



URBAN ENTERPRISE **CURRICULUM VITAE**

JONATHAN ROCHWERGER

SENIOR CONSULTANT B.Comm (Hons.) B.Arts

ECONOMIC DEVELOPMENT, ECONOMICS AND TOURISM

ABOUT

With a background in economics (Hons.) from Monash University, as well as experience working internationally and across Australia, Jonathan provides specialist economic, financial and marketing advice to both public and private-sector clients, including local councils, state government and developers/operators.

Jonathan has expertise in a variety of sectors, including tourism planning, economic development and concept plans/masterplans. Jonathan has subsequently undertaken a wide-range of projects, drawing on his experience and skillset, including business planning, financial modelling, market analysis, feasibility studies and strategic reviews.

He ensures all projects are evidence-based and backed up by robust data, to ensure all outcomes for clients are realistic and achievable.

QUALIFICATIONS

- Bachelor of Arts (History and Politics), Monash University
- Bachelor of Commerce (Economics) (Honours), Monash University

AREAS OF EXPERTISE

- Economic Development
- Tourism Planning
- Economic Impact Assessments
- Market Analysis
- Financial Modelling
- Demographic and Economic Profiling

KEY PROJECTS

BRIARS MASTER PLAN BUSINESS CASE, MORNINGTON PENINSULA SHIRE

Urban Enterprise prepared a 10-year Business Case to support the Briars Master Plan. The Business Case examined the key market, financial and economic impacts of the proposed development opportunities, as well as recommendations for staged implementation. This report provides the evidence base to inform Council's future funding decisions for the Master Plan.

ECONOMIC ANALYSIS OF GOLD COAST TOURISM PROJECTS, DESTINATION GOLD COAST

Urban Enterprise undertook an economic analysis on nine priority tourism projects in the Gold Coast, which included: an assessment of: each project's impact on visitation; the flow-on economic benefits to the Gold Coast (using input-output modelling); and the return on investment for each project. This analysis helped prioritise each project, which was provided to the client for consideration of implementation priorities.

LARUNDEL ESTATE RESORT ECONOMIC IMPACT ASSESSMENT, LARUNDEL ESTATE

Urban Enterprise recently completed an Economic Impact Assessment for a proposed resort accommodation near Cargerie, Victoria (in Moorabool Shire). The project included an assessment of key visitor trends in the region, analysed the accommodation provision and identified the expected economic benefits likely to result from the resort's development and operation. The report concluded that the resort is of a size, scale and function to positively impact the Victorian economy in terms of increases to economic activity as well as new jobs created.

WIMMERA SOUTHERN MALLEE TOURISM COLLABORATION & DESTINATION MANAGEMENT PLAN, WIMMERA DEVELOPMENT ASSOCIATION

Urban Enterprise is currently engaged by Wimmera Development Association to prepare a tourism plan for the Wimmera Southern Mallee region to boost visitors and diversify the economy. The project is driven by two key objectives:

- Governance Model - Determine the most appropriate, viable and sustainable tourism governance model and structure for the Wimmera Southern Mallee region; and
- Destination Management Plan - Develop a Destination Management Plan for the region to determine the specific infrastructure and marketing needed to further drive tourism in the Wimmera Southern Mallee.

LAKE EPPALOCK TOURISM STRATEGY, CITY OF GREATER BENDIGO

Urban Enterprise has been commissioned to develop a tourism strategy for the Lake Eppalock Region, designed to support ongoing recreational use, year-round visitation and business growth. The project will provide a detailed roadmap for future tourism development in and around the Lake Eppalock Region, including identification of investment opportunities that drives visitation during all seasons and water levels. The strategy will also identify opportunities to better brand/market the experiences on offer within Region.



JONATHAN ROCHWERGER

SENIOR CONSULTANT

TOURISM

- Lake Eildon Activation (underway)
- Murray River Paddlesteamers Feasibility Study (underway)
- Grampians Region Cycling Masterplan - Financial and Economic Assessment of Projects (underway)
- Cost-benefit assessment and economic impact assessment to help develop the tourism industry at the township of Jabiru (NT)
- Lake Macquarie Destination Management Plan
- Industry research for Tourism & Transport Australia
- Lockyer Valley Tourism Destination Plan
- Development of a Marketing Strategy, Concept Plan and Business Case for a new Great Ocean Road visitor attraction in Torquay
- Assessment of expansion and marketing opportunities for Del Rio riverside Resort (NSW)
- Cost-benefit assessment for Lake Awoonga Caravan Park (QLD)
- Business Case for a new Aviation Visitor Attraction in Scone
- Strategic assessment of tourism activities and opportunities for the Surf Coast Shire in Victoria

ECONOMICS

- Wantirna Health Precinct: Spatial Economic Assessment (underway)
- Clayton Activity Centre Precinct Plan, City of Monash.
- An economic benefit assessment for NSW Treasury, to determine the economic impacts of hosting a major sporting event in NSW.
- Wodonga Gallery and Library Feasibility Study.
- Economic Benefit Study for the Sydney Harbour Bridge Tender.

INTERNATIONAL EXPERIENCE

Jonathan also has international experience, working in London as a Senior Consultant in destination management and placemaking, where he provided strategic and commercial advice to top-tier UK-based destinations and visitor attractions. This enables him to offer highly valuable comparative analysis. A sample of UK-based projects are listed below:

- Feasibility study and cost-benefit assessment for a new attraction in Greenwich (London), an Events Strategy for Southwark Council (London) and a Destination Strategy for a heritage attraction – Broomfield House - in the London Borough of Enfield.
- Various business cases for visitor destinations, including the World Shakespeare Centre (Stratford-upon-Avon, UK), Plymouth History Centre (UK), Suffolk County Council Museum (UK) and many others.