

CURRICULUM VITAE



ESSENTIAL ECONOMICS

John Noronha

MSc (Economics), BSc

Senior Consultant

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Introduction

John is a Senior Consultant at Essential Economics with wide-ranging experience in public and private sector work in both the UK and Australia. John's particular expertise is in economic development, cost-benefit analysis, and assessment of the local, regional and wider economic impacts associated with major urban and regional developments.

Disciplines, Skills, Qualifications

John has a Masters degree in Economics, and has over fifteen years' experience in undertaking economic research for a wide range of clients.

At Essential Economics, John's role is primarily in preparing economic development strategies, demand forecasting across a range of sectors, preparing economic profiles, and assessing economic impacts associated with tourism, commercial, residential and industrial land projects.

John has particularly strong expertise in cost benefit analysis and economic impact assessments, considerable experience in community and stakeholder consultation, and excellent report writing and presentation skills. John also represents clients as expert witness at tribunals and panels.

Academic Qualifications

Master of Science (Economics), University of London, England, 1991
Bachelor of Science (Hons) Economics / Politics, University of Devon, England, 1988

Present positions

Senior Economist, Essential Economics, July 2004 - present

Past positions

Senior Research Economist, Productivity Commission, 2002-04
Senior Economist, MacroPlan Australia Pty Ltd, 1997-2002
Tutor (Economics), David Game College, London, UK, 1995-97
Research Analyst, LCAAF, London, UK, 1994-95
Data Analyst, Department of Transport, London, UK, 1993
Research Assistant, London Transport Advertising, UK, 1992



Relevant Experience

Economic Development and employment strategies

- Latrobe Infrastructure and Resources Analysis, for Latrobe City Council
- Hume Growth Area Economic/Employment Study, for Growth Areas Authority
- Casey Growth Area Economic/Employment Study, for Growth Areas Authority
- Implications of Population Growth on Resources and Infrastructure in Regional Cities, for Regional Cities Victoria
- Boroondara Economic Development Strategy, for Boroondara City Council
- Greater Shepparton Economic Development Strategy, for Greater Shepparton City Council
- Moonee Valley Economic Development Strategy, for Moonee Valley City Council
- VicUrban Economic Indicators Project, for VicUrban
- Nillumbik Green Wedge Management Plan – Economic Analysis, for Nillumbik Shire Council
- Regional Economic Assessment for Swan Hill Bridge Planning Study, for VicRoads
- Latrobe Valley 2100 Coal Resources Project – Impacts on Urban Expansion and Economic Growth, for Latrobe City Council
- Devonport Economic Baseline Study, for Devonport City Council
- Local Government and Economic Development, for Northern Tasmania Development
- Casey Business Development Strategy Review, for City of Casey
- Latrobe Economic Study – Analysis of Population and Household Growth Potential, for Latrobe City Council
- Ballarat Economic Development Strategy, for the City of Ballarat (2005)
- Kiewa Valley Economic and Social Development Strategy, for Alpine Shire
- Benchmarking Regional Business Costs, for Regional Development Victoria
- Danang Priority Infrastructure Investment Project – Advisory Report on the Danang Socio-Economic Development Plan 2006-2010 – Vietnam, for The World Bank

Cost Benefit and Economic Impact Analysis

- Hotel Windsor Re-Development – Economic Impact Assessment, for the Halim Group
- Cowes-Stony Point Car Ferry Feasibility and Economic Impact Assessment, for Bass Coast and Mornington Peninsula Councils
- Echuca Bridge Planning Study – Economic Impact Assessment, for VicRoads
- Sidonia Hills Wind Farm – Economic and Social Impact Assessment, for Hydro Tasmania Consulting
- Docklands Harbour Esplanade – Cost Benefit Analysis of Design Options, in conjunction with BKK Architects, for VicUrban
- Victorian Desalination Plant EES – Existing Conditions and Economic Impact Assessment, for Department of Sustainability and Environment (2008)
- Economic Impact Analysis for proposed Solar Power Station, for Sunraysia Mallee Economic Development Board
- Benchmarking Victorian and NSW Manufacturing Locations, for Coca Cola Amital
- Economic Benefits Statement for Geelong TAC Office Development, for private client
- Economic Impact Assessment for the Bogong Power Plant Project, for Southern Hydro and Alpine Shire Council



*Industrial, Commercial
and Residential Market
Assessments*

- Ballarat Integrated Resort Development – Economic Impact Assessment, for private client
- Merrifield Employment Node – Employment Estimates, for MAB Corporation
- Stud Road Business Park Market Assessment, for St Hillers Property Group
- Cbus Estate One Business Park – Land Use Options Assessment, for Cbus Property Pty Ltd
- Shepparton Housing Strategy, in conjunction with DLA, for Greater Shepparton City Council
- Northern Region Commercial Office Market Assessment, for Folkestone Ltd
- Hume Corridor Industrial Land Supply Assessment, for MAB Corporation
- Sale Industrial and Commercial Land Supply and Demand Assessment, in conjunction with Coomes Consulting, for Wellington Shire Council
- Mitchell Commercial and Industrial Land Supply Study, for Mitchell Shire Council

*Strategic and Urban
Planning*

- Moorabbin Airport Masterplan – Market Opportunities Assessment, for Moorabbin Airport Authority
- EastLink Project – Economic Opportunities Assessment for Knox, for Kellehers Australia
- Caulfield Racecourse Masterplan – Residential, Commercial and Retail Market Assessments, for Melbourne Racing Club
- Heidelberg Major Activity Centre Structure Plan, in conjunction with the Planning Group, for City of Banyule
- Monash Specialised Activity Centre Structure Plan, in conjunction with Beca, for City of Monash

Economic Modelling

- Victorian Waste Management Model (2008-2021), for Sustainability Victoria
- Population Projection Model for Victorian Regional Cities, for Regional Cities Victoria
- Population and Household Model – Nillumbik Green Wedge Management Plan, for Nillumbik Shire Council