



# Chris McNeill

BACHELOR OF ECONOMICS (MONASH)

Director



**Chris is a demographer and urban economist with more than 25 years of experience. He is armed with a deep knowledge of Australia's urban landscape and is a regular conference presenter and expert witness in matters relating to urban planning and development.**

## DISCIPLINES, SKILLS, QUALIFICATIONS

Chris has a Bachelor of Economics degree and post-graduate Certificate qualifications in international business from the Siemens business school in Germany. He is a Member of the Victorian Planning and Environmental Law Association and a former Sessional Member of Planning Panels Victoria.

Chris has worked in the manufacturing industry as a commercial manager, and as an urban economist with an industry association and as a consultant in private practice. Chris was appointed as a Sessional Member of Planning Panels

Victoria for an eight year period between 2005 and 2031 during which he chaired a number of significant Panels and Advisory Committees.

His urban economics experience covers a range of projects in urban and regional economic development and land use planning; industry sector analysis; residential, commercial, industrial and retail location and development; development contributions plan analysis and review; community infrastructure planning; urban policy analysis and concept feasibility testing; and appearing as expert witness at planning appeal tribunals and panels.

Chris has a passion for regional Australia and he also has extensive experience in both growth area economics and urban renewal projects. Chris has extensive experience in analysing demographic trends and projections and casting his mind forward to how current trends may shape our future. He has been a regular and entertaining presenter at a range of conferences and boardroom presentations, exploring various aspects of Australia's demographic future.

## ACADEMIC QUALIFICATIONS

*Bachelor of Economics, Monash University, 1990*



## **PAST POSITIONS**

Director, Spade Consultants Pty Ltd,  
2007 -2017

Policy Director, Urban Development  
Institute of Australia (Victoria) , 2002-  
2006

Senior Manager, Ernst & Young, 2001-  
2002

Commercial Manager, Telstra Limited,  
2000

Commercial Manager, Australian  
Defence Industries Limited, 1997-1999

Senior Commercial Officer, Siemens  
Limited, 1991-1996

\*Studied and worked in Germany as  
part of Siemens Limited Management  
Program, 1992-1993

\*Sessional Member, Planning Panels  
Victoria, 2005-2013

## **RELEVANT EXPERIENCE**

The following represents a sample of  
projects undertaken by Chris McNeill in  
his former role as a Director with Spade  
Consultants Pty Ltd.

### **Urban Policy Analysis**

*Armstrong Creek Development  
Contributions Analysis*, for Coles

*Ballarat West Development Contributions  
Plan analysis and expert evidence*, for  
G&N Closter

*Cost Benefit Analysis of Level Crossing  
Removals (Mitcham, Rooks and Springvale  
Roads)*, for VicRoads

*Fishermans Bend High Density Residential  
Concept Testing*, for Urban Development  
Institute of Australia (Victoria)

*Heidelberg Parking Strategy and expert  
evidence*, for Banyule City Council

*Northland High Density Residential  
Development Concept Testing*, for  
Department of Sustainability and  
Environment

*Viability of higher density residential  
development in middle Melbourne*, for  
the Priority Development Panel

*Watergardens High Density Residential  
Concept Testing*, for QIC

*Werribee Riverbend Precinct Concept  
Testing*, for Department of Sustainability  
and Environment

### **Strategic and Urban Planning**

*Cape Bridgewater Structure Plan  
economic inputs*, for Mesh Planning

*Darebin Economic Land Use Strategy and  
expert evidence*, for City of Greater  
Geelong

*Horsham North Urban Design Framework*,  
with SJB Urban

*Mornington Aged Care Analysis*, for AMP  
Capital Investments

*Nathalia and Numurkah Industrial Land  
Demand and Feasibility Study*, for  
Nathalia Community Bank

*Numurkah Economic Development Plan*,  
for Moira Shire Council

*Seymour Structure Plan*, with Tract  
Consultants for Mitchell Shire Council

### **Residential and Aged Care Assessment**

*Armstrong Creek Residential Land  
Assessment and expert evidence*, Dennis  
Family Corporation

*Bacchus Marsh Residential Land  
Assessment*, for Planning Studio on Peel

*Ballarat Residential Land Assessment*, for  
Thorney Investments

*Ballarat Residential Land Assessment*, for  
G&N Closter Pty Ltd

*Bendigo Housing Strategy review and  
evidence*, for Urban Development  
Institute of Australia (Victoria)

*Cape Patterson Residential Land  
Assessment and expert evidence*, for  
Wallis Watson

*Churchill Residential Land Assessment*, for  
Tract Consultants



*Coronet Bay Residential Land Assessment and expert evidence, for Thorney Investments*

*Cowes Residential Land Assessment and expert evidence, for Lechte Corporation*

*Drouin Residential Land Assessment and expert evidence, for Planning Central*

*Koo Wee Rup Residential Land Assessment, for Brosnan Engineering Services*

*Kyneton Residential Land Assessment and expert evidence, for ZFN Management Services*

*Melbourne Inner North Residential Market Assessment, for Department of Planning and Community Development*

*Nyora Residential Land Assessment, for Wallis Watson*

*Riddells Creek Residential Land Assessment, for Alan Bravo*

*Shepparton North East Growth Area Residential Land Assessment, Mondous Property*

*Torquay Residential Land Assessment and expert evidence, Amex Corporation*

*Warragul Residential Land Assessment and expert evidence, for Planning Central*

*Warrnambool Housing Strategy Analysis and expert evidence, for Rodgers Properties*

*Woodend Residential Land Assessment and expert evidence, for Villawood Properties*

## **Retail, Commercial, Industrial and Tourism Analysis**

*Mildura Industrial Land Assessment and expert evidence, for Turk Superannuation Fund*

*Nathalia and Numurkah Industrial Land Demand and Feasibility Study, for Nathalia Community Bank*

*Proposed Theme Park Economic Assessment, for Beveridge Williams*

*Regional Urban Development Program (Industrial), for Department of Planning and Community Development*

*Tocumwal Foreshore Masterplan Economic Benefits Analysis, Berrigan Shire Council*

*Wangaratta CBD Master Plan Economic Benefits Analysis, Wangaratta City Council*

## **Other**

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

Sessional Member, Planning Panels Victoria (2005 - 2013)

Urban Economics for Property Developers – UDIA Victoria, preparation and presentation for industry property development course (annual, between 2009 and 2013)