



TODD AINSAAR

DIRECTOR BEnvS (property) MUP MPIA

PROPERTY, URBAN PLANNING & TOURISM

ABOUT

Todd has a Bachelor of Environments (University of Melbourne), majoring in property and a Master of Urban Planning (University of Melbourne).

Todd joined Urban Enterprise in 2012 and has worked on numerous projects across the fields of urban planning, tourism planning, property economics and business planning and analysis. His understanding of a wide range of fields enables him to develop considered and thorough outputs.

Todd specialises in market analysis, concept and master plan development, feasibility studies and business case development.

Todd is skilled in developing highly refined and well presented strategic mapping, graphic outputs and visually conceptualising ideas. His visual communication skills have been utilised across a broad range of Urban Enterprise projects including local and regional strategies, master plans and concept plans and land use analysis projects.

QUALIFICATIONS

- Bachelor of Environments (property), University of Melbourne
- Master of Urban Planning, University of Melbourne

AREAS OF EXPERTISE

- Concept Plans and Master Plans
- Business Plans and Business Cases
- Property Market Analysis
- Recreation and Tourism Facility Planning
- Tourism Market Analysis
- Spatial Strategy Mapping and Analysis
- Feasibility Studies
- Demand and Supply Analysis
- Graphic Visualisation
- Graphic Publishing

MEMBERSHIPS

- Member Planning Institute of Australia (MPIA)

KEY PROJECTS

BENDIGO HERITAGE ATTRACTIONS - CENTRAL DEBORAH GOLD MINE MASTER PLAN AND BUSINESS CASE

Urban Enterprise provided an assessment of the key attractions of BHA, including the Central Deborah Gold Mine, the Bendigo Tramways and the Bendigo Joss House Temple. Key projects were identified to assist in the revitalisation of the tourism attractions and increase the financial viability of the organisation. The revitalisation of the Central Deborah Gold Mine was identified as the number one priority project and progressed to concept planning and business case development.

Urban Enterprise identified a number of opportunities for the revitalisation of the above ground experience at the Central Deborah Gold Mine. Working collaboratively with Cumulus Design Studio, a number of concept options were prepared that responded to the identified market opportunities, as well as the physical constraints of the site.

The project outputs included an Issues and Opportunities Paper for the three key attractions, a Master Plan and Business Case Document (including Master Plan and three concept renders) and a short promotional video of the concept.

The project has subsequently been identified as a major project in *Plan Greater Bendigo* and is being advocated for Government funding. The project was completed on behalf of the City of Greater Bendigo, Regional Development Victoria and Bendigo Heritage Attractions (BHA).

YARRAWONGA LIBRARY NEEDS ANALYSIS AND SITE IDENTIFICATION

Urban Enterprise was engaged by Moira Shire Council to assess the demand for a new Library in Yarrowonga and potential sites for redevelopment. Urban Enterprise identified that the current library was not meeting the needs of the local community in providing contemporary library services and was lacking in floorspace to service the needs of the community. Urban Enterprise assessed a range of sites and locations and identified the Town Hall site as the preferred option for redevelopment. The strategic opportunity to create a civic and cultural hub in the town centre was identified, with the potential for the site to host a library, arts and cultural activities. The report was unanimously adopted by Council and Urban Enterprise have subsequently been engaged by to prepare a Master Plan and Business Case for the site, which is currently underway.

PORT FAIRY STRUCTURE PLAN ECONOMIC AND TOURISM ANALYSIS

Urban Enterprise was engaged by Moyne Shire Council to prepare an Economic and Tourism Analysis of Port Fairy to inform the preparation of the Port Fairy Structure Plan. Urban Enterprise provided demographic and population forecasts, an examination of housing characteristics and trends, demand and supply analysis of residential, commercial, industrial and tourism land uses, identified issues and opportunities relevant to residential, commercial and employment land provision in Port Fairy and provided recommendations relating to the role and scale of land for employment, commercial, retail, industrial and tourism uses.

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URBAN PLANNING

- Ararat Railway Station Precinct Masterplan
- Port Fairy Structure Plan Economic and Tourism Analysis
- Morwell-Traralgon Employment Corridor Precinct Investment Master Plan
- Yarrowonga Library Future Needs Analysis and Site Identification
- Goulburn Valley Harness and Greyhound Precinct Master Plan
- Greater Shepparton Resource Recovery Precinct
- Bendigo Tramways Strategic Plan
- Sunbury South Employment Land Concept Plan
- Kyneton Saleyards Strategic Plan & Masterplan
- Manningham Rural Areas Discretionary Uses Strategy
- Mair Street Spine Masterplan, Ballarat
- Greater Shepparton Resource Recovery Precinct Feasibility Study
- Fishermans Bend Repositioning Study
- Corangamite Industrial Land Study
- Ararat Sustainable Growth Plan
- Tweed Shire Economic Development Plan
- Planning Application for Canterbury Road, Canterbury
- VicRoads Healesville Freeway Reservation Project

PROPERTY & ECONOMICS

- Kyneton Primary School Site Financial and Economic Assessment
- Needs Analysis and Business Case for Sporting and Community Facilities in the City of Whittlesea
- Sycamore BMX Track Feasibility Study
- Corangamite Shire Economic Development Strategy (update)
- AMC207 Hume Planning Scheme Sunbury South PSP (Commercial and Industrial Market Assessment)
- Meadowglen International Athletics Stadium Feasibility Study
- Porta Properties Development Approval Process
- 4-12 Leicester Place Melbourne, Market Assessment
- Moorabool Taverner Street Acquisition
- Porta Properties Commercial Feasibility & Development Yield Assessment
- Cobram Community Cinema Feasibility Study
- Flemington VRC Members Grandstand Economic Assessment
- Geelong Saleyards Feasibility Assessment
- RCON Property Portfolio Assessment
- Russel Street Site Yield Analysis

TOURISM PLANNING

- Yarra Ranges Shire Tourist Accommodation Opportunities Study
- Bendigo Heritage Attractions Revitalisation Project / Central Deborah Gold Mine Revitalisation Master Plan and Business Case
- Wagga Wagga Equine Centre Feasibility Study
- Mornington Peninsula Visitor Journey Research
- City of Wyndham Tourism Research Report
- Australian National Surfing Museum Strategic Assessment
- Bendigo Tramways Strategic Plan
- Victoria Lake Caravan Park Masterplan, Shepparton
- Warrnambool Foreshore Precinct Framework Plan
- Port Campbell West Business Case and Concept
- Greater Geelong and The Bellarine Tourism Development Strategy
- Tourism Northern Tasmania Destination Management Plan
- Riverina Destination Management Plan
- Ballarat Destination Management Plan
- Heywood Nature Based Tourism Strategy
- Goulburn River Valley Tourism Destination Management Plan
- Visitor Information Centres Futures Project
- Port Phillip Visitor Information Service Strategy & Feasibility Study
- Mornington Peninsula Vignerons Association Diagnostic Review and Economic Impact Assessment
- Tourism Research projects for Mornington Peninsula, Gippsland, Yarra Valley, Sun Country, Bass Coast, Mansfield.
- Melbourne's West - Tourism Data Analysis
- Hobsons Bay Tourism Research

GRAPHIC PUBLISHING

- North East Victoria Cycling Optimisation Masterplan
- Ballarat Visitor Investment Plan
- Stonnington Economic Development Strategy Snapshot
- Stonnington Economic Development Strategy Startup Snapshot
- Twelve Apostles Resort Investment Prospectus
- Barwon South West Population Levers Report
- Horsham Economic Development Strategy