



John Henshall

B COM (ECON), GRAD DIP TRP, M SOC SCI (PLG & ENVIRON)

Founding Partner



John, the founding partner of Essential Economics Pty Ltd, is an Urban and Regional Economist and Town Planner with forty years of consulting experience in urban and regional economics, and in land use planning and development, both in Australia and abroad.

BACKGROUND

John has a Bachelor of Commerce (Economics) degree, a Post-Graduate Diploma of Town and Regional Planning, and a Master of Social Science (Planning & Environment). He is a Life Fellow of the Planning Institute of Australia and a Fellow of the Victorian Planning and Environmental Law Association, and is a past Board member of each organisation.

John has worked as an economist/planner with organisations in industry, government and consulting. His experience covers projects in urban and regional economic development and land use planning; industry sector

analysis; retail, commercial and industrial location and development; tourism strategies and projects; and appearing as expert witness at planning tribunals and panels.

John also has considerable experience in economic and development planning projects in Asia, including housing, sites and services, urban and village improvements, poverty alleviation programs, and project review and evaluation. His overseas work has involved projects funded by AusAID, the World Bank, UNCHS/UNDP and the Asian Development Bank, as well as projects for municipal and regional development authorities and private sector clients. John has worked abroad in Indonesia, Malaysia, Vietnam, China, The Philippines, Pakistan and Bangladesh, and in the UK, the USA and New Zealand.

ACADEMIC QUALIFICATIONS

*Bachelor of Commerce (Economics),
University of Melbourne, 1968*

*Post-Graduate Diploma of Town &
Regional Planning, University of
Melbourne, 1976*

*Master of Social Science (Planning &
Environment), RMIT University, 2013*



PRESENT POSITION

Founding Director, Essential Economics Pty Ltd, since 1997

PAST POSITIONS

Partner, Henshall Hansen Associates, 1986-1997

Principal, John Henshall & Associates, 1981-1986

Regional Economist, Ministry of Public Works, Jakarta, 1979-1980

Economist/Planner, Meldrum Burrows & Partners, Architects/Planners, 1975-1979

Economist and Planning Officer, Melbourne and Metropolitan Board of Works, 1974-1975

Economist, KA Read Pty Ltd, Planners and Surveyors, 1973-1974

Economic and Market Researcher, Research Services Limited, London, 1972-1973

Economic and Market Researcher, Alcoa of Australia, 1969-1972

RELEVANT EXPERIENCE

Strategic Planning for Shopping Centres and Activity Centres

Retail Assessment Criteria for Reformed Commercial Zones, for Department of Transport, Planning and Local Government

Manningham Problem Gambling Study, for City of Manningham with Symplan and Planisphere

Brimbank Retail Economic Assessment for Activity Centres, for City of Brimbank

Greater Geelong Retail Strategy, for City of Greater Geelong

Queen Victoria Market Development Outlook, for the City of Melbourne

Retail Assessment for Arden-Macaulay Structure Plan, for City of Melbourne

Retail Potential for Melbourne's CBD and Southbank to 2030, for City of Melbourne

Metropolitan Melbourne and Regional Victoria Retail Floorspace Projections to 2030, for DSE

Advisory Role to Victorian State Government on Retailing and Activity Centres, for Department of Planning and Community Development

Potential Impact of the Introduction of Parking Meters on Yarraville Village, for Yarraville Community Group

Costco (Docklands) Economic Impact Assessment, for Costco

Revitalisation of Town Centres

Deniliquin Public Space Strategy, with Liesl Malan Landscape Architect, for Edward River Council

Central Geelong: Malop to Myers Street Revitalisation – Economics Assessment for Geelong Advancement Fund, for City of Greater Geelong

Little Saigon Redevelopment / Economics Assessment in Footscray CBD, with Group GSA for Maribyrnong City Council

Dandenong CBD Revitalisation Strategy, for City of Greater Dandenong

Economic Value of Main Streets, for Main Street Australia Ltd

Downtown Clarksdale - Action Plan for Revitalisation, for Clarksdale/Coahoma, Mississippi USA

Leongatha Town Centre Revitalisation Project – Economic Impact Assessment, for South Gippsland Shire

Tocumwal Foreshore Redevelopment – Economic benefits Analysis, for Berrigan Shire Council

Tourism Projects and Strategies

St Kilda Triangle Site – Quantitative and Qualitative Research for Potential Arts Facility, for City of Port Phillip

House of World Culture – Assessment of Retail Opportunities for Princes Pier, with



Village Well for Multicultural Arts
Victoria

*Great Ocean Road Adventure Park VCAT
Hearing*, for Great Ocean Road Pty Ltd

*Holiday Park Market Trends and Eco-Park
– Market Assessment*, for BCR Asset
Management

*Country Music Performing Arts Centre,
Boyup Brook, WA*, with Scenic
Spectrums, for Boyup Brook Country
Music Club

*The Falls Music Festivals, Lorne and
Marion Bay, Economic Impact
Assessment*, for Ashlorien Enterprises

Grampians Peaks Trail Master Plan, with
Site Office, for Parks Victoria

*Market Feasibility Assessment for The
Stevens Hotel, Clarksdale, Mississippi*, for
the Stevens Hotel Group, LLC

*Economic Contribution of RACV Resort to
Inverloch Township*, for RACV

Falls Creek Masterplan, for Falls Creek
Management Committee

*Willow Creek Winery and Accommodation
Assessment*, for private client

Urban Design / Architecture/Heritage – Economic Assessments

*Old Geelong Gaol – Potential Uses for
Heritage Building*, for Rotary Club of
Geelong

*Hotel Windsor Heritage Building
Economic Implications of Re-
Development and Refurbishment*, for
Halim Group

*Kinnears Ropeworks Proposed Mixed Use
Development*, for private client

*Kensington Wool Stores Mixed Use
Development*, for EG Funds
Management

*Yorkshire Brewery Mixed Use
Development Review*, for Heritage
Victoria

GTV9 Site Economic Value of Heritage, for
private client

Urban & Regional Economic Development

Avalon Corridor Strategy, with Hansen
Partnership, for City of Wyndham and
City of Greater Geelong

*Alexandrina Economic Development
Strategy*, for Alexandrina Council

*Assessment of Applications for Interface
Growth Funds 2015-2016*, for Socom and
Interface Councils

Avalon Airport Development Options, for
Avalon Airport

*Latrobe Housing, Rural, Industrial and
Employment Strategies*, for Latrobe City
Council with Meinhardt, Capire and DLA

*Latrobe Economic Development Strategy
and Engagement*, with Capire for
Latrobe City Council

*Transforming Geelong: Economic Status
Report 2013*, for Committee for Geelong,
City of Greater Geelong, Villawood
Properties

*East-West Link Assessment Committee
Hearing- Witness Statement*, for City of
Melbourne and for City of Moonee
Valley (separately)

*Gunnedah Second Bridge Over Rail -
Business Impact Assessment*, for
Department of Main Roads with KBR

*Hume Growth Area
Economic/Employment Study*, for Growth
Areas Authority

*Casey Growth Area
Economic/Employment Study*, for Growth
Areas Authority

*Greater Shepparton Economic
Development Strategy*, for City of Greater
Shepparton

Regional Cities Population Analysis, for
Regional Cities Victoria

*Population Trends and Infrastructure in
Ten Regional Cities*, for Regional Cities
Victoria

Benchmarking Regional Business Costs,
for Regional Development Victoria



Residential Market Assessments

Residential Potential for Waverley Golf Course and Keysborough Golf Course, for Intrapac Properties Pty Ltd

Bendigo Residential Land Supply Peer Review, for City of Greater Bendigo

Woodend Residential Potential for Macedon Ranges, for Villawood Properties

Batesford South, Coronet Bay, Dalyston, San Remo, Torquay, Walkerville, Wantirna, Wonthaggi Residential Land Assessments, for various private clients

Mixed-Use Developments

Cobram Former Saleyards Potential Uses Assessment, for Moira Shire

Proposed Rezoning of Bradmill Site - Industrial Land to Mixed Use, for City of Maribyrnong

Brunswick Road Mixed-Use Development, for Caydon

Industrial Land Studies

Avoca Industrial Land Assessment, for Pyrenees Shire

Moreland Industrial Land Strategy Review, for Victoria Police & Department of Treasury & Finance, with Currie & Brown

Industrial Land Review, for City of Greater Shepparton

Industrial Land Outlook for City of Monash, for private client

Industrial Land Assessment, for MAB Corporation

Overseas (only projects since 2000)

The Stevens Hotel, Clarksdale - Market Feasibility Assessment, for the Stevens Hotel Group, LLC, Clarksdale, Mississippi, USA

Downtown Clarksdale - Action Plan for Revitalisation, for Clarksdale /Coahoma, Mississippi USA

Trip Adviser - La Trobe University Study Tour to the Mississippi Delta and Memphis June 2016, for La Trobe University

Auckland CBD Retail Strategy Plan, for City of Auckland

Danang Priority Infrastructure Investment Project – Advisory Report on the Danang Socio-Economic Development Plan 2006-2010 – Vietnam, for The World Bank

Miri Regional Strategic Plan, Sarawak, with GHD Pty Ltd and Konsortium Malaysia, for Sarawak State Planning Unit

Bintulu Urban and Regional Strategic Plan, Sarawak, with GHD Perunding Sdn Bhd and Jurutera Perunding Wahba Sdn Bhd, for Bintulu Development Authority

Study of Cumulative Environmental Impact - Bali Urban Infrastructure Project, with Egis Consulting, for the World Bank

Quang Ngai Rural Infrastructure & Services Project Feasibility Study, Vietnam, with Pacific Architecture (Assai), for AusAID

Sustainable City Services in Urban China – Beijing and Qingdao, for SCORES as part of Australia-China Capacity Building Program / ACIL

Other

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

Member, Priority Development Panel, State Government of Victoria (2009 - 2010)

Economics for Planners - PLANET Course preparation and presentation, for PLANET/DPCD/PIA (annual, since 2008)



ESSENTIAL
ECONOMICS

*Advisory Role to Victorian State
Government on Retailing and Activity
Centres, for Department of Planning and
Community Development*