



# Jack O'Connor

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

## Consultant Economist



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Jack, a Consultant Economist with Essential Economics Pty Ltd has experience in urban and regional economics, and urban design/strategic planning research

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### 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 21<sup>st</sup> century, in particular the adaptability of existing economic, social and built morphologies to climate change, population growth, globalization and major structural shifts 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

Research Analyst, Essential Economics, September 2015 – September 2017

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 and Regional Economics**

*Leongatha Revitalization Project Economic Impact Study*, for South Gippsland Shire Council

*Western Distributer Peer Review*, for City of Melbourne

*Midland Highway Duplication Economic Analysis*, for Vic Roads

*Skenes Creek Walking Trail Assessment*, for Otway Committee

*West Coast Strategic Planning Project (Economic Assessment)*, for West Coast Council

*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**

*Mundaring Local Commercial Strategy*, for Shire of Mundaring

*Mildura Retail Strategy*, for Rural City of Mildura

*Moorabbin Decathlon EIA*, for Decathlon

*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**

*Apollo Bay Market Testing*, for Colac Otway Shire

*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