



Jack O'Connor

BBUS (ECON & FIN), M SOC SCI (PLANNING &
ENVIRONMENT)

Research Analyst



Jack, a Research Analyst with Essential Economics Pty Ltd, is an Economist and Planner with experience in urban and regional economics, urban design/strategic planning research and town planning.

DISCIPLINES, SKILLS, QUALIFICATIONS

Jack has a Bachelor of Business (Economics & Finance) degree and a Master of Social Science (Planning & Environment).

Jack has consulting experience as an urban and regional economist on projects covering economic development; strategic land use planning; retail, commercial, industrial and tourism development and due diligence; and industry sector analysis for a range of public and private sector clients.

Jack's technical skills include market assessments, population and socio-economic forecasting, cost benefit analysis, and land use modelling. Jack has strong GIS skills for data analysis and visual mapping purposes and is an excellent report writer.

Jack is interested in the challenges faced by major cities and regions of the 21st century, in particular the adaptability of existing economic, social and built morphologies to climate change, population growth, globalisation and major structural shifts from traditional labor/capital economic structures to a tertiary service and digital age.

ACADEMIC QUALIFICATIONS

Bachelor of Business (Double Major in Economics and Finance), RMIT University, 2010

Master of Social Science (Planning & Environment), RMIT University, 2014

PAST POSITIONS

Urban Design Researcher (Places for People Project & Neighborhoods Audit), City of Melbourne, 2014-2015

Town Planning Assistant, ARG Planning, June – October 2014

Urban Design Research Assistant, City of Melbourne, Urban Design Branch, January & February 2013



RELEVANT EXPERIENCE

Urban & Regional Economics

Avalon Corridor Strategy, for City of Wyndham and City of Greater Geelong

Jubilee Estate Employment Assessment, for private client

Underwood Peer Review, for Logan City Council

Greater Geelong Accommodation Strategy – Economic Assessment, for City of Greater Geelong

Fonterra Operation Economic Impact Assessment, for Fonterra

200 Wildwood Road VCAT Statement, for private client

200 Springvale Road Market Assessment, for private client

Labertouche North Road Upgrade Economic Impact and Cost Benefit Analysis, for Baw Baw Shire Council

Waverly Golf Club Retail Assessment, for Intrapac Property Pty Ltd

Compensation Framework for Impacts of Melbourne Metro Construction, for City of Melbourne

Southern Gippsland Food Futures – Economic Analysis, for Bass Coast Shire Council and South Gippsland Shire Council

SMCT Supply and Demand Assessment of Burial Land, for Southern Metropolitan Cemeteries Trust

Centenary Arcade Economic Evaluation, for Mildura Rural City Council

Moree Taylors Oval Site Assessment, for Moree Plains Shire

Kilmore West Structure Plan – Land Supply and Demand Assessment, for private client

Pakenham Highest and Best Use Assessment, for private developer

Activity Centre and Retail Assessments

Latrobe Commercial and Residential Land Planning Studies, for Latrobe City Council

Melton South Neighbourhood Activity Centre Catchment Analysis, for private client

Geelong Waterfront Redevelopment, for Royal Geelong Yacht Club

Clyde North Retail Assessment, for private developer

Caroline Springs – Retail Market Assessment, for private client

Dandenong Activity Centre Revitalisation Business Audits, for City of Greater Dandenong

Bunnings Glynde – Economic Impact Assessment, for Bunnings Group

Bunnings Merimbula – Economic Impact Assessment, for Bunnings Group

Bunnings Panorama – Economic Advice, for Bunnings Group

Tourism Assessments

Port Melbourne Hotel Market Assessment, for private client

Great Ocean Road Adventure Park – Economic Impact Assessment, for private client

Bostock Reservoir Ballan – Tourism Assessment, for Snowy Mountains Engineering Cooperation

Other Relevant Projects

2015 Places for People Study, for City of Melbourne

2015 Neighbourhoods Audit, for City of Melbourne

2016 Land Use and Infrastructure Plan, for City of Melbourne