



URBAN ENTERPRISE **CURRICULUM VITAE**

# MATT AINSAAR

**MANAGING DIRECTOR** BTRP Grad Dip Prop MPIA CPP FAPI

URBAN PLANNING & PROPERTY ECONOMICS

## **ABOUT**

Matt founded Urban Enterprise in 1989. Prior to this he worked with the (then) State Department of Planning in a variety of planning, property and project management roles and the Victorian Government Major Projects Unit, managing the implementation of the Southbank Development Project.

Matt has worked in the fields of urban planning and land economics for over 35 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 lectured part time in the Post-Graduate Diploma in Property course at RMIT between 1986 and 1992.

Matt regularly appears as an expert witness at Tribunal Hearings, Panel Hearings and Advisory Committee hearings. Matt is a former Chair of the Property Council of Australia's Economic Development Committee, and is currently a member of the Property Council of Australia's Infrastructure, Industry and Logistics Committee and the UDIA's Infrastructure and Urbanisation Committee.

## **QUALIFICATIONS**

- Bachelor of Town and Regional Planning, University of Melbourne
- Graduate Diploma of Property, RMIT

## **AREAS OF EXPERTISE**

- Urban Planning
- Property Economics
- Economic Development
- Tourism Planning

## **MEMBERSHIPS**

- Member Planning Institute of Australia (PIA)
- Fellow, Australian Property Institute
- Member of VPELA
- Member of Economic Development Australia

## **KEY PROJECTS**

### **VRC OLD MEMBERS STAND ECONOMIC ASSESSMENT, VRC**

Matt undertook an economic assessment of the proposed redevelopment of the Old Members Stand at Flemington Racecourse to support the application for demolition. The Flemington Racecourse is a heritage listed property.

The economic assessment report assessed the extent to which the reasonable or economic use of the Racecourse would be affected if the permit application was refused. A permit for demolition was issued by Heritage Victoria and construction of the new stand is underway.

### **STANDARD DEVELOPMENT CONTRIBUTIONS**

Matt has provided ongoing advice to the Victorian State Government's Standard Development Contributions Advisory Committee (SDCAC), Department of Environment, Land, Water and Planning (DELWP) and the Victorian Planning Authority (VPA) in relation to the process of streamlining the Development Contributions process in Victoria. This included strategic advice and financial modelling in respect of greenfield growth area levies and established area levies under the new ICP system.

### **MILDURA RIVERFRONT ECONOMIC & PROPERTY MARKET ASSESSMENT**

Matt directed this project on behalf of Urban Enterprise, which reviewed an existing Feasibility Study and Masterplan for the precinct and ensured the types of use and development, and the extent to which the site is developed, was both appropriate and economically viable. The viability and demand for a series of land uses were tested, such as residential, commercial, retail, tourism, cultural, visitor accommodation, food and beverage, conferencing and aged care accommodation. The study delivered a comprehensive series of economically viable recommendations to guide the future land use of the Riverfront Precinct.

VicTrack has recently engaged Urban Enterprise to update the findings of this project.

### **DEPARTMENT OF EDUCATION RELOCATABLE ACCOMMODATION PLAN**

Matt led the Urban Enterprise team on this project to provide a model to forecast demand for relocatables in Victoria.



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## MANAGING DIRECTOR

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### **URBAN PLANNING**

#### **Structure Plans / Urban Design Frameworks:**

Hastings, Brunswick Urban Renewal, Hampton Park, Shepparton CBD, Mildura CBD, Gisborne CBD, Rosedale, Lakes Entrance Commercial Area, Barwon Coast Coastal Management Plan, Mineral Springs Masterplan, Air Services Australia Planning Advice.

#### **Housing and Settlement Strategies:**

Maribyrnong Housing Strategies, South Gippsland Housing and Settlement Strategy, Frankston Housing Strategy.

#### **Infrastructure Assessments:**

Bacchus Marsh Community and Open Space, Lakes Entrance Northern Growth Area.

#### **Planning Scheme Amendments:**

Shepparton VicTrack, Kyneton Racecourse, Mt Macedon Hotel, Nagambie.

### **DEVELOPMENT CONTRIBUTIONS**

#### **Development Contributions Plans:**

Traralgon North, Lakes Entrance Northern Growth Area, Taylors Hill West, Melton North, West Maddingley, Armstrong Creek North East Industrial Precinct, Armstrong Creek North Industrial Precinct, Armstrong Creek East Precinct, Armstrong Creek West Precinct, Jetty Road, Ballarat West, Armstrong Creek Town Centre.

#### **Development Contributions Advice:**

SDCAC, DELWP, VPA in respect of the ICP system, VAGO in respect of administration of development contributions. Ongoing advice to major developers.

### **TOURISM PLANNING**

#### **Economic Impact Studies:**

Bass Coast Shire, Wilsons Promontory Bushfire, Mansfield Bushfire and Drought, Destination Gippsland, South Gippsland Shire.

#### **Accommodation Studies:**

Carlton Hotel, St Kilda Hotel, Mornington Peninsula Tourism.

#### **Visitor Market Analysis:**

Mornington Peninsula Tourism Indicators, Gippsland Sustainable Regions Project, Macedon Ranges and Spa Country, Mansfield Shire, Mornington Peninsula Tourism.

#### **Visitor Surveys:**

Bass Coast Shire, South Gippsland Shire, Destination Gippsland, Corangamite Shire.

### **EXPERT EVIDENCE**

Land Economics (Demand and Supply Feasibility), Tourism Accommodation Assessments, Development Contributions (levies, open space, parking).

### **PROPERTY MARKET ANALYSIS**

#### **Economic Assessments & Feasibility Studies:**

Economic Impact of Approval Delays in Greenfield Growth Areas (Melbourne, Sydney and Perth), Impact on Affordability from Taxes and Charges, Docklands Redevelopment (Docklands Task Force), Mildura Riverfront (Places Vic), Monash National Employment Cluster (VPA), Sandringham Golf Links Redevelopment, State Library of Victoria: Queens Hall, Sunbury Birthplace of the Ashes Museum.

#### **Economic Assessment of Heritage Projects:**

Hotel Windsor, Yorkshire Brewery, Richmond Maltings, Flemington Racecourse, Pentridge, Former Land Titles Office.

#### **Retail Assessments:**

Wodonga Activity Centres Strategy Review, Bacchus Marsh Commercial Assessment, Beveridge Activity Centres Analysis, Lakes Entrance Commercial Area, Shepparton North Peer Review, Whitehorse Megamile Retail Assessment, Romsey Town Centre - Evidence, Bathurst Business Rezoning (objection), Cranbourne Hardware and Trade Supplies Assessment, Torquay Bunnings Evidence, Corio Norlane Business Rezoning Assessment, Swan Hill Business Rezoning Assessment, Traralgon North Retail Assessment.

#### **Residential Land Supply & Demand Analysis:**

Bacchus Marsh, Beveridge, Lakes Entrance, Lindenow, Omeo, Rosedale Structure Plan, Woodend Structure Plan, Bass Coast Shire.

#### **Industrial Land Demand & Supply Analysis:**

Euroa, Violet Town, Nagambie, Romsey, Gisborne, Woodend, Kyneton, Riddles Creek, Yarram, Maffra, Stratford, Warrnambool.

#### **Economic Development Strategies:**

Greater Shepparton, Mansfield Shire, Strathbogie Shire, Wellington Shire.

#### **General Economic Development:**

Mornington Peninsula Shire Business Survey, Mansfield Shire Business Survey, Manningham Green Jobs Study, Kingston Green Wedge Plan, Fishermans Bend Repositioning Study.

### **BUSINESS PLANNING & BUSINESS CASE DEVELOPMENT**

#### **Business Planning:**

Great Victorian Rail Trail, AVCG Business Plan, Department of Justice Asset Management Strategy, Life Saving Victoria Business Plan, Public Records Office Business Plan, Lorne Visitor Information Centre Business Plan.

#### **Business Cases:**

Moira Shire Entertainment Precinct, Port of Echuca Tourism Precinct, Point Nepean Quarantine Station, Mansfield Health and Wellbeing Precinct, Cranbourne Community Complex, Greater Shepparton Heritage Centre, Murray River Adventure Trail, Pioneer Settlement, RACV Cape Schanck, Phillip Island Nature Park, Great Victorian Rail Trail, Waterfront Geelong Precinct, Life Saving Victoria Headquarters.