



# John Noronha

MSC (ECONOMICS), BSC

Director



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John is a Director 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.

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## INTRODUCTION

John has a Masters degree in Economics, and has nearly twenty 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, industrial and sustainable energy 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 (including public speaking).

John also represents clients as expert witness at planning 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 POSITION

Director, Essential Economics Pty Ltd,  
March 2012 -

## PAST POSITIONS

Associate, Essential Economics, March 2011 – March 2012

Senior Economist, Essential Economics,  
July 2004 – March 2011

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, Employment Strategies, Operational Reviews and Strategic Advice

*Metropolitan Employment Clusters Analysis*, for Metropolitan Planning Authority

*Benalla Performing Arts and Conference Centre – Operational Review*, for Benalla Rural City Council

*Baw Baw Library Service Review*, for Baw Baw Shire Council

*2015-16 Interface Growth Fund – Economic and Community Benefits Assessment*, for SOCOM

*Latrobe "State of the City" Discussion Paper*, for Latrobe City Council

*Avalon Airport Employment Report*, for Linfox

*Latrobe Economic Development Strategy*, for Latrobe City Council

*Victorian Budget Analysis 2012-13, 2013-14, 2014-15, and 2015-16*, for Socom

*Assessing Employment and Skills Requirements for Growth Areas*, for National Growth Areas Alliance

*One Melbourne or Two? – Infrastructure and Resources Requirements in Interface Areas*, for the Interface Councils

*Bell Bay Pulp Mill – Economic Development Plan & Local Procurement Policy*, for Gunns Ltd

*Mitchell Shire Economic Development Strategy*, for Mitchell Shire Council

*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

*Ballarat Economic Development Strategy*, for the City of Ballarat

*Casey Economic Development Strategy Review*, for Casey City Council

*Benchmarking Regional Business Costs*, for Regional Development Victoria

### Cost Benefit, Economic Impact Analysis and Business Cases

*Melbourne Metro Rail Project – Economic Analysis and Peer Review*, for public and private clients

*Beaufort Bypass EES – Cost Benefit Analysis and Economic Impact Assessment*, for VicRoads

*Goulburn Valley Highway Bypass Project – Cost Benefit Analysis and Economic Impact Assessment*, for Greater Shepparton Council

*South-Eastern Melbourne Theme Park – Feasibility Study and Business Case*, for private client

*Sandy Creek Road Quarry Development – Economic Impact Assessment*, for private client

*SES Victoria – Economic Value Assessment*, for State Emergency Services

*West Gippsland Performing Arts Centre Redevelopment – Economic Impact Assessment and Business Case*, for Baw Baw Shire Council

*Daveys Road Bridge Reconstruction – Economic Impact Assessment*, for Baw Baw Shire Council

*Tatura Park Events – Economic Impact Assessment*, for Greater Shepparton City Council



*Colac Performing Arts Centre – Business Opportunities Analysis, for Colac Otway Shire Council*

*Wartook to Zumsteins Active Trail – Economic Analysis, for Horsham Rural City Council*

*John Fawkner Private Hospital Redevelopment – Economic Assessment, for Healthscope*

*Gasworks Arts Park – Economic Impact Assessment, for Gasworks Inc*

*Grampians Peak Trail Masterplan – Business Case, for Grampians Tourism*

*Victorian College of the Arts and the Melbourne Conservatorium of Music – Economic Impact Assessment of Faculty, for VCA and MCM*

*Echuca-Moama Bridge Project – Environment Effects Statement, for VicRoads*

*The Palais Theatre – Economic Impact Assessment and Business Case, for City of Port Phillip*

*Lake Mountain Development – Economic Impact Assessment, for Belgravia Leisure*

*Swan Hill to Lake Boga Active Trail – Economic Impact Assessment, for Swan Hill Rural Council*

*Murra Warra Wind Farm – Economic Impact Assessment, for RES Australia*

*Greater Shepparton Sports and Recreation Sector – Economic Value Assessment, for Greater Shepparton City Council*

*Casey Complex Water Management Plan – Business Case, for City of Casey*

*ACT Aquatic Centre and Stadium Developments – Economic Impact Assessment, for the Gemba Group*

*Gunnedah Second Road Over Bridge Project – Assessment of Business Impacts, for NSW Roads and Maritime Services*

*Kyneton Airfield – Economic Opportunities Study, for Macedon Ranges Shire Council*

*Shepparton Sports Stadium Redevelopment – Economic Impact*

*Assessment, for Greater Shepparton City Council*

*Blacktown International Sportspark Rectangular Stadium Complex Development – Economic Impact Assessment, for Blacktown Venue Management*

*Economic Impacts of SPC Ardmona's withdrawal from the Goulburn Valley Region, for Greater Shepparton City Council*

*GV Link Intermodal Freight Node – Economic Analysis, for Greater Shepparton City Council*

*St Albans Social Enterprise Incubator – Feasibility Study, for Brimbank City Council*

*Wangaratta Arts Centre – Economic Impact Assessment, for Arts Victoria*

*Avalon Airport International Terminal – Economic Benefits Assessment, for Linfox*

*Port Welshpool Marina – Economic and Design Assessment, for South Gippsland Shire Council*

*Shepparton Bypass – Economic Benefits Assessment, for Greater Shepparton City Council*

*Quandong Quarry – Economic Impact Assessment, for Dennis Family Corporation*

*Proposed New Chiltern Quarry – Economic Assessment, for Holcim (Australia) Pty Ltd*

*Penshurst Wind Farm – Economic Impact Assessment, for RES Australia*

*Mallee Solar Park – Economic and Social Impact Assessment, for TRUenergy*

*Fonterra Dairy Operations – Economic Impacts on regional communities, for Fonterra*

*Melbourne City Council Annual and Triennial Arts Grants Program – Economic Evaluation, for Melbourne City Council*

*Dairy Local Roads Project – Economic Evaluation, for Regional Development Victoria*

*Towards Zero Waste Policy – Cost Efficiency of Policy Options, in conjunction*



*with Hyder Consulting Pty Ltd, for Sustainability Victoria*

*Cowes-Stony Point Car Ferry Feasibility and Economic Impact Assessment, for Bass Coast and Mornington Peninsula Councils*

*Docklands Harbour Esplanade – Cost Benefit Analysis of Design Options, for VicUrban in conjunction with BKK Architects*

*Victorian Desalination Plant EES – Existing Conditions and Economic Impact Assessment, for Department of Sustainability and Environment*

*Economic Impact Analysis of Relocation Options for Unilever’s Victorian Manufacturing Operations, for Greater Shepparton City Council*

*Economic Impact Assessment for the Bogong Power Plant Project, for Southern Hydro and Alpine Shire Council*

*Economic Analysis of the Altona Intermodal Freight Precinct, for private client*

## **Industrial, Commercial and Residential Market Assessments**

*Keysborough and Waverley Golf Course Rezonings – Market Analysis, for private client*

*Latrobe Housing, Rural, Industrial and Employment Assessment, for Latrobe City Council*

*Brimbank Council Keilor Offices – Market Assessment of Future Uses, for Brimbank City Council*

*Portarlington Resort Development – Economic Impact Assessment, for private client*

*850 Whitehorse Road, Box Hill Mixed Use Development – Economic Benefits Statement, for Asian Pacific Group*

*Sunbury South Precinct Structure Plan (PSP) – Land Use Assessment and Economic Analysis, for private client*

*Fishermans Bend Urban Renewal Area – Business Audit and Directions Study, for City of Port Phillip*

*Burns Road Industrial Estate, Altona – Assessment of Options to Facilitate*

*Development, for Hobsons Bay City Council*

*State Significance of Metropolitan Melbourne’s Industrial Precincts, for Department of Business and Innovation*

*Ballarat West Employment Zone – Economic Assessment, for the City of Ballarat*

*Casey C21 Business Park – Economic Analysis of potential land uses and employment outcomes, for Growth Areas Authority*

*City West Water Head Office – Economic Analysis of industrial, commercial and residential uses for proposed rezoning, for City West Water*

*Merrifield Employment Node – Employment Estimates, for MAB Corporation and Gibson Property 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, with DLA, for Greater Shepparton City Council*

## **Strategic and Urban Planning**

*Benalla Airport Masterplan – Economic Opportunities Assessment, for Benalla Council*

*Moorabbin Airport Masterplan – Economic Analysis, for Moorabbin Airport Authority*

*EastLink Project – Economic Opportunities Assessment for Knox, for Kellehers Australia*

*Caulfield Racecourse Masterplan – Economic Analysis, for Melbourne Racing Club*

*Heidelberg Major Activity Centre Structure Plan – Economic Analysis, for City of Banyule*

*Monash Specialised Activity Centre Structure Plan – Economic Analysis, 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*, for Nillumbik Shire Council

*Net Community Benefit Model*, for City of Yarra

## Panels/Tribunals and Advisory Committee Hearings

*John Fawkner Hospital Redevelopment – Expert Witness at Panel Hearing*, for Healthscope

*Chiltern Quarry – Expert Witness at VCAT Hearing*, for Holcim Ltd

*Macedon Ranges Planning Scheme: Amendment C67 – Expert Witness at Panel Hearing*, for Ferrier Road Residents Group

*Victorian Desalination Project Inquiry – Expert Witness at Panel Hearing*, for Department of Sustainability and Environment

*Altona Freight Node VCAT – Expert Witness at VCAT Hearing*, for PS Marine Pty Ltd and Salta Properties

## Articles and Key Presentations

*The Importance of Investment Certainty for Renewable Energy*, Planning News, Dec 2014

*Implications of Victoria's new residential zones on property development and land values*, Urban Development Institute of Australia, Dec 2013

*Where are we Heading – One Melbourne or Two?*, Planning News, March 2013

*Infrastructure Challenges in Growth Areas*, Aquatics & Recreation Victoria Industry Conference, Melbourne 2013

*Addressing Skills and Employment Gaps in Outer Metropolitan Growth Areas*, National Growth Areas Alliance – 'Voices of Outer Suburbs' Forum, Sydney November 2012

*Why Planning for the Creative Industries is Good for Productivity*, Planning News, Oct 2012

*'Show me the Money' – Economic Evidence for Infrastructure Funding*, (Space) x (People) Conference, Melbourne 2012.

*Renewable Energy – It's not just about the environment*, Planning News, Nov 2010

*Local Government's Role in Economic Development*, Local Government Focus, Oct 2005