



URBAN ENTERPRISE CURRICULUM VITAE



MIKE RUZZENE

DIRECTOR BA PGRAD DIP UP MPIA

STRATEGIC PLANNING | TOURISM | ECONOMICS

ABOUT

Mike has worked with Urban Enterprise since the year 2000. In that time he has worked extensively throughout Australia for public and private sector clients in tourism, planning and urban economic projects.

Mike has developed a strong reputation as an industry leader, particularly in the field of research and urban economics to inform strategic plans for industry, regions and urban centres. Mike's large number of regular clients are testament to his ability to provide sound, strategic advice to inform planning studies.

QUALIFICATIONS

- Bachelor of Arts, La Trobe University
- Post Grad Dip. Urban Planning, University of Melbourne

AREAS OF EXPERTISE

- Tourism Market Analysis
- Destination Management Plans
- Tourism Concept Development and Business Plans
- Tourism Development and Marketing Strategies
- Visitor Information Services Strategies
- Property Market Analysis (residential, commercial, industrial)
- Facility Business Plans
- Feasibility Studies
- Demographic and Economic Profiling
- Economic Impact Assessments
- Economic Development Strategies
- Structure Plans, Urban Design Frameworks and Masterplans
- Land Use Strategies

MEMBERSHIPS

- Member Planning Institute of Australia (PIA)
- Victorian Committee Member Economic Development Australia (EDA)

KEY PROJECTS

MURRAY REGION TOURISM DESTINATION MANAGEMENT PLAN, MRTB

Covering 14 municipalities on both the NSW and Victorian sides of the Murray River, this was a major project in identifying tourism product gaps and development opportunities. Based on extensive research and consultation, the project included the prioritisation of projects for support by the Murray Regional Tourism Board as well as an implementation plan for the next 3 to 5 years. This project has been successful in setting benchmarks for the Murray Region in terms of visitation and economic impact of tourism. It has also led to the funding of numerous tourism initiatives by the private and public sector.

HUME REGION RURAL LAND USE STUDY, DPCD

Urban Enterprise, in partnership with EnPlan Partners, prepared a comprehensive study of the issues and opportunities associated with rural land use for the Hume Regional Development Committee. Mike directed the project team for this project. The report included an assessment of agricultural land use and productivity, viticulture, mining and resources, settlement patterns and tourism. Urban Enterprise and EnPlan Partners developed criteria for assessing land of strategic agricultural significance. Further analysis of these areas identified potential threats from competing land uses.

GREAT OCEAN ROAD TOURISM DESTINATION MANAGEMENT PLAN, TOURISM VICTORIA, GEELONG OTWAY TOURISM AND SHIPWRECK COAST TOURISM

This project for the iconic tourism destination included four key elements: a product audit and gap analysis; an experience audit; market analysis; and a tourism opportunities study and investment program. The primary objective was to identify world class tourism infrastructure and tourism development projects which will both enable further private sector investment in the tourism industry and attract a greater proportion of higher yield and experience seeker visitor segments.

MORNINGTON PENINSULA VISITOR JOURNEYS RESEARCH, MPT

This pilot project for Mornington Peninsula Tourism involved utilising data collected by Urban Enterprise to spatially represent visitors journeys across the Mornington Peninsula Tourism Region. The project revealed interesting findings relating to people's access into the region, internal travel patterns and how this relates to tourism investment and provision of information and services to visitors.

CURRICULUM VITAE

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URBAN PLANNING

ECONOMIC DEVELOPMENT STRATEGIES:

Gannawarra Shire, City of Greater Shepparton, Mansfield Shire, Wellington Shire, Strathbogie Shire, Licola Township, Macedon Ranges Shire, Corangamite Shire, Murrindindi Shire, City of Port Phillip, City of Yarra.

STRUCTURE PLANS / URBAN DESIGN

FRAMEWORKS:

Hume Region Rural Land Use Study [Hume Regional Growth Plan], Bass Coast Shire / South Gippsland Rural Tourism Development Study, Corangamite Tourism Opportunities Study, Great Ocean Road Product and Experience Opportunities Study, King Valley Masterplan, Corangamite Industrial Land Strategy and Metropolitan Parklands Acquisition Strategy.

CONCEPT PLANS:

Point Nepean National Park, Talarook-Mansfield Rail Trail, Valley to Bays Touring Route Concept, Hanging Rock, Moonee Ponds Creek Trail and Yarrowonga-Mulwala Visitor Information Centre, Budj Bim.

LAND ECONOMICS

BUSINESS PLANS / BUSINESS CASES:

Echuca Wharf, Point Nepean National Park, Talarook-Mansfield Rail Trail, Tooradin Marine Life Centre, Healesville VIC, NMIT Preston Campus Redevelopment, Docklands Eco Hub, GOTAFE Shepparton Campus, Gordon TAFE, NMIT Preston Library, NMIT Fairfield, NMIT Heidelberg and Central Gippsland TAFE.

FEASIBILITY STUDIES:

Avenel Microbrewery, Heritage Railway Stations, Kyneton Caravan Park, State Library of Victoria - Verdon, Barry and Queens Hall, Kinglake Equestrian Centre, RACV Cape Schanck Resort.

COMMERCIAL / RETAIL ECONOMIC

ASSESSMENT:

Bacchus Marsh, Beveridge, Cranbourne East, Mildura Riverfront, Fyansford and Brunswick, Cremorne, Hamstead Road.

RESIDENTIAL / PROPERTY & ECONOMIC

ASSESSMENTS:

LaTrobe Valley, Bacchus Marsh, Beveridge, Ocean Grove, Gisborne, Clifton Springs, Point Lonsdale, Coronet Bay and Apollo Bay.

INDUSTRIAL PROPERTY & ECONOMIC

ASSESSMENT:

Yea and Eildon, Euroa, Violet Town, Nagambie, Corangamite, Macedon Ranges, Avenel, Romsey, Gisborne, Woodend and Kyneton.

TOURISM PLANNING

DESTINATION MANAGEMENT PLANS:

Great Ocean Road, Murray Region, NSW Riverina, Northern Tasmania, Ballarat, Goulburn River Valley.

TOURISM MARKETING PLANS & STRATEGIES:

Macedon Ranges, Surf Coast, Mornington Peninsula, Heathcote, South Gippsland, Mansfield, Glenelg, Western Melbourne Region.

REGIONAL ECONOMIC IMPACT STUDIES:

Bass Coast Shire, South Gippsland Shire, Macedon Ranges Shire, Benalla Rural City, Greater Shepparton, Glenelg Shire, Gippsland, Mornington Peninsula.

ACCOMMODATION STUDIES:

Western Melbourne Region, Murrindindi, Rye Hotel, St Kilda Apartments, Fyansford Serviced Apartments, Mornington Peninsula Tourism, Murrindindi Shire, Destination Gippsland, South Gippsland Shire, Bass Coast Shire, Benalla Rural City, Greater Shepparton, Macedon Ranges.

VISITOR MARKET ANALYSIS:

Gippsland Sustainable Regions Project, Macedon Ranges and Spa Country, Tri State Touring Route.

VISITOR SURVEYS:

Bass Coast Shire, South Gippsland Shire, Baw Baw Shire, Alpine Shire, Destination Gippsland, Mansfield Shire, Mornington Peninsula Tourism, Corangamite Shire, East Gippsland Shire.

PROVISION OF VISITOR INFORMATION

SERVICES:

Visitor Information Centres Futures Project, Macedon Ranges, Mornington Peninsula, Yarra Ranges, South Gippsland, Werribee VIC Location Analysis, Ballarat VIC Location Assessment, Healesville VIC Feasibility Study, East Gippsland VIC, Port Phillip Visitor Information Services Strategy.

ECONOMIC IMPACT STATEMENTS:

Hanging Rock, Queenscliff Sorrento Ferry, RACV Cape Schanck, Paynesville Streetscape, Mildura Riverfront, Swan Hill Riverfront.