



ESSENTIAL ECONOMICS

Capability Statement

ESSENTIAL ECONOMICS
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THE FIRM

Essential Economics Pty Ltd provides high quality consulting services in urban and regional economics, market feasibility, economic impact assessment, and planning policy development.

We serve private and public sector clients and have expertise working in multi-disciplinary teams with town planners, urban designers, architects, architects, community planners, traffic and transport planners, infrastructure engineers, lawyers and other professionals.



Our mission is to provide clients with the highest quality advice associated with economic planning and development matters, and on research and policy formulation.

We take pride in the high standard of our services and aim to create value for our clients and for the communities in which we work.

SKILLS

Economic Analysis

- Economic spatial analysis ■ Catchment definition and analysis ■ Employment modelling
- Population and household forecasts ■ Growth Area Analysis

Economic Development Strategies and Economic Profiles

- Local and regional economic development strategies
- Economic profiles ■ Employment strategies ■ Tourism strategies

Market Assessments

- Residential, Retail, Commercial and Industrial land supply and demand assessments
- Retail gap analysis ■ Location assessments and strategies ■ 'Highest & best use'
- Market assessment and feasibility analysis ■ Market analysis to accompany due diligence
- Mixed-Use Developments ■ Retail turnover forecasts and market share analysis

Economic Impact Assessments

- New or expanded shopping centres ■ Highways and town bypasses
- Infrastructure projects ■ Residential developments ■ Tourism projects and events
- Re-use of heritage buildings ■ Sustainability and Waste Management projects

Activity Centre Market Assessments and Planning

- Activity Centre planning and development for growth areas ■ Employment Impacts
- Input to urban design assessments ■ Retail tenancy advice ■ Growth Area Planning



Retirement Living and Aged Care

- Retirement village & aged-care demand and supply assessments ■ Catchment analysis

Renewable Energy, Sustainable Development and Waste Management

- Solar and wind farm economic impact assessments ■ Sustainable development assessment
- Transmission and energy infrastructure assessments ■ Waste infrastructure assessments
- Sustainability and waste management policy assessments

Tourism, Arts and Culture

- Tourism Trend Analysis ■ Economic Impact Assessments for Tourism projects
- Marketing Profiles and recommendations ■ Tourism Strategies

Expert Evidence

- VCAT ■ Panels ■ Advisory Committees

Development Planning in Asia

- Regional development planning ■ Low cost housing and village improvement
- Poverty reduction projects ■ Aid program reviews ■ Infrastructure planning

RECENT CLIENTS

Private Clients

- AMP Capital ■ Arcare ■ BHP Billiton ■ Bunnings ■ CBUS Property ■ Coca Cola Amatil ■ Costco ■ ING
- Hydro Tasmania ■ Lascorp ■ Lend Lease ■ Linfox ■ MAB ■ Melbourne Airport ■ Metcash ■ Mirvac
- Monash University ■ RACV ■ Southern Hydro/AGL ■ Stockland ■ Sydney Airport ■ Westfield

Overseas Clients and Partners

- World Bank ■ Asian Development Bank ■ AusAID ■ GHD Australia ■ IDSS ■ Assai
- RMIT International

Government Departments and Agencies

- Defence Housing Australia ■ Department of Innovation, Industry & Regional Development
- Department of Planning & Community Development ■ Department of Sustainability and Environment
- EPA Victoria ■ Growth Areas Authority, Victoria ■ Planning SA ■ Regional Development Victoria
- Tourism Victoria ■ VicRoads ■ VicUrban

Local Government

We have undertaken projects on behalf of most Councils in Victoria. A considerable share of our work is in regional cities and small towns in Victoria, as well as in other states.

Participation with other Professionals

We undertake many of our projects in association with town planners, urban designers, architects, landscape architects, community planners, lawyers, traffic engineers and other professionals.



PROJECT EXAMPLES

Policy Development

- Adelaide Strategic Plan – Activity Centres Review ■ Ballarat Economic Development Strategy
- Benchmarking Regional Business Costs in Victoria ■ Devonport Economic Baseline Analysis
- Geelong Retail Strategy ■ Population Trends and Infrastructure in Ten Victorian Regional Cities
- Input to Victoria Retail Review ■ Victorian Waste Management Model

Market Assessment

- ALDI Corio Assessment ■ Bendigo Integrated Resort ■ Cbus Estate One Business Park
- Costco Store Rollout ■ Caulfield Racecourse Masterplan ■ Docklands Retail Advice
- E-Gate Mixed Use Potential ■ Hume Corridor Industrial Land Supply
- Latrobe Residential Land Assessment ■ Sydney Airport Retail Development

Impact Analysis

- Altona Intermodal Freight Terminal ■ Economic Significance of Surf Coast Music Festivals
- Geelong Bypass Options ■ Melbourne Airport Development Plan ■ Regional Fast Rail Services
- Sidonia Hills Wind Farm ■ Solar Power Community Benefits ■ TRUenergy Mallee Solar Park
- Stockland Victorian Retirement Village Research ■ Victorian Desalination Plant EES

Other Projects

- Activity Centre Planning in Growth Areas ■ Aviation Training and Economic Benefits
- Ballarat Infill Development Opportunities ■ Banyule Arts Precinct Development Plan
- Bintulu Development Plan ■ Central Dandenong Retail and Commercial Revitalisation Strategy
- Clunes Tourism Action Plan ■ Port Phillip Bay Channel Deepening Project EES
- Melbourne 2030 Submissions ■ Regional Cities Population Projection Model
- Sustainable City Services in Beijing and Qingdao ■ Clarksdale, Mississippi Action Plan for Downtown