



URBAN ENTERPRISE **CURRICULUM VITAE**

DANIELLE COUSENS

SENIOR CONSULTANT BEnvs (LArch) MUP MTour MPIA

TOURISM & STRATEGIC PLANNING

ABOUT

Danielle joined Urban Enterprise in 2015 after working as a Planning & Design Consultant for SED Advisory, where she worked on a range of urban planning and design, economic development, and community planning and development projects for both public and private sector clients across Australia.

Danielle brings a diverse background with key expertise including tourism development and planning, community engagement, landscape and urban design, strategic, open space and recreation planning.

Danielle also has key expertise in gastronomic tourism, social media, marketing and placemaking having undertaken a research thesis exploring the nexus between these and destination branding to complete her Master of Tourism.

QUALIFICATIONS

- Bachelor of Environments (Landscape Architecture), University of Melbourne
- Master of Urban Planning (Social and Community Planning; International Development Planning), University of Melbourne
- Master of Tourism, Monash University

AREAS OF EXPERTISE

- Tourism Planning and Destination Management Plans
- Tourism Market Analysis
- Tourism Concept Development & Business Plans
- Feasibility Studies
- Demographic and Economic Profiling
- Economic Development Strategies
- Economic and Social Impact Analysis
- Social and Community Development and Planning
- Research, Demographic and Market Analysis
- Structure Planning
- Urban Design Frameworks
- Open Space and Recreation Planning
- Land Use Strategies and Planning
- Placemaking
- Gastronomic Tourism
- Social Media Analysis
- Marketing

MEMBERSHIPS

- Member Planning Institute of Australia (MPIA)

KEY PROJECTS

MELBOURNE'S VFR MARKET SEGMENT, DESTINATION MELBOURNE

Urban Enterprise was commissioned by Destination Melbourne in 2016, 2017 and 2018 to undertake an annual quantitative research project into the travel behaviour and visitor characteristics of 'Visiting Friends and Relatives' (VFR) market to Melbourne. The studies have been used to inform the 'Discover Your Own Backyard' marketing campaign and shared with local council partners that participate in the campaign.

TOURISM AND VISITOR ECONOMY PLAN – BASELINE RESEARCH, MITCHELL SHIRE

Urban Enterprise was engaged by Mitchell Shire to prepare detailed baseline research on the visitor economy in Mitchell Shire to inform the development of a forthcoming Tourism and Visitor Economy Plan for the Shire. This research included preparing visitor, industry, community and product profiles; and conducting business and event sector reviews for the Shire.

BARWON SOUTH WEST POPULATION LEVERS, REGIONAL DEVELOPMENT AUSTRALIA

Regional Development Australia engaged Urban Enterprise to prepare a research and strategic study to identify potential levers to encourage population growth in the Barwon South West region of Victoria, with the aim to stimulate economic development. The project identified a range of local, national and international case studies that could apply to the region and recommended objectives and actions to attract key target markets to the region based on best practice initiatives.

WIMMERA SOUTHERN MALLEE TOURISM COLLABORATION PLAN AND GOVERNANCE REVIEW; AND WIMMERA MALLEE DESTINATION MANAGEMENT PLAN, WIMMERA DEVELOPMENT ASSOCIATION, 2018

Urban Enterprise was engaged by Wimmera Development Association (WDA) to undertake a Tourism Collaboration Plan (TCP), Governance Review, and Destination Management Plan (DMP) for the Wimmera Southern Mallee Regional Partnership. This was a complex regional project encompassing eight Local Government Areas, as well as two tourism organisations (Grampians Tourism and Wimmera Mallee Tourism).

The TCP and DMP identified specific infrastructure and marketing needs to further drive tourism in the region, with a focus on priority product and industry development project. Development of the TCP and DMP were informed by the governance review, which identified the optimal governance structure, via a collaborative approach, to better support the tourism industry in the region.

INDIGO DESTINATION GAME CHANGE, INDIGO SHIRE COUNCIL, VIC, 2018

Urban Enterprise completed the Indigo Destination Game Changer 2023 Strategy, which redefined the way tourism is delivered in Indigo Shire. This study provided a new and innovative approach to tourism strategy development in the region, focusing on tourism development; priority 'game changer' projects; township planning; visitor servicing; and advice for future marketing activity to promote the tourism industry.



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CONSULTANT

TOURISM PLANNING

- Mornington Peninsula Tourism Events Strategy
- Murray Visitor Information Centres Strategic Needs Assessment
- Snowy Valleys Destination Management Plan and Visitor Services Review and Strategy
- Indigo Shire Destination Game Changer 2022 (underway)
- Nillumbik Regional Events Strategy
- North East Victoria Cycling Optimisation Master Plan
- Beechworth to Yackandandah MTB Scoping Study (underway)
- Macedon Ranges Tourism Industry Masterplan Update
- Maribyrnong Tourism Strategy
- Ballarat Regional Investment Plan
- Frankston Tourism and Visitor Services Best Value Service Review
- Wyndham Tourism Research 2018
- Waste Point Kosciuszko National Park Masterplan
- Puffing Billy Design Opportunities Masterplan and Hotel Accommodation Analysis
- Wodonga Visitor Information Centre Review
- Wyndham Visitor Information Services Review
- Port Phillip ELT Tourism Workshop
- North East Victoria Cycling Visitation Annual Review
- Indigo Shire PAVE Bi-Annual Review
- Murrindindi Shire Tourism and Events Strategy (underway)
- Geelong and the Bellarine Tourism Development Strategy Update
- Grampians Region Cycling Masterplan
- Goldfields Villages Destination Management Plan and Goldfields Touring Product Development and Marketing Plan

PLANNING, LAND ECONOMICS & ECONOMIC DEVELOPMENT

- Hume Region Growth and Change Analysis
- Bonegilla Migrant Experience Business Service Review
- Hurstbridge Farmers Market Review
- Macedon Ranges Tourism Impact Study
- Monbulk Structure Plan Industrial Land Assessment
- Ballarat Civic Hall Needs Assessment, Business Case and Functional Brief
- Port Welshpool Long Jetty Economic Impact Assessment
- Baw Baw Industry Sector Development Plan
- Moira Economic Analysis

OTHER PROJECT EXPERIENCE

Projects worked on at SED Advisory:

Urban & Community Development Planning:

- City of Ballarat Economic Development Strategy
- Hindmarsh Shire Economic Development Strategy
- Lavery Avenue (Mount Clear) Planning Review
- Tomorrow Towns (Rural Councils Victoria)
- Golden Plains Youth Development Strategy
- BRACE Facilities Options Report

Land Economics:

- Forrest Brewing Company Feasibility Analysis and Business Development Plan
- Harcourt Playspace Site Assessment
- Cobden Community Activity Precinct Feasibility Study
- Greenhill Road Feasibility Study and Concept Plan
- Port of Warrnambool Economic Feasibility Study
- Mid West Workforce Development Plan

Urban Design & Open Space/Recreation Planning:

- Nhill and Dimboola Precinct Plans
- Lake Goldsmith Steam Preservation Association Strategic Plan
- Western Oval Recreation Reserve Facilities Plan
- Southcombe Park Recreation Reserve Masterplan
- Hindmarsh Shire Open Space and Recreation Plans
- Victoria Park Investigation
- Victoria Park Masterplan Consultation