



Jack O'Connor

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

Consultant Economist



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

Jack is interested in the challenges faced by major cities and regions of the 21st century, in particular the adaptability of existing economic, social and built structures to climate change, population growth, globalization and major shifts to a tertiary service and digital age.

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.

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

Warragul New Early Learning Centre BCA & EIA, for Baw Baw Shire Council

Sunbury Learning Centre BCA & EIA, for City of Hume

Dulacca Renewable Energy Project, for RES Australia

Mordialloc Bypass EES Economic Input, for Vic Roads

Beaufort Bypass ESS Economic Input, for Vic Roads

Park Ridge Review, for Logan City Council (QLD)

Francis Street Yarraville Strategic Land Use Strategy, for private client

Port Campbell Urban Design Project – Economic Input, for Corangamite Shire

Leongatha Revitalisation Project Economic Impact Study, for South Gippsland Shire Council

Western Distributor 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 (TAS)

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 (QLD)

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

Freeling Supermarket EIA, for Private Client (SA)

Brighton Structure Plan Economic Input, Brighton Council (TAS)

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*