



URBAN ENTERPRISE CURRICULUM VITAE



MATT AINSAAR

MANAGING DIRECTOR BTRP Grad Dip Prop MPIA CPP AAPI

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 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 PDP processes. Matt was also recently appointed Chair to the Property Council of Australia's Economic Development Committee for the 2013 and 2014 calendar years.

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)
- Chair of Property Council of Australia's Economic Development Committee
- Fellow, Australian Property Institute
- Member of the Property Council of Australia Planning and Infrastructure Committee and Regional Development Working Group

KEY PROJECTS

HOTEL WINDSOR ECONOMIC ASSESSMENT, HERITAGE VICTORIA

Urban Enterprise undertook an economic assessment of the proposed redevelopment of the Hotel Windsor, provided expert evidence as a witness and provided an economic assessment of a subsequent application for redevelopment.

The initial economic assessment report assessed the extent to which the reasonable or economic use of the property would be affected if the permit application was refused. The Executive Director acknowledged that this report was influential in his decision.

STANDARD DEVELOPMENT CONTRIBUTIONS ADVISORY COMMITTEE (SDCAC)

Urban Enterprise has provided ongoing advice and expertise to the Victorian State Government's Standard Development Contributions Advisory Committee (SDCAC) as it undertakes the process of streamlining the Development Contributions process in Victoria. Urban Enterprise has applied its extensive knowledge of Development Contributions to several studies which will play a key role in the SDCAC's proposed reforms.

MILDURA RIVERFRONT ECONOMIC & PROPERTY MARKET ASSESSMENT

The project 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.

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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:

Wodonga Development Contributions Advice, Caroline Springs Town Centre, Monash Village Open Space Contributions, Fishermans Bend Options Study, Baw Baw DCP Health Check and Accounting Review, Huntly Development Contributions Advice, North Sale Development Contributions Advice.

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.

PROPERTY MARKET ANALYSIS

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.

FEASIBILITY STUDIES:

Sandringham Golf Links Redevelopment, State Library of Victoria: Queens Hall, Sunbury Birthplace of the Ashes Museum.

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.