

# CURRICULUM VITAE



ESSENTIAL ECONOMICS

## **Geof Snell**

B. Bus (Property)

### **Property Consultant**

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#### *Introduction*

Geof is a Property Consultant with a background in industrial property analysis including land studies and market commentaries. Geof has also previously been involved in the marketing of major industrial property projects and has a sound knowledge of industrial market issues. Since joining Essential Economics, Geof has gained significant experience working on a wide range of projects, including economic profiling, site assessments, economic impact studies and economic development.

#### *Disciplines, Skills, Qualifications*

Geof has a Bachelor degree in Business, with a specialisation in Property, from the Royal Melbourne Institute of Technology (RMIT). He is on the Property Council of Australia (Victoria) Industrial Committee and has over seven years' experience in the property industry.

At Essential Economics, Geof has gained experience working on a diverse range of property-related projects across Australia for a variety of public and private sector clients. He has worked on market assessments for major industrial, commercial, retail and residential developments and has also provided background property analysis for economic profiles, economic impact studies and activity centre planning.

Geof has advanced computer skills and can use a range of statistical, graphical and mapping software to assist in achieving quality project outcomes.

#### *Academic Qualifications*

Bachelor of Business (Property), Royal Melbourne Institute of Technology (RMIT), 2003

#### *Present positions*

Property Consultant, Essential Economics, April 2008 - present

#### *Past positions*

Research Analyst, CB Richard Ellis, 2004 - 2008

Retail Lease Administrator, Retail Development Services, 2002-2004



## Relevant Experience

### *Retail, Commercial and Industrial Assessments*

- Alexanders Road, Morwell – Industrial Land Assessment, for private client
- Kinnears Ropeworks Site Assessment, for private client
- Ballarat Residential Infill Site Study, for City of Ballarat
- Diggers Rest Employment Assessment, for private client
- Moorabbin Airport Masterplan Review, for Moorabbin Airport Corporation
- Gaffney Street Commercial Assessment, for private client
- Broadbeach Lifestyle Centre Site Assessment, for private client
- Korumburra Retail Update, for private client
- Darwin Gateway Site Assessment, for private client
- Wodonga Commercial Market Assessment, for Connell Wagner
- Romsey Commercial Market Assessment, for private client

### *Economic Development*

- Boroondara Retail, Commercial & Residential Analysis, for City of Boroondara
- Economic Input to Nillumbik Planning Scheme Review, for Nillumbik Shire Council
- Ballarat Residential Infill Site Study, for City of Ballarat
- Moreland-Darebin Economic Profile, for Department of Planning and Community Development
- Devonport Economic Baseline Study, for Devonport City Council
- Racecourse Road, Flemington - Economic Analysis, for private client
- Pentridge Site, Coburg - Policy Review, for private client