

# CURRICULUM VITAE



ESSENTIAL ECONOMICS

## **John Henshall**

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

### **Principal**

john@essentialeconomics.com



#### *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 Henshall is a Development Economist and Urban and Regional Planner with over thirty years consulting experience in urban and regional economics, infrastructure and land use planning. He has worked as team leader and economist for the World Bank, Asian Development Bank, UNCHS/UNDP, AusAID, and other agencies and municipal and regional development authorities.

He has extensive experience on aid projects, starting as Project Economist for the Kampung Improvement Program and Low Cost Housing Program in Indonesia in 1977. Since that time, projects have involved housing, sites and services, urban and village improvements, poverty alleviation programs, and project review and evaluation. Examples of Sector studies include the Bangladesh Urban and Shelter Sector Review for UN-Habitat and an AusAID review of the Water Supply and Sanitation Sector in Indonesia.

In addition, John has also undertaken projects in the UK and the USA. A recent project involved the preparation of an Action Plan for Downtown Revitalisation in Clarksdale, Mississippi where the economic revitalisation is closely related to cultural tourism and a resurgence of interest in Blues music and Delta culture.

#### *Qualifications*

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

#### *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

#### *Countries worked:*

Australia, United Kingdom, Indonesia, Malaysia, Pakistan, Bangladesh, the Philippines, Vietnam, China, New Zealand, USA



## Relevant Experience

### **2008                      Urban Economist, Study Author – Downtown Clarksdale: An Action Plan for Economic USA                      Revitalisation**

A plan for the regeneration of Downtown Clarksdale, Mississippi, a city with an indelible relationship with Blues music and Delta culture. This report provides an economic development path for the city. It recognises the importance of preservation, conservation and renewal for a community whose economic focus has shifted from cotton to the services sector, with growth in tourism based on the cultural heritage of the Blues. While this report is specific to the Mississippi Delta, it provides a model for economic development of other Downtown areas.

### **2006                      Urban Economist, Study Director – Auckland CBD Retail Development Strategy New Zealand**

The retail development strategy presented a detailed examination of the retail sector, comprising an audit of retail floorspace provision, estimation of future retail expansion opportunities, analysis of the contribution of tourist visitation to the sector, and identification of gaps in retail provision. Recommendations were made to guide the physical direction of development in the CBD in order to take advantage of Auckland's harbour aspect and make full use of the waterfront. A key feature of the analysis was the level of consultation with major stakeholders, including representatives of local retailers, land owners and developers.

### **2005                      Urban and Regional Economist/Planner, Team Leader (for The World Bank) – Review of Vietnam                      Danang 5- Year Socio-Economic Development Plan 2006-2010**

This project provided advisory support to the Danang Priority Infrastructure Investment Project (PIIP) which is being prepared by the World Bank as part of a development program for Danang, Vietnam. Danang is a coastal city of some 760,000 people located in central Vietnam. PIIP is intended as a multi-sectoral infrastructure investment project aimed at poverty reduction and the promotion of economic growth. During design of the PIIP, it is essential that the project is designed to ensure coherency with the goals and objectives of the forthcoming Danang 5-Year Socio-Economic Development Plan 2006-2010. This consultancy project involved a review of the 5-year plan in the light of recent and likely future development trends in Danang, and provides input to the PIIP. The consulting project is funded from the Australian Consultant Trust Fund and managed by the World Bank. The project involved two field visits to Danang and Hanoi.

### **2003 – 2005            Urban and Regional Economist (with GHD Pty Ltd and Konsortium Malaysia for Sarawak Malaysia            State Planning Unit) – Miri Regional Plan**

This project involves the preparation of a Regional Plan for the Miri Division in the State of Sarawak, East Malaysia. The Division has an existing population of some 330,000 people, but most are living in the coastal zones where economic activities focus on oil and gas production, plantation agriculture and fisheries. The many small towns and villages in the rural hinterland suffer from lack of convenient and affordable transportation to the main city of Miri, and this is one of the factors contributing to the lack of economic development. The role of the economist is to identify underlying changes in economic activity and to provide estimates of Miri's economic outlook, including consideration of industry, tourism and supporting infrastructure. The economist also provides contributions to the team's preparation of a Regional Plan designed to foster appropriate development in the Miri Division and at the sub-regional level.

### **2003 – 2005            Economics Adviser (with GHD Perunding Sdn Bhd and Jurutera Perunding Wahba Sdn Malaysia            Bhd, for Bintulu Development Board) - Bintulu Urban and Regional Plan**

This project involves the preparation of an urban and regional plan for the town of Bintulu in the State of Sarawak, East Malaysia. The role of the economic adviser is to assist the team in undertaking the regional analysis, including assessment of development policies, identification of major development programs and projects, assessment of main economic activities in Bintulu, and projections for GDP and employment. An advisory role in tourism development is also provided as part of the economist's advisory role.



**2000 – 2001                      Urban and Regional Economist (with Egis Consulting, for The World Bank) – Study of Indonesia Cumulative Environmental Impact – Bali Urban Infrastructure Project**

This project involved identifying challenges to Bali's natural environment arising from tourism and urban development, and to identify responses that are achievable and affordable, with both public and private sector participation. The role of the urban and regional economist was to identify demographic and economic changes underlying urban change in Bali, including reference to developments in business and tourism, investment and jobs, and other indicators of growth. Responses to these challenges were identified and these involve public and private sector interests. This work provided an input to the overall strategic plan addressing environmental impacts in Bali.

**2000                                      Economics Adviser (with Pacific Architecture in association with IDSS and World Vision, Vietnam for AusAID) – Quang Ngai Rural Infrastructure and Services Project Design**

The goal of this project was to reduce poverty and improve the quality of life in rural communities in Quang Ngai province in central Vietnam, which is one of the nation's poorest provinces. The focus for the project was to strengthen the capacity of local communities to prioritise, plan, construct, manage and maintain small scale rural infrastructure and local services, ranging from footpaths and bridges to classrooms, clinics and markets. The Economics Adviser was responsible for providing baseline data on the provincial economy and information on household potential to participate in user-pays projects, and to advise on such matters as project rationale, potential resettlement (this is an area of typhoons and major flooding) and assessment of economic benefit to the community.

**2000 – 2001                      Urban Economist (with RMIT International, for AusAID and ACIL Australia Pty Ltd) – China Sustainable City Services in Urban China, Beijing and Qingdao**

This project involved a design mission to China to prepare a program of activities relating to sustainable city services in eastern seaboard areas of urban China. The project was in response to a request for assistance from the State Council Office for Restructuring the Economic System (SCORES), under the China Capacity Building Program (CCBP). Stage 1 of the mission involved consultations with SCORES and relevant parties to assist in identifying options for co-operation under the CCBP, and included preparation of an Activity Proposal which outlines specific activities that may be pursued under the CCBP. Field work involved consideration of the framework within which city services in the two cities (Beijing and Qingdao) are provided and further developed, and barriers to expansion and diversification. Examples in the Australian context of how service sector activities are developed, delivered and diversified were provided. The project also involved a field visit to Australia for senior Chinese officials and this was followed by Stage 2 involving a Workshop in Beijing with key departments and regional representation to discuss ways by which development of the service sector in China may be pursued. The assignment concluded with project design. The urban economist was team leader for the Stage 2 in-country visit and project design.

**1996                                      Urban Shelter Specialist (with International Development Support Services Pty Ltd and Bangladesh Bangladesh Consultants Limited, for Asian Development Bank) – Bangladesh Urban Poverty Reduction Project – Dhaka**

The aim of this Technical Assistance was to prepare a project to improve the economic, social and physical conditions of the urban poor in Dhaka (population 9 million, 70% of whom are poor). The project focused on poor slum settlements, and involved close liaison with NGOs, CBOs and government agencies, as well as detailed assessment of settlement conditions and residents' attitudes and needs in ten slum communities. The Shelter Specialist was responsible for the design of shelter aspects for the very poor, including night shelters, low rental accommodation and small credits for home ownership and improvements, having regard for household incomes, household/family structures, etc. Input to preparation of Project Design Document. Involved three in-country visits.



**1995 Philippines Economist/Planner and Team Leader (Period Contract with CMPS&F, for AusAID) – Review of Technical Assistance to Physical Planning (TAPP)**

Review of existing TAPP project covering 28 provinces, and recommendation for project extension to cover the remaining 48 provinces in this program of assisting provincial government and the National Economic Development Authority in physical planning. The review included field visits, review of education and training for planners, consideration of distance education potential, and assessment of the impact of the technical assistance in the preparation of the Provincial Physical Plans. Preparation of Project Design Document. The project has been successfully implemented.

**1995 Vietnam Urban Economist (with Henshall Hansen Associates and Overseas Projects Corporation of Victoria, for Architect-in-Chief's Office, Hanoi People's Committee and AusAID) - Hanoi Planning and Development Control Project**

The purpose of this project was to assist the effective and proper urban planning and development control in Hanoi. The project involved the preparation of a Development Plan and planning management controls, a Local Structure Plan as a pilot project, a Conservation Strategy for the Ancient Quarter, and a study tour as part of an institutional strengthening program for the Architect-in-Chief's Office. The Urban Economist was responsible for socio-economic data analyses, assessment of urban economic trends and tourism in Hanoi, implications for development planning, assessment of economic conditions in the Ancient Quarter as input to the Plan, urban economics input to the Pilot Project local structure plan, and input to the Australian study tour in local structure planning.

**1995 Indonesia Urban Economist (Thomson Wolveridge and Perrett, Architects, for Harapan Group, Jakarta) – Preliminary Masterplan for Tenjo, Bogor**

Responsible for urban economics and development planning inputs to future settlement pattern for a site area of 3,500 ha in Tenjo, approximately 50 km west of Jakarta. The site is to be developed in Stage 1 as a recreation destination with a Golf Resort as the focus, together with inclusion of required housing mix (high, middle and lower income housing) and supporting services, and with subsequent stages to see full development of the land to a possible future population of approximately 350,000 people.

**1992 – 1993 Indonesia Development Economist (for Ministry of Public Works, Directorate Tata Kota Dan Tata Daerah, Government of Indonesia, and The World Bank, Sub-Consultant to Culpin Planning) – Jabotabek Metropolitan Development Plan Review**

Responsible for review of urban and regional economic and land development trends since the original JMPD strategy was prepared (1980) and preparation of forecasts for regional employment; land requirements for industry and other main activities; and identification of private sector property trends and plans. Input to the revised strategy for 1990 - 2010. Field visits, workshops and meetings with key government departments and private property development interests.

**1992 – 1993 Bangladesh Land Management Consultant (for United Nations Centre for Human Settlements - Habitat and Government of Bangladesh) – Bangladesh Urban Shelter Sector Review**

Member of 4-person team to review urban and shelter situation including policies, programs and projects at the national level and for urban centres. Responsible for identification of population and urbanization growth trends, and implications for shelter and the urban sector. Focus on land management situation, including existing policies, land ownership and availability, land prices, and institutional aspects associated with land management. Field visits to urban centres, and consultation with representatives of government, donor organisations, NGOs and consultant organisations.



**1991  
Indonesia**                    **Regional Economist (for PT Rajawali Wira Bhakti Utama, Jakarta, as sub-consultant to Urbis Planning, UK) – Intergrated Urban /Rural Development Project at Jonggol, West Java**

Regional Economist providing assessments of existing and potential population levels and forecast requirements for employment, having regard for the needs of a total population of some 400,000 residents. The total area involved of some 12,000 ha, approximately 30 minutes driving time from Jakarta. Identification of regional attributes, including potential tourism links to the Puncak recreation zone, industrial opportunities and service activities, regional infrastructure (especially the Jagorawi Toll Road), and long established farm resources. Input to land use and development concepts in association with rest of team. Field visits and briefings with client bank representatives and kabupaten Bogor officials. Preparation of report on economic development aspects and showing relationship of these components in the Concept Plan to metropolitan Jakarta and kabupaten Bogor development plans.

**1989 – 1990  
Pakistan**                    **Project Economist (as sub-consultant to Kinhill Engineers Pty Ltd and Nespak Engineering for Karachi Municipal Corporation and The World Bank) – Karachi Urban Land Management Project**

Project Economist providing urban economics assessment of urban land and residential development in Karachi. Special reference to low income groups and informal sector. Recommendations on affordability and alternative land development mechanisms. Field visits to government land and housing schemes, existing informal settlements and illegal subdivisions (*katchi abadis*)

**1987  
Indonesia**                    **Project Economist (sub-consultant to Scott Furphy Engineers, for Ministry of Public Works, Government of Indonesia, and Australian International Development Assistance Bureau) – Eastern Indonesia – Ikk Water Supply Project**

Responsible for evaluation of economic and development conditions in 25 small towns; assessment of ability and willingness of people to pay for water; and development budget considerations. Field visits to Lombok, Sumbawa, Flores and West Timor.

**1985  
Indonesia**                    **Economist/Planner (with Australian Institute of Urban Studies, for Australian Development Assistance Bureau) – Review of Australian Assistance to Indonesian Water Supply and Sanitation Sector**

Part of 4-member team to review Australian aid program to Indonesia's water supply and sanitation sector. Tasks: to evaluate the record of Australia's achievements to date; identify Indonesian government policy and requirements; assess future needs and available means; and identify how Australia might best direct future assistance to the Indonesian water supply and sanitation sector. Team visited southern Sumatra; west, central and east Java; Bali; Lombok; and Jakarta.

**1982 – 1983  
Indonesia**                    **Urban/Regional Economist (for Ministry of Public Works and Ministry of Home Affairs, Government of Indonesia, funded by The World Bank. Sub-Consultant to Clifford Culpin and Partners, UK, 1982, 1983; four short-term visits) – Jabotabek Implementation Advisory Team Services**

Advising on economic aspects of the implementation of the 1985-2005 development plan for Jakarta, Bogor, Tangerang and Bekasi (JABOTABEK). Including regional employment prospects; household income projections; manufacturing and service industry location and development; development of small towns and secondary growth centres; and government support to small-scale industry. Advisory role to DKI Jakarta Strategic Planning Group in preparation of the city's 1985-2005 Development Plan. Preparation of Strategic Plan for Small Town Development in Bogor Regency and development recommendations for Secondary Growth Centres.



**1979 - 1980**                    **Regional Economist (direct employment with Directorate of Urban & Regional Planning, Indonesia**  
**Indonesia**                    **Ministry for Public Works, Government of Indonesia, and The World Bank) – Jabotabek Metropolitan Development Plan (JMDP)**

Member of JMDP team involved in evaluation of the physical, economic, social and institutional implications of major options for the expansion of Jakarta and the surrounding region. Work involved existing/forecast population and employment and their regional distribution; household income; agricultural development; industrial activity; identification of areas for new industrial development; role of small-scale industry and the informal sector in employment and income generation; preparation of Regional Development Strategies for Bogor, Tangerang and Bekasi; and preparation of Regional Programs for Small-Scale Business Development, Small Town Development, Staged Industrial Land Development, and Rural Development. Analyses of urban land and housing markets, and analysis and evaluation of alternative spatial development strategies for the Jakarta region, including Guided Land Development.

**1977**                            **Project Economist (for PERUMNAS: National Urban Development Corporation, Indonesia**  
**Indonesia**                    **Government of Indonesia, and funded by World Bank; Seconded to the staff of Jururancang Bersekutu, Kuala Lumpur) – Low Cost Housing and Sites & Services, Surabaya**

Subject land was a 150 ha site with target population of 37,500 persons. Role as Project Economist responsible for collection and analysis of socio-economic data, housing demand and needs, target groups and development of alternative housing programs, and employment opportunities. Investigation of opportunities for cross-subsidisation of site development costs. Assessment of economic benefits. Cash flow analysis.

**1977**                            **Project Economist (for PERUMNAS: National Urban Development Corporation, Indonesia**  
**Indonesia**                    **Government of Indonesia, and funded by World Bank; Seconded to the staff of Jururancang Bersekutu, Kuala Lumpur) – Kampung Improvement Programs, Surabaya and Ujung Pandang**

Development of a 5-year program of kampung improvement covering approximately 500-600 ha in each city and planned for implementation during Indonesia's third Five Year Plan (1979/80-1983/84). Project Economist responsible for identifying the socio-economic profile of each city, assessing the adequacy of community facilities, identifying kampungs for improvement in physical and social infrastructure, preparation of socio-economic programs, estimation of capital costs incurred, investigation of alternative financing arrangements, and projection of economic benefits.