



# Emma Keller

B. ENVS (URBAN DESIGN & PLANNING), MUP (URBAN  
DEVELOPMENT & PLANNING, SOCIAL PLANNING)

## Senior Consultant



---

Emma is a Senior Consultant with Essential Economics Pty Ltd. Emma has experience in property strategy across various brands within the retail industry, and an academic background in Urban Planning.

---

### DISCIPLINES, SKILLS, QUALIFICATIONS

Emma has a Bachelor of Environments (Urban Design & Planning) degree and a Master of Urban Planning (Urban Development & Planning, Social Planning).

Emma is new to the Essential Economics team in 2018, and is an experienced property strategy professional, having previously worked nationally within the retail property sector undertaking detailed site analysis, sales forecasting, and property strategy.

Emma's skills include demographic and market analysis, population forecasting, socio-economic analysis, sales forecasting, and strategy planning. Emma is also experienced in the use of GIS for data analysis and mapping.

Emma enjoys staying up to date with current affairs in the spheres of planning, retailing and urban growth, and is particularly interested in the changing population of the city and its long-term effect on urban planning and development.

### ACADEMIC QUALIFICATIONS

*Bachelor of Environments* (Major in Urban Design and Planning), University of Melbourne, 2011

*Master of Urban Planning* (Specialising in Urban Development and Planning, and Social Planning), University of Melbourne, 2013

### PAST POSITIONS

Network Planner, Coles, February 2016 – January 2018

Assistant Network Planner, Coles, August 2014 – February 2016



**Relevant Experience**

*Holmview Retail Economic Impact Assessment*, for Lancini Group

*Brighton (Tas) Structure Plan Economic Input*, for Brighton Council

*Pascoe Vale Road Economic Land Use Assessment*, for Georges Property Group Pty Ltd

*Port Campbell Urban Design Project*, for Corangamite Shire Council

*200 Hoddle Street EBA*, for H&F Property Group Pty Ltd