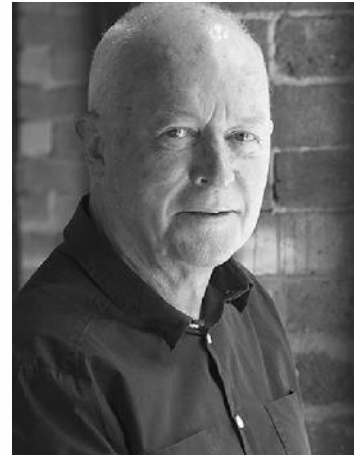




John Henshall

B COM (ECON), GRAD DIP TRP, M SOC SCI (PLG & ENVIRON)

Founding Partner



John, the founding partner of Essential Economics Pty Ltd, is an Urban and Regional Economist and Town Planner with forty years of consulting experience in urban and regional economics, and in land use planning and development, both in Australia and abroad.

BACKGROUND

John has a Bachelor of Commerce (Economics) degree, a Post-Graduate Diploma of Town and Regional Planning, and a Master of Social Science (Planning & Environment). He is a Life Fellow of the Planning Institute of Australia and a Fellow of the Victorian Planning and Environmental Law Association, and is a past Board member of each organisation.

John has worked as an economist/planner with organisations in industry, government and consulting. His experience covers projects in urban and regional economic development and land use planning; industry sector analysis; retail, commercial and

industrial location and development; tourism strategies and projects; and appearing as expert witness at planning tribunals and panels.

John also has considerable experience in economic and development planning projects in Asia, including housing, sites and 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 projects for municipal and regional development authorities and private sector clients. John has worked abroad in Indonesia, Malaysia, Vietnam, China, The Philippines, Pakistan and Bangladesh, and in the UK, the USA and New Zealand.

ACADEMIC QUALIFICATIONS

*Bachelor of Commerce (Economics),
University of Melbourne, 1968*

*Post-Graduate Diploma of Town &
Regional Planning, University of
Melbourne, 1976*

*Master of Social Science (Planning &
Environment), RMIT University, 2013*



PRESENT POSITION

Founding Director, Essential Economics Pty Ltd, since 1997

PAST POSITIONS

Partner, Henshall Hansen Associates, 1986-1997

Principal, John Henshall & Associates, 1981-1986

Regional Economist, Ministry of Public Works, Jakarta, 1979-1980

Economist/Planner, Meldrum Burrows & Partners, Architects/Planners, 1975-1979

Economist and Planning Officer, Melbourne and Metropolitan Board of Works, 1974-1975

Economist, KA Read Pty Ltd, Planners and Surveyors, 1973-1974

Economic and Market Researcher, Research Services Limited, London, 1972-1973

Economic and Market Researcher, Alcoa of Australia, 1969-1972

RELEVANT EXPERIENCE

Strategic Planning for Shopping Centres and Activity Centres

Central Geelong: Malop to Myers Street Revitalisation – Economics Assessment for Geelong Advancement Fund, for City of Greater Geelong

Little Saigon Redevelopment / Economics Assessment in Footscray CBD, with Group GSA for Maribyrnong City Council

Retail Assessment Criteria for Reformed Commercial Zones, for Department of Transport, Planning and Local Government

Manningham Problem Gambling Study, for City of Manningham with Symplan and Planisphere

Bayside Small Activity Centres Assessment, for City of Bayside

Brimbank Retail Economic Assessment for Activity Centres, for City of Brimbank

Dandenong CBD Revitalisation Strategy, for City of Greater Dandenong

Greater Geelong Retail Strategy, for City of Greater Geelong

Economic Value of Main Streets, for Main Street Australia Ltd

Queen Victoria Market Development Outlook, for the City of Melbourne

Wyndham Activity Centres Strategy, for City of Wyndham

Retail Assessment for Arden-Macaulay Structure Plan, for City of Melbourne

Retail Potential for Melbourne's CBD and Southbank to 2030, for City of Melbourne

Metropolitan Melbourne and Regional Victoria Retail Floorspace Projections to 2030, for DSE

Downtown Clarksdale - Action Plan for Revitalisation, for Clarksdale/Coahoma, Mississippi USA

Advisory Role to Victorian State Government on Retailing and Activity Centres, for Department of Planning and Community Development

Potential Impact of the Introduction of Parking Meters on Yarraville Village, for Yarraville Community Group

Costco (Docklands) Economic Impact Assessment, for Costco

Urban & Regional Economic Development

Avalon Corridor Strategy, with Hansen Partnership, for City of Wyndham and City of Greater Geelong (current)

Alexandrina Economic Development Strategy, for Alexandrina Council

Assessment of Applications for Interface Growth Funds 2015-2016, for Socom and Interface Councils



Latrobe Housing, Rural, Industrial and Employment Strategies, for Latrobe City Council with Meinhardt, Capire and DLA

Latrobe Economic Development Strategy and Engagement, with Capire for Latrobe City Council

Avalon Airport Development Options, for Avalon Airport

Transforming Geelong: Economic Status Report 2013, for Committee for Geelong, City of Greater Geelong, Villawood Properties

East-West Link Assessment Committee Hearing- Witness Statement, for City of Melbourne and for City of Moonee Valley (separately)

Gunnedah Second Bridge Over Rail - Business Impact Assessment, for Department of Main Roads with KBR

Hume Growth Area Economic/Employment Study, for Growth Areas Authority

Casey Growth Area Economic/Employment Study, for Growth Areas Authority

Greater Shepparton Economic Development Strategy, for City of Greater Shepparton

Regional Cities Population Analysis, for Regional Cities Victoria

Population Trends and Infrastructure in Ten Regional Cities, for Regional Cities Victoria

Preparation of Urban Economic Indicators, for VicUrban

Benchmarking Regional Business Costs, for Regional Development Victoria

Urban Design / Architecture/Heritage – Economic Assessments

Old Geelong Gaol – Potential Uses for Heritage Building, for Rotary Club of Geelong

Hotel Windsor Heritage Building Economic Implications of Re-Development and Refurbishment, for Halim Group

Kinnears Ropeworks Proposed Mixed Use Development, for private client

Kensington Wool Stores Mixed Use Development, for EG Funds Management

Yorkshire Brewery Mixed Use Development Review, for Heritage Victoria

GTV9 Site Economic Value of Heritage, for private client

Tourism Projects and Strategies

St Kilda Triangle Site – Quantitative and Qualitative Research for Potential Arts Facility, for City of Port Phillip

House of World Culture – Assessment of Retail Opportunities for Princes Pier, with Village Well for Multicultural Arts Victoria

Great Ocean Road Adventure Park VCAT Hearing, for Great Ocean Road Pty Ltd

Holiday Park Market Trends and Eco-Park – Market Assessment, for BCR Asset Management

Country Music Performing Arts Centre, Boyup Brook, WA, with Scenic Spectrums, for Boyup Brook Country Music Club

The Falls Music Festivals, Lorne and Marion Bay, Economic Impact Assessment, for Ashlorien Enterprises

Grampians Peaks Trail Master Plan, with Site Office, for Parks Victoria

Market Feasibility Assessment for The Stevens Hotel, Clarksdale, Mississippi, for the Stevens Hotel Group, LLC

Economic Contribution of RACV Resort to Inverloch Township, for RACV

Falls Creek Masterplan, for Falls Creek Management Committee



Phillip Island Resort Project, for Linfox Property Group

Willow Creek Winery and Accommodation Assessment, for private client

Residential Market Assessments

Residential Potential for Waverley Golf Course and Keysborough Golf Course, for Intrapac Properties Pty Ltd

Bendigo Residential Land Supply Peer Review, for City of Greater Bendigo

Woodend Residential Potential for Macedon Ranges, for Villawood Properties

Batesford South, Coronet Bay, Dalyston, San Remo, Torquay, Walkerville, Wantirna, Wonnhaggi Residential Land Assessments, for various private clients

Mixed-Use Developments

Cobram Former Saleyards Potential Uses Assessment, for Moira Shire

Proposed Rezoning of Bradmill Site - Industrial Land to Mixed Use, for City of Maribyrnong

Brunswick Road Mixed-Use Development, for Caydon

Industrial Land Studies

Avoca Industrial Land Assessment, for Pyrenees Shire

Moreland Industrial Land Strategy Review, for Victoria Police & Department of Treasury & Finance, with Currie & Brown

Industrial Land Review, for City of Greater Shepparton

Industrial Land Outlook for City of Monash, for private client

Industrial Land Assessment, for MAB Corporation

Overseas (only projects since 2000)

Market Feasibility Assessment for The Stevens Hotel, Clarksdale, for the Stevens Hotel Group, LLC, Clarksdale, Mississippi, USA

Downtown Clarksdale - Action Plan for Revitalisation, for Clarksdale /Coahoma, Mississippi USA

Trip Adviser - La Trobe University Study Tour to the Mississippi Delta and Memphis June 2016, for La Trobe University

Auckland CBD Retail Strategy Plan, for City of Auckland

Danang Priority Infrastructure Investment Project – Advisory Report on the Danang Socio-Economic Development Plan 2006-2010 – Vietnam, for The World Bank

Miri Regional Strategic Plan, Sarawak, with GHD Pty Ltd and Konsortium Malaysia, for Sarawak State Planning Unit

Bintulu Urban and Regional Strategic Plan, Sarawak, with GHD Perunding Sdn Bhd and Jurutera Perunding Wahba Sdn Bhd, for Bintulu Development Authority

Study of Cumulative Environmental Impact - Bali Urban Infrastructure Project, with Egis Consulting, for the World Bank

Quang Ngai Rural Infrastructure & Services Project Feasibility Study, Vietnam, with Pacific Architecture (Assai), for AusAID

Sustainable City Services in Urban China – Beijing and Qingdao, for SCORES as part of Australia-China Capacity Building Program / ACIL

Other

VCAT and Planning Panels Victoria - Role as Expert Witness on behalf of private and public sector clients

Member, Priority Development Panel, State Government of Victoria (2009 - 2010)

Economics for Planners - PLANET Course preparation and presentation, for PLANET/DPCD/PIA (annual, since 2008)