



URBAN ENTERPRISE **CURRICULUM VITAE**

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STRATEGIC PLANNER BEnvS MUrbPlanEnv

URBAN PLANNING & URBAN ECONOMICS

ABOUT

Madeleine joined Urban Enterprise in 2018 after completing her Master of Urban Planning and Environment at RMIT University. She has experience as both a statutory and strategic planner and has previously worked in local government.

Madeleine has a diverse range of knowledge and experience, having assisted on a variety of projects at Urban Enterprise including planning policy reviews, economic impact assessments, development contributions, land supply and demand assessments and tourism development plans.

QUALIFICATIONS

- Bachelor of Environments (Major in Environmental Geographies, Politics and Cultures), University of Melbourne
- Master of Urban Planning and Environment, RMIT University

AREAS OF EXPERTISE

- Urban Planning
- Urban Economics

AREAS OF EXPERTISE

- Associate Member of Planning Institute of Australia (PIA)

KEY PROJECT

ECONOMIC POLICY STRENGTH IN THE ECONOMIC GROWTH ZONE

Urban Enterprise was engaged by DELWP to review the economic policy strength of planning schemes in Baw Baw, Latrobe and Wellington council areas. The project sought to ensure that local planning policies reflect economic opportunities identified in the Gippsland Regional Growth Plan and other strategic documents, local planning policies are as clear and consistent as possible in terms of economic opportunities, zones and overlays are applied in such a way as to support existing and future economic opportunities, and existing projects and strategies that are not yet incorporated into the relevant Planning Scheme(s) are identified and assessed to streamline planning implementation.

Urban Enterprise was also engaged by DELWP to prepare new economic development planning policies for each council within the Economic Growth Zone to implement the findings of the economic policy review.

Other Projects:

OTHER PROJECT EXPERIENCE

- Indigo Economic Development Strategy Data Update
- Greater Dandenong Open Space Strategy and Action Plan
- Clayton Activity Centre Precinct Plan
- Gisborne Structure Plan and Town Centre UDF
- Wangaratta Low Density and Rural Residential Strategy
- Central Road, Drysdale Development Contributions Plan
- Midlands, Ballarat RSL Masterplan
- Hume Region Growth and Change Analysis;
- Riverina Murray Accommodation Market Assessment
- Wimmera Southern Mallee Destination Management Plan
- Goldfields Villages Destination Management Plan and Marketing Strategy
- Lake Eppalock Tourism Strategy
- Greater Shepparton Profile of Events and Economic Impact 2017/18;
- Economic Analysis of Gold Coast Tourism Projects
- Dandenong Ranges RidgeWalk Economic Impact Assessment