and tourism.

### **QUALIFICATIONS**

- Bachelor of Environments (Urban Planning and Design), University of Melbourne

### **AREAS OF EXPERTISE**

- Strategic Planning
- Tourism Planning
- Research, Demographic and Market Analysis
- Graphic Design
- Tourism Market Analysis

### **KEY PROJECT EXPERIENCE**

#### **MELBOURNE'S VFR MARKET SEGMENT, DESTINATION MELBOURNE**

This report provides an overview of the Mornington Peninsula Visitor Economy, Visitor Journey and Experience. The report highlights key visitor survey results from the 2019 Mornington Peninsula Visitor Intercept Survey. The main purpose is to understand the experience of visitors throughout the peak summer period, and to contrast this with the visitor experience and journey during off-peak times.

#### **GEELONG AND THE BELLARINE TOURISM DEVELOPMENT PLAN, 2019**

Urban Enterprise was commissioned by Tourism Greater Geelong and The Bellarine to undertake the Greater Geelong and The Bellarine Tourism Development Plan 2019-22. The plan identified key tourism product and supporting infrastructure needed to meet the needs of existing and future visitors to the region. The projects that are identified in this plan will support tourism and economic growth in the region.

#### **HUME REGION GROWTH AND CHANGE ANALYSIS (UNDERWAY)**

Urban Enterprise was commissioned by Hume Regional Development Association to undertake a review of the Hume Strategy 2010-2020 and its implications for the region. This involved an assessment of the region's progress on key development themes over the life of the strategy, using a range of data indicators and local and regional stakeholder engagement. The purpose of the analysis is to review the effectiveness of the strategy, wicked problems still facing the region, and the development of recommendations for the next iteration of the strategy.

#### **MURRINDINDI SHIRE TOURISM AND EVENTS STRATEGY (UNDERWAY)**

Urban Enterprise was commissioned by Murrindindi Shire Council to undertake the Murrindindi Shire Tourism and Events Strategy, which aims to redefine how tourism and events are experienced within the Shire. The Strategy is required to guide the streamlined delivery of all tourism and events activities in the area, providing the opportunity for a long-term plan and vision for Murrindindi Shire which will strengthen the role of tourism in the region's economy. This research included preparing visitor, industry, community and product profiles; and conducting event sector reviews for the Shire.

### **OTHER PROJECT EXPERIENCE**

- Curlewis Activity Centre Market Assessment
- Hume Region Growth and Change Analysis
- Murray River Paddlesteamers Feasibility Study
- Ballarat Economic Drivers Study
- Goldfields Villages DMP and Marketing Strategy
- Greater Geelong and the Bellarine Tourism Strategy Update
- Mornington Peninsula Visitor Journeys Research