



URBAN ENTERPRISE CURRICULUM VITAE

# TODD AINSAAR

**SENIOR ASSOCIATE** BEnvS MUP (completing)

PROPERTY | URBAN PLANNING



## ABOUT

Todd has a Bachelor of Environments (University of Melbourne), majoring in property and is completing his final semesters of masters of urban planning at the 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 analysis and planning. His understanding of a wide range of fields enables him to develop considered and thorough outputs.

Todd is skilled in developing highly refined and well presented strategic mapping and graphic outputs. His visual communication skills have been utilised across a broad range of Urban Enterprise projects for presenting strategies.

## QUALIFICATIONS

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

## AREAS OF EXPERTISE

- Tourism Concept Strategies
- Masterplanning
- Property Market Analysis
- Demographic Profiling
- Tourism Market Analysis
- Spatial Strategy Mapping and Analysis
- Graphic Visualisation of Strategies
- Feasibility Studies
- Business Plans

## KEY PROJECTS

MORNINGTON PENINSULA VISITOR JOURNEY RESEARCH, MORNINGTON PENINSULA TOURISM

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.

FLEMINGTON VRC MEMBERS GRANDSTAND ECONOMIC ASSESSMENT, RACING VICTORIA

Urban Enterprise was commissioned by the Victorian Racing Club to undertake an economic assessment of the Old Members Grandstand. The project involved an assessment of the economic life of the old members grandstand to assert its reasonable and expected economic life. The assessment was instrumental in gaining planning approval for the redevelopment of the stand.

BENDIGO TRAMWAYS STRATEGIC PLAN, BENDIGO TRUST / CITY OF GREATER BENDIGO

Urban Enterprise was commissioned by the Bendigo Trust to undertake a strategic plan for the significant heritage tourist tram service in Bendigo. The study provided recommendations to enhance operational and infrastructure matters to improve the role of the tram as a tourism service, while also identifying potential for additional stops and track extensions within the context of the current tourism role. In addition, the study presents an opportunity to consider the potential for the service and infrastructure network to be broadened to include a public transport / commuter role in the future.

MAIR STREET SPINE MASTERPLAN, CITY OF BALLARAT

Building on the Ballarat Structure Plan prepared by Urban Enterprise and Planisphere, Urban Enterprise was commissioned to undertake a masterplan of the Mair Street Spine in the Ballarat CBD. The masterplan provided recommendations relating to opportunities for future development, key intervention areas and strategic development sites to encourage urban renewal development of the precinct.

## CURRICULUM VITAE

TODD AINSAAR

SENIOR ASSOCIATE

### URBAN PLANNING

- Bendigo Trams & Tramways Strategic Plan
- Sunbury South Employment Land Concept Plan
- Kyneton Saleyards Strategic Plan & Masterplan
- Mair Street Spine Masterplan
- Greater Shepparton Resource Recovery Precinct Feasibility Study
- Fishermans Bend Repositioning Study
- Corangamite Industrial Land Study
- Ararat Sustainable Growth Plan
- Tweed Shire Economic Development Plan

### PROPERTY & ECONOMICS

- Meadowglen International Athletics Stadium Feasibility Study
- Porta Properties Development Approval Process
- Moorabool Taverner Street Acquisition
- Porta Properties Commercial Feasibility & Development Yield Assessment
- Cobram Community Cinema Feasibility Study
- VicRoads Healesville Freeway Reservation Project
- Flemington VRC Members Grandstand Economic Assessment
- Geelong Saleyards Feasibility Assessment
- RCON Property Portfolio Assessment
- Russel Street Site Yield Analysis

### TOURISM PLANNING

- 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
- Mornington Peninsula Visitor Journey Research
- Tourism Research projects for Mornington Peninsula, Gippsland, Yarra Valley, Sun Country, Bass Coast, Mansfield.
- Melbourne's West - Tourism Data Analysis
- Russel Street Site Yield Analysis

## CONTACT

todd@urbanenterprise.com.au

(03) 9482 3888

www.urbanenterprise.com.au