



URBAN ENTERPRISE CURRICULUM VITAE



DANIELLE COUSENS

CONSULTANT BEnvS (LArch) MUP MTour (completing) 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, economic and community development and planning projects for both public and private sector clients across Australia.

Danielle is currently completing her Master of Tourism at Monash University and brings a diverse background with key expertise including tourism industry, marketing and planning; community engagement and planning; land economics and development; landscape and urban design; and spatial, statutory, strategic, open space and recreation planning.

CONTACT

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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 (completing).

AREAS OF EXPERTISE

- Tourism Market Analysis
- Tourism Concept Development & Business Plans
- Feasibility Studies
- Demographic and Economic Profiling
- Economic Development Strategies
- Community Development and Planning
- Structure Planning
- Urban Design Frameworks
- Open Space and Recreation Masterplans
- Land Use Strategies and Planning

PROJECT EXPERIENCE

TOURISM PLANNING:

- Waste Point Kosciuszko National Park Masterplan
- Puffing Billy Design Opportunities Masterplan and Hotel Accommodation Analysis

PROJECTS WORKED ON AT SED ADVISORY:

ECONOMIC DEVELOPMENT STRATEGIES:

- City of Ballarat
- Hindmarsh Shire

STRUCTURE PLANS/URBAN DESIGN

FRAMEWORKS:

- Nhill and Dimboola Precinct Plans
- Lake Goldsmith Steam Preservation Association Strategic Plan
- Lavery Avenue (Mount Clear) Planning Review.

OPEN SPACE & RECREATION PLANNING:

- Western Oval Recreation Reserve Facilities Plan
- Southcombe Park Recreation Reserve Masterplan
- Hindmarsh Open Space and Recreation Plans
- Victoria Park Investigation
- Victoria Park Masterplan Consultation

COMMUNITY DEVELOPMENT PLANNING:

- Tomorrow Towns (Rural Councils Victoria);
- Golden Plains Youth Development Strategy
- BRACE Facilities Options Report

BUSINESS PLANS / BUSINESS CASES:

- Forrest Brewing Company Feasibility Analysis and Business Development Plan

FEASIBILITY STUDIES:

- Harcourt Playspace Site Assessment
- Cobden Community Activity Precinct Feasibility Study
- Greenhill Road Feasibility Study and Concept Plan

PROPERTY & ECONOMIC ASSESSMENTS:

- Port of Warrnambool Economic Feasibility Study
- Mid West Workforce Development Plan
- Hepburn Shire