

CURRICULUM VITAE



ESSENTIAL ECONOMICS

John Henshall

B. Com (Econ), Post-Grad Dip TRP, LFPIA

Principal

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Introduction

John, the principal of Essential Economics Pty Ltd, is an Economist and Town and Regional Planner with over thirty years consulting experience in urban and regional economics, land use planning, housing and community consultation. He has significant experience in the area of economic development.

Disciplines, Skills, Qualifications

John has a Bachelor of Commerce (Economics) from the University of Melbourne and a Post-Graduate Diploma of Town and Regional Planning from the University of Melbourne. He is a member of the Priority Development Panel for the State Government of Victoria and is a board member of the Victorian Planning and Environmental Law Association. John is also a Life Fellow of the Planning Institute of Australia and a Fellow of the Victorian Planning and Environmental Law Association

John is an economist/planner who has worked with organisations in industry, government and consulting, both in Australia and abroad. His experience covers projects in urban and regional economic development and land use planning; industry sector analysis; industrial, commercial and retail location and development; tourism strategies and projects; and appearing as expert witness at planning appeals and panels.

John also has considerable experience in economic and development planning projects in Asia including housing, sites & services, urban and village improvements, poverty alleviation programs, and project review and evaluation. His overseas work has involved projects funded by AusAID, the World Bank, UNCHS/UNDP and the Asian Development Bank, as well as municipal and regional development authorities and private sector projects. Countries in Asia include Indonesia, Malaysia, Vietnam, China, The Philippines, Pakistan and Bangladesh.

Academic Qualifications

Bachelor of Commerce (Economics), University of Melbourne, 1968
Post-Graduate Diploma of Town and Regional Planning, University of Melbourne, 1976

Present positions

Principal, Essential Economics Pty Ltd, 1997-present
Member, Priority Development Panel, State Government of Victoria, 2009 -

Past positions

Partner, Henshall Hansen Associates, 1986-1997
Principal, John Henshall & Associates, 1981-1986
Regional Economist, Ministry of Public Works, Jakarta, 1979-1980
Meldrum Burrows & Partners, Architects/Planners, 1975-1979
Melbourne and Metropolitan Board of Works, 1974-1975
KA Read Pty Ltd, Planners and Surveyors, 1973-1974
Research Services Limited, London, Economic Research, 1972-1973
Alcoa of Australia, Economic and Market Research, 1969-1972



Relevant Experience

Strategic Planning for Town Centres and Shopping / Commercial Centres and Activity Centres

- Retail Potential for Melbourne's CBD to 2030, for City of Melbourne (2010)
- Retail Potential for Southbank to 2030, for City of Melbourne (2010)
- Hume Growth Area Economic/Employment Study, for Growth Areas Authority (2009)
- Casey Growth Area Economic/Employment Study, for Growth Areas Authority (2009)
- Benalla Town Centre Retail Strategy, Benalla Rural City (2009)
- Downtown Clarksdale – Action Plan for Revitalisation, for Clarksdale/Coahoma, Mississippi USA (2008)
- Moorabbin Airport Masterplan Review, for Moorabbin Airport Corporation (2008)
- Cranbourne East Structure Plan Review (Retail/Activity Centres), for Growth Areas Authority (2008)
- Retail Metropolitan Melbourne Retail Floorspace Projections to 2030, for DSE (2007)
- Regional Victoria Retail Floorspace Projections to 2030, for DSE (2007)
- Advisory Role to Victorian State Government on Retailing and Activity Centres, for Department of Planning and Community Development (2007)
- Brimbank Retail Economic Assessment for Activity Centres, for City of Brimbank (2007)
- Brimbank Activity Centre Strategy, with Planning by Design, for Brimbank City Council (2007)
- Craigieburn Town Centre Review, for Hume City Council (2007)
- Burwood Heights Activity Centre Advice, Whitehorse City Council (2007)
- Auckland Town Centre Study, for City of Auckland (2005/2007)
- Dandenong CBD Revitalisation Strategy, for City of Greater Dandenong (2005/6)
- Greater Geelong Retail Strategy, for City of Greater Geelong (2005/2006)

Retail and Commercial Feasibility and Location Assessments

- GTV9 Redevelopment Site – Retail Potential, for Lend Lease (2010)
- Centre Road, East Bentleigh Economic Impact Assessment, for private client (2010)
- Broadbeach Lifestyle Centre, Broadbeach, for private client Queensland (2008)
- Kinnears Ropeworks Site, Footscray - Mixed Use Development, for private client (2008)
- Costco (Docklands) Economic Impact Assessment, for Costco (2007)
- Proposed Pentridge Development Peer Review, for Valad (2008)
- Martha Cove Retail Review, for Mornington Peninsula Shire (2007)

Specialised Activity Centres Planning

- Heidelberg Specialised Activity Centre and Heidelberg Central Major Activity Centre Planning Strategy, with The Planning Group for Banyule City Council and DSE (2004)
- Monash Specialised Activity Centre – University and Medical Precinct and Technology Precinct Strategy, with Beca for Monash City Council, DSE and DIIRD (2004)

Urban & Regional Economic Development

- Greater Shepparton Economic Development Strategy, for City of Greater Shepparton (2009)
- Boroondara Economic Development Strategy, for City of Boroondara (2008, 2009)



- Tatura Racing Club Economic Assessment, for City of Greater Shepparton (2009)
 - Echuca Second Bridge Economic Assessment, for Campaspe Shire (2009)
 - Regional Cities Population Analysis, for Regional Cities Victoria (2008, 2009)
 - Population Trends and Infrastructure in Ten Regional Cities, for Regional Cities Victoria (2008 -current)
 - Economic Development and Employment - Hume Growth Corridor, for Growth Area Authority (2008/9)
 - Economic Development and Employment – Casey Growth Corridor, for Growth Area Authority (2008/9)
 - Preparation of Urban Economic Indicators, for VicUrban (2007)
 - Ballarat Economic Development Strategy, for City of Ballarat (2006)
 - Benchmarking Regional Business Costs, for Regional Development Victoria (2005)
- Urban Design Frameworks – Retail / Economic Input*
- Glen Eira Urban Villages, with Planisphere (2004)
 - Eltham Town Centre, with Hassell (2003/4)
 - St Albans Urban Design Framework, with David Lock Associates (2002)
 - Bell Street Urban Design Framework, with David Lock Associates (2002)
 - Mt Evelyn UDF – Economic Considerations for Town Centre, for Yarra Ranges Shire (2002)
 - Mt Beauty Urban Design Framework, with Gillespies Australia Pty Ltd (2002)
- Tourism Projects and Strategies*
- Downtown Clarksdale - Action Plan for Revitalisation, for Clarksdale/Coahoma, Mississippi USA (2008)
 - Korumburra Conference Centre Market Assessment, private client (2008/9)
 - The Falls Music Festivals, Lorne and Marion Bay, Economic Impact Assessment, Ashlorien Enterprises (2009)
 - Echuca Second Bridge Planning Study, for VicRoads (2008)
 - Economic Contribution of RACV Resort to Inverloch Township, for RACV (2007)
 - Falls Creek Masterplan, for Falls Creek Management Committee (2007)
 - Phillip Island Resort Project, for Linfox Property Group (2007)
 - Willow Creek Winery and Accommodation Assessment, for private client (2006)
- Residential Land Assessments*
- Batesford South General Plan, with Golder Associates, for private client (2010)
 - Coronet Bay Residential Land Assessment, for private client (2010)
 - San Remo Residential Assessment, for private client (2007) and Panel Hearing (2009)
 - Wonthaggi South Residential Assessment, for private client (2009)
 - Wonthaggi North-East Residential Assessment, for private client (2008)
 - Torquay Residential and Activity Centres Assessment, for Amex Corporation (2008)
 - Dalyston Residential Assessment, for private client (2007)
 - Student Accommodation at Monash Caulfield, for Monash University (2004)
- Mixed-Use Developments*
- Proposed Rezoning of Bradmill Site - Industrial Land to Mixed Use, for City of Maribyrnong (2009)
 - Kensington, North Melbourne Industrial Land and Mixed Use Assessment for private client (2009)
 - Gaffney Street, Coburg, Mixed Use Market Assessment, for private client (2009)
 - Kinnears Ropeworks Footscray Mixed Use Market Assessment, for private client (2009)



- Broadbeach Lifestyle Centre, Broadbeach, Queensland, for private client (2008)

Industrial Land Studies

- Aviation Training and Potential Economic Impacts, for Oxford Aviation (2010)
- Solar Power Plant Socio-Economic Assessment, for private client (2010)
- Goulburn Valley Freight Logistics Centre Industrial Land Assessment, for City of Greater Shepparton (2010)
- Industrial Land Outlook for City of Monash, for private client 2010
- North Bayswater Industrial Area, for private client (2010)
- Industrial Land Assessment, for MAB Corporation (2006)
- Pyrenees Shire Industrial Land Review, for Pyrenees Shire Council, with Network Planning Consultants (2005)
- Separation Street Industrial Land to Residential Zone, for private client (2004)
- Torquay North-West Industrial Land Panel, for Surf Coast Shire (2004)
- Sydney Road Coburg Industrial Land – residential proposal, for private client (2004)
- Nylex Richmond Site Redevelopment Proposal for Commercial Use, for private client (2003)
- Maidstone Industrial Land Redevelopment for Residential, for private client (2003)

*Overseas Assignments
(since 1999)*

- Downtown Clarksdale - Action Plan for Revitalisation, for Clarksdale/Coahoma, Mississippi USA (2008)
- Auckland CBD Retail Strategy Plan, for City of Auckland (2006/2007)
- Danang Priority Infrastructure Investment Project – Advisory Report on the Danang Socio-Economic Development Plan 2006-2010 – Vietnam, for The World Bank (2005)
- Miri Regional Strategic Plan, Sarawak, with GHD Pty Ltd and Konsortium Malaysia, for Sarawak State Planning Unit (2003/4)
- Bintulu Urban and Regional Strategic Plan, Sarawak, with GHD Perunding Sdn Bhd and Jurutera Perunding Wahba Sdn Bhd, for Bintulu Development Authority (2003/4)
- Study of Cumulative Environmental Impact - Bali Urban Infrastructure Project, with Egis Consulting, for the World Bank (2000/1)
- Quong Ngai Rural Infrastructure & Services Project Feasibility Study, Vietnam, with Pacific Architecture (Assai), for AusAID (2000)
- Sustainable City Services in Urban China – Beijing and Qingdao, for SCORES as part of Australia-China Capacity Building Program / ACIL (1999/2000)

Other

- VCAT and Planning Panels - Representation of private and public sector clients as Expert Witness
- Member, Priority Development Panel, State Government of Victoria (2009 -)
- Economics for Planners - PLANET Course preparation and presentation, for PLANET/DPCD (2008/2009/2010)